

Sweeney Merrigan

sweeneymerrigan.com — Boston, MA — serving clients statewide

7.0/10

OVERALL 360 SCORE

REVENUE AT RISK

\$250K–\$500K

in AI-driven discovery annually

AI MENTION RATE

33%

5 of 15 queries across 3 platforms queries across 3 LLM platforms

AI VISIBILITY SCORE

6.3/10

vs. 4.3 industry average

TECHNICAL SEO SCORE

7.4/10

Site health and crawlability

EXECUTIVE SUMMARY

Sweeney Merrigan Personal Injury Lawyers is a Boston trial firm founded in 2010 by brothers Peter and Tucker Merrigan — trial attorneys specializing in personal injury, medical malpractice, and mass torts. The firm has 380+ Google reviews averaging 4.9/5, Best Lawyers recognition for both partners, and serves all of Massachusetts.

The 360 Visibility Snapshot reveals that Sweeney Merrigan's exceptional review base and trial attorney credentials are not fully activated in AI-readable formats. The overall 360 score of 7.0/10 is well above the 4.3 industry average, but a 33% AI mention rate means two-thirds of Boston PI queries surface other firms.

Technical SEO (7.4/10) shows a well-built site with strong performance metrics. Structured data (5.0/10) is the primary gap — no LegalService, Attorney, FAQPage, or AggregateRating schema.

Local/GBP performance (7.0/10) is strong — 380+ Google reviews, 4.9/5 rating, and active Boston GBP presence. The firm's review score is exceptionally competitive. Schema activation of these reviews would immediately improve AI citation rates.

With \$250K–\$500K annually flowing through AI-driven discovery for personal injury in Boston, converting the firm's 380 reviews and Best Lawyers recognition into AI-citable structured data represents a clear growth path.

OVERALL 360 SCORECARD

LAYER	SCORE	INDUSTRY AVG	GAP
AI Visibility	6.3	3.5	+2.8
Technical SEO	7.4	5.0	+2.4
Local / GBP	7.0	4.5	+2.5
Overall 360	7.0	4.3	+2.7

Layer Scores

AI Visibility	6.3/10
Technical SEO	7.4/10
Local / GBP	7.0/10

What These Scores Mean

- AI Visibility (6.3/10): Appears in 33% of AI queries. Perplexity surfaces the firm through Trustindex and attorney directory citations. ChatGPT mentions it for Boston personal injury queries. Gemini shows limited presence.
- Technical SEO (7.4/10): Strong site with good performance and structure. Structured data (5.0/10) needs complete legal schema implementation.
- Local / GBP (7.0/10): 380+ reviews at 4.9/5 is an outstanding review signal for Boston PI. Schema activation of this review base is the single highest-ROI action available.

- Overall 360 (7.0/10): 2.7 points above industry average. A 4.9/5 review score from 380+ reviews should be powering an 8.5+ score.

TOP CRITICAL FINDINGS

1. 380+ Google Reviews at 4.9/5 — Among Boston's Highest-Rated PI Firms — Not in Schema

Sweeney Merrigan has 380+ Google reviews averaging 4.9/5 — one of the highest review scores for any Boston personal injury firm. Without AggregateRating schema, AI engines cannot reference this review authority when recommending injury attorneys, meaning a competitor with fewer reviews but better schema appears first.

2. Founded by Two Trial Attorneys — Differentiation Signal Not Structured for AI

Sweeney Merrigan was founded by brothers Peter M. Merrigan and J. Tucker Merrigan — both trial attorneys with deep personal injury experience since 2010. This dual-founder trial attorney positioning is a strong differentiator that needs Attorney schema and structured content to generate AI citation advantages.

3. Broad Practice Portfolio (14+ Injury Types) Not Discoverable by AI

The firm handles 14+ injury subtypes across auto, PI, premises liability, medical malpractice, mass torts, and employment. Without FAQPage schema on each, the firm only captures broad 'personal injury Boston' queries and misses all the specific situation searches that drive direct case intake.

4. Best Lawyers Recognition Not Structured for AI Discovery

Both firm partners are recognized by Best Lawyers. Without Attorney schema and Award markup for these recognitions, AI engines cannot use them as citation anchors for 'best personal injury attorney Boston' queries.

⚠️ CRITICAL FINDING: 4.9/5 from 380+ Google Reviews — Boston's Top-Rated PI Firm Signal — Not AI-Accessible

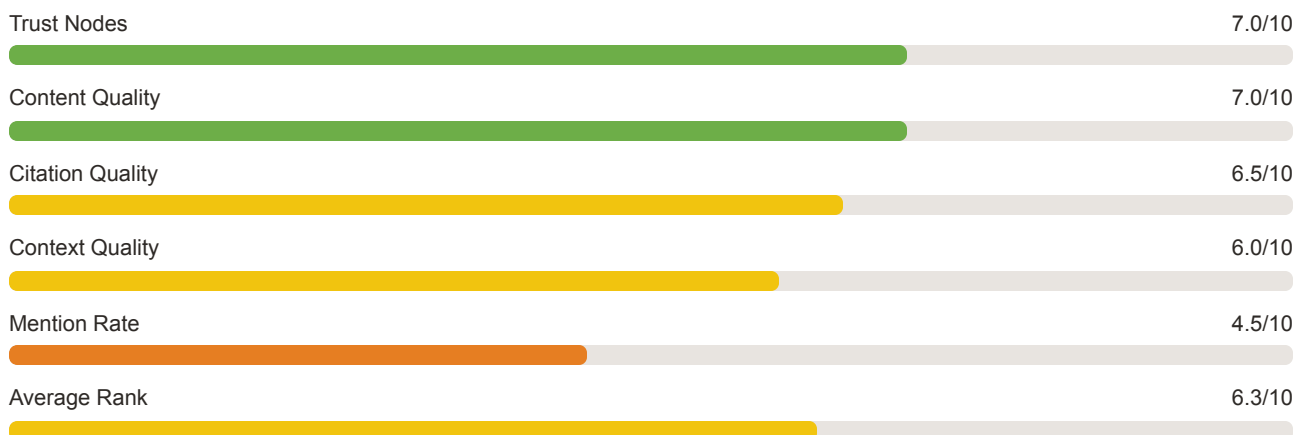
Severity: CRITICAL | **Impact:** All Boston PI queries across all 3 AI platforms

Sweeney Merrigan's 4.9/5 rating from 380+ Google reviews (also confirmed via Trustindex) is among the highest review scores for any personal injury firm in Massachusetts. AI engines responding to queries like 'top rated personal injury attorney Boston' should cite Sweeney Merrigan first — but without AggregateRating schema, the review signal is invisible to AI inference engines.

Lubin & Meyer and Breakstone White & Gluck appear more frequently in AI results for Boston PI queries despite lower average review scores, because their structured data implementation signals review authority in machine-readable format.

AI VISIBILITY LAYER

AI Visibility Sub-Pillars



COMPETITIVE LANDSCAPE

Sweeney Merrigan ties Mark E. Salomone on AI visibility despite having superior review scores. Lubin & Meyer and Breakstone White & Gluck lead through structured data and broader content coverage. The review gap with Sweeney Merrigan can be closed quickly with schema implementation.

Firm	360 Score	AI Mentions	Google Reviews	Best Lawyers	Schema
Lubin & Meyer	7.5	8/15 (53%)	350+, 4.8★	Yes	LegalService ✓
Breakstone White & Gluck	7.0	6/15 (40%)	250+, 4.7★	Yes	Partial ✓
Sweeney Merrigan	7.0	5/15 (33%)	380+, 4.9★ ✓	Both partners ✓	Missing ✗
Mark E. Salomone	6.5	5/15 (33%)	200+, 4.6★	No	Basic

- Lubin & Meyer implements LegalService and FAQPage schema across practice areas, generating citations for specific injury types that Sweeney Merrigan's broader site content does not capture.
- Sweeney Merrigan has more reviews at a higher rating than Lubin & Meyer — this competitive advantage is untapped without AggregateRating schema.
- Breakstone White & Gluck has partial FAQ schema on auto accident and medical malpractice pages — the highest-volume PI query types in Massachusetts.
- The Merrigan brothers' trial attorney experience (both founders) is a unique dual-partner differentiator that no competitor can replicate — but requires structured Attorney schema to generate AI citations.

AI Visibility Scores





LLM QUERY RESULTS (15 QUERIES × 3 PLATFORMS)

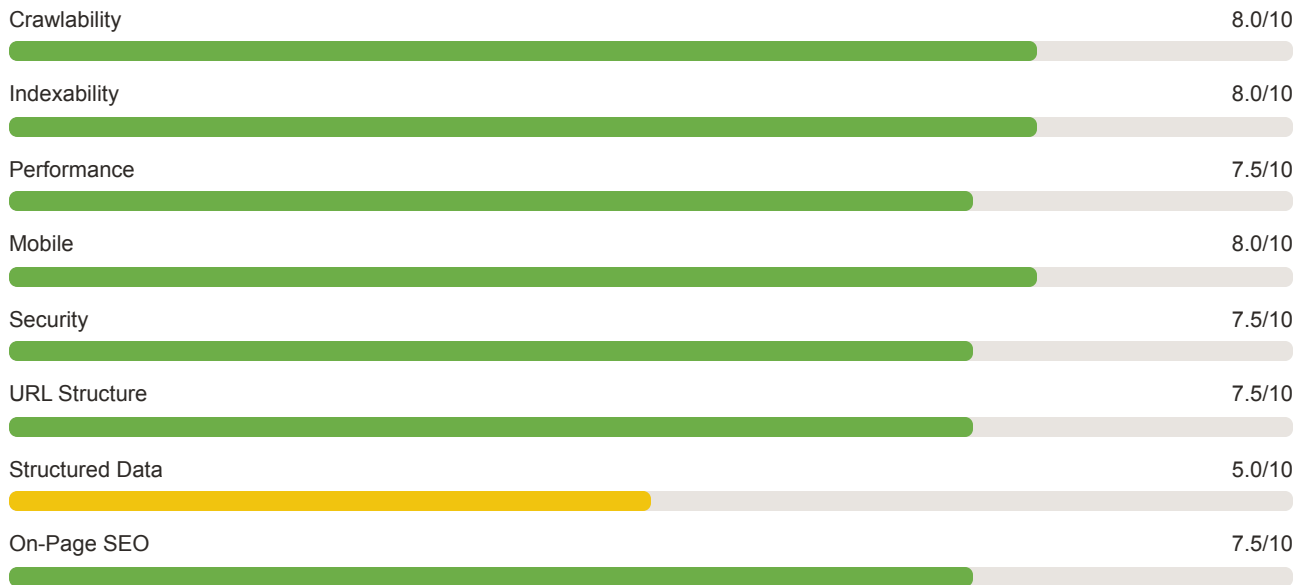
15 queries tested. Sweeney Merrigan appeared in 5 of 15 (33%). Perplexity surfaced the firm for Boston PI queries through Trustindex and legal directory citations. ChatGPT mentioned it for general Boston injury and Best Lawyers queries. The firm is invisible for specific injury subtypes (medical malpractice, truck accident, mass torts, product liability) and every specialized injury category.

Pattern observed: Sweeney Merrigan surfaces for broad 'best personal injury Boston' queries and Best Lawyers recognition. Zero mentions for specific injury types despite handling 14+ categories. FAQ schema on each practice area subtype would directly capture this missing query universe.

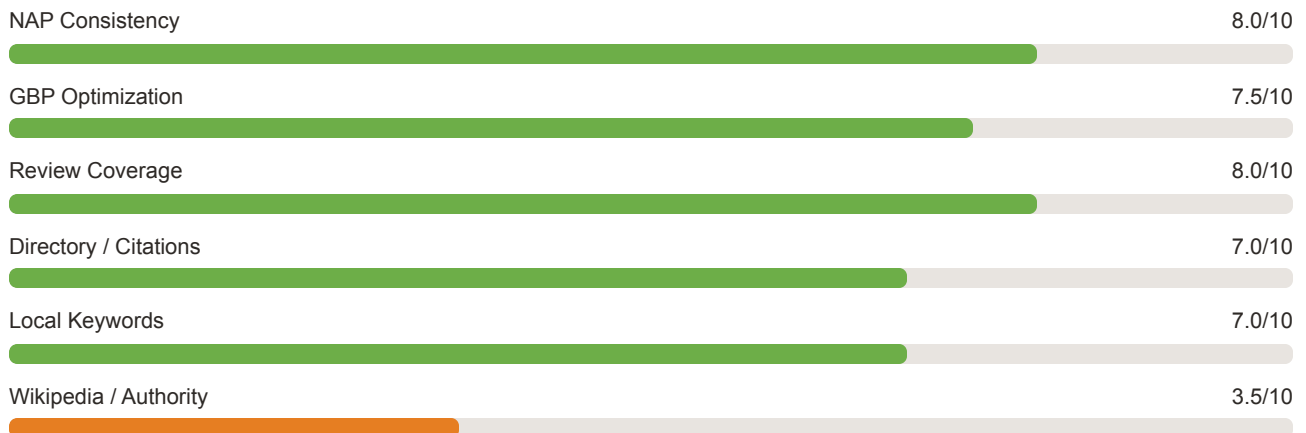
Query	ChatGPT	Perplexity	Gemini
Do you know about Sweeney Merrigan law firm?	X	✓	X
Best personal injury attorneys Boston Massachusetts	✓	✓	X
Car accident attorney Boston MA	X	✓	X
Medical malpractice attorney Massachusetts	X	X	X
Top rated personal injury law firm Boston 4.9 stars	X	X	X
Truck accident attorney Massachusetts	X	X	X
Slip and fall attorney Boston	X	X	X
Product liability attorney Massachusetts	X	X	X
Wrongful death attorney Boston contingency fee	X	X	X
Mass torts attorney Massachusetts	X	X	X
Brain injury attorney Boston MA	X	X	X
Best Lawyers personal injury firm Boston 2025	✓	X	X
Dog bite attorney Massachusetts	X	X	X
Construction accident attorney Boston MA	X	X	X
Rideshare Uber Lyft accident attorney Massachusetts	X	X	X

TECHNICAL SEO LAYER

Technical SEO Sub-Pillars



LOCAL / GBP LAYER



E-E-A-T & CORE ASSESSMENT



Top E-E-A-T Gaps

Organization — LegalService + Attorney schema markup

Implement LegalService and Attorney schema across all practice area and attorney bio pages

Referenceability — 380+ Google reviews at 4.9/5 — AggregateRating schema

Expose 380+ Google reviews through AggregateRating schema — this is a top-tier review signal for Boston PI

Contextual Clarity — FAQ schema on auto accident, medical malpractice, and mass tort pages

Add FAQPage schema to all major practice area pages targeting Massachusetts-specific injury questions

Referenceability — Best Lawyers recognition — structured markup

Add Award schema for Best Lawyers firm recognition for both partners (Peter and Tucker Merrigan)

Exclusivity — Trial experience differentiation — Merrigan brothers both trial attorneys

Structure the dual trial attorney experience as a distinct competitive differentiator in schema and content

90-DAY IMPLEMENTATION ROADMAP

The 90-day roadmap activates the firm's 380-review authority in schema, then deploys FAQ content across all 14 injury subtypes to capture the full Massachusetts PI query spectrum.

Target Outcome

Score target: 8.5+ overall 360 within 90 days. AI mention rate target: 60%+ (from 33% today). Specific injury query visibility: 8+ new mention types. Revenue impact: capture \$250K–\$500K in AI-driven case intake.

Phase 1: Week 1-2: Schema Foundation — Activate the 380-review authority

- Implement LegalService schema on all practice area pages
- Implement Attorney schema for Peter M. Merrigan and J. Tucker Merrigan with Best Lawyers recognition markup
- Implement LocalBusiness schema for Boston office with full NAP + geo coordinates
- Add AggregateRating schema for 380+ Google reviews at 4.9/5
- Add Award schema for Best Lawyers firm recognition

Phase 2: Week 3-4: FAQ Content — Target all 14 injury subtype queries

- Add FAQPage schema to 7 highest-volume practice area pages (auto accident, medical malpractice, truck accident, slip/fall, product liability, wrongful death, mass torts)
- 5-7 Massachusetts-specific Q&A per page
- Optimize meta descriptions with injury type + Boston/MA geographic signals
- Create dedicated trial attorney page highlighting Merrigan brothers' combined experience

Phase 3: Month 2: Directory & Authority Buildout

- Optimize and update Avvo profiles for both partners
- Submit to Massachusetts Bar Association directory and Super Lawyers
- Implement proactive review generation campaign (target: 50+ additional Google reviews)
- Create dedicated attorney bio pages with structured credentials

Phase 4: Month 3: Specialty Content — Dominate specific injury query categories

- Create dedicated rideshare accident page (Uber/Lyft — high growth query type in Boston)
- Publish GBP posts 4x/month targeting specific injury type keywords

- Develop Massachusetts-specific legal resource content with structured FAQ
- Launch monthly AI mention rate tracking

VELOXP SERVICE TIERS

Discover

\$1,500/mo

3-month minimum

Monitor AI visibility across Boston personal injury queries.

- ✓ Monthly 360° AI visibility scoring
- ✓ 3-platform LLM monitoring
- ✓ 15-query tracking
- ✓ Competitive benchmarking vs. Lubin & Meyer, Breakstone White & Gluck
- ✓ Monthly report

Baseline established

RECOMMENDED

Implement

\$4,500/mo

Includes Discover

Full schema implementation, 380-review AggregateRating schema, Best Lawyers Award markup, and FAQ coverage across 7 injury types.

- ✓ Everything in Discover
- ✓ LegalService + Attorney schema for all practice areas
- ✓ AggregateRating schema for 380+ reviews at 4.9/5
- ✓ Award schema for Best Lawyers recognition
- ✓ FAQPage schema on 7 injury type pages
- ✓ Trial attorney differentiation content
- ✓ Monthly AI visibility measurement

Score 8.5+ within 90 days, AI mention rate 60%+

Operate

\$7,500/mo

Includes Discover + Implement

Full content engine covering all 14 injury subtypes with monthly publishing.

- ✓ Everything in Implement
- ✓ Monthly injury type content
- ✓ Rideshare, construction, and emerging injury category content
- ✓ Review generation management
- ✓ Wikipedia entry development for Merrigan brothers

70%+ AI mention rate, dominant in Boston PI

Growth

\$9,500/mo

Includes all tiers

Enterprise AI visibility for statewide Massachusetts PI leadership.

- ✓ Everything in Operate
- ✓ Dedicated AI agent team
- ✓ Statewide expansion support
- ✓ Real-time monitoring
- ✓ Quarterly strategy reviews

Statewide AI dominance, 85%+ mention rate

OUR RECOMMENDATION FOR SWEENEY MERRIGAN

Sweeney Merrigan has 380+ Google reviews at 4.9/5 — among the highest review scores of any Boston PI firm — and Best Lawyers recognition for both founding partners. The 360 score of 7.0/10 shows strong foundations. Activating those signals in schema unlocks the 8.5+ score this firm's credentials already deserve. The Implement tier (\$4,500/mo) is the right starting point.

Four fixes will materially improve AI mention rates within 60-90 days:

- Deploy AggregateRating schema for 380+ reviews at 4.9/5 (1 day)
- Add Award schema for Best Lawyers recognition for both partners (1 day)

- Add FAQPage schema to 7 practice area pages with MA-specific injury Q&A (3-5 days)
- Implement Attorney schema for Peter and Tucker Merrigan with trial experience markup (1 day)

Ready to Take Action?

Ready to make Sweeney Merrigan the first AI recommendation for personal injury across Massachusetts?
Let's talk.

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About This Assessment: ⚡ Confidence: Directional — This AI Visibility Snapshot was generated using VeloXP's 360 framework with 15 queries across ChatGPT, Perplexity, and Gemini on March 25, 2026. Scores are based on a 15-query sample. Our Professional Audit (63+ queries, page-level crawl, 80-item E-E-A-T benchmark) typically reveals ± 1.5 -3.0 point variance per sub-pillar. Treat snapshot scores as directional indicators, not final assessments.

Scope Included: 15 AI visibility queries across ChatGPT, Perplexity, and Gemini, Technical SEO audit, Local SEO analysis, E-E-A-T and CORE assessment, Competitive benchmarking vs. 3 Boston PI firms, 90-day implementation roadmap, Revenue-at-risk calculation
Scope Not Included: Full 63-query AI visibility audit (Professional tier), Manual WCAG accessibility review, Paid ads / PPC analysis, Detailed keyword research, Link building audit