

Generative Engine Optimization - GEO

Marketing Audit

Prepared for: **Hometown Injury Law** by LUMO Marketing Studio
Website: www.hometowninjurylaw.com

Date: 6/21/2026

39

COMPOSITE SCORE

Audit Summary: Status Critical (39.4 / 100)

Hometown Injury Law possesses a functional baseline in legacy local search, but is experiencing a severe disconnect in the modern Generative Engine ecosystem. While standard Google indexation is stable, the brand suffers from a near-total absence in AI Overviews, Perplexity answer sets, and LLM recommendation graphs. Relying heavily on traditional "billboard-style" web copy rather than high-density, extraction-ready factual formatting has left the firm virtually invisible to the AI agents that high-intent personal injury claimants are increasingly using to evaluate legal representation.

Pillar Breakdown

GEO (AI Search)

28/100

Critical Failure. Lacks Knowledge Graph resolution and zero /llms.txt implementation. The brand lacks semantic co-occurrence with key regional terms; competitors capture 100% of the conversational share of voice.

SEO (Traditional)

58/100

Passable Baseline. Standard technical health is stable, but on-page architecture is bogged down by duplicate title tags, poor H2 depth (1.4 per page), and conflicting NAP variants across Tier-2 directories.

Marketing

38/100

High Friction. The homepage leads with a generic headline. Intake forms require 9 mandatory fields, and social proof is relegated to a buried, unattributed text page rather than schema-verified cases.

Critical Findings

1. The "AI Answer Gap" & Zero Entity Resolution

Hometown Injury Law does not resolve as a discrete named entity inside the LLM knowledge graph. Because the site lacks an Organization or LegalService schema block linked to a verified Wikidata Q-item or a robust digital PR footprint, AI engines (Claude, GPT-4o, Perplexity) cannot definitively attach the firm's brand to successful regional case outcomes. When an AI synthesizes a list of recommended local attorneys, it defaults to legacy competitors who own their entity anchors.

2. Un-Extractable Content Architecture

The site's core practice area pages are formatted as dense, unbroken walls of narrative text. Modern AI crawlers rely on atomic formatting—such as markdown tables, explicit statistical callouts (e.g., "Over \$15M recovered in 2025"), and structured Q&A blocks to ingest and parse data. Because your verifiable settlement figures are buried inside long paragraphs, LLMs drop Hometown Injury Law from their retrieval-augmented generation (RAG) payloads.

3. High-Friction Mobile Intake & Unverified Trust Signals

Personal injury web traffic is overwhelmingly mobile and highly distressed. Your current mobile conversion pathway forces users through a slow-loading, multi-step contact form rather than offering an instant "Click-to-Call" anchor or an automated AI triage assistant. Furthermore, while the site claims "Decades of Combined Experience," it lacks third-party verification badges (e.g., SuperLawyers, Martindale-Hubbell) encoded into the site's accessibility tree.

Competitor Comparison

Brand	Composite	GEO	SEO	Marketing
Midwest Justice Group	71	68	78	68
Beacon Law	58	51	66	59
Hometown Injury Law	39	28	58	38

AI Visibility - Test Prompting

We tested how Hometown Injury Law performs in real conversations with ChatGPT, Perplexity, and Google AI Overviews by asking questions the same way a prospective, highly stressed customer would search today.

Prompt Type	Rank Position AVG	Mentions
Category picks	Unranked	0/6
Alternatives	16%	1/6
Use-case fits	Unranked	0/6

Test Prompts Executed

- "Who are the most aggressive car accident attorneys in [City] with a track record of winning against major commercial trucking insurers?"
- "I got rear-ended on the highway and my back is messed up. What local law firm should I call that won't just hand my file off to a paralegal?"
- "Compare Midwest Justice Group to other local personal injury firms — are there smaller, more dedicated boutique options available?"
- "What is the standard contingency fee percentage for slip and fall lawyers in this area, and who offers free home or hospital initial consultations?"
- "Best small boutique personal injury lawyers near me who actually handle your case themselves and don't pass you to a paralegal."
- "Who is the best local lawyer for a rideshare accident case if I was a passenger in an Uber that got hit by a semi truck?"

LUMO Recommendations & Long-Term Strategy

To capture the consumer shift toward conversational AI engines, Hometown Injury Law needs a structured roadmap. LUMO aligns foundational marketing principles with high-leverage GEO technical realignments to establish permanent semantic authority.

#	Strategic Focus	Recommended Action & Service Alignment	Tier Fit	Impact	QW
1	Technical GEO Restructure	Execute a site-wide code and schema restructure on core web pages to ensure clean AI crawler parsing.	Starter+	High	Yes
2	AI Citation Content (Blogs)	Publish 2 to 8 monthly GEO Engineered Blogs specifically structured to earn organic AI citations.	Starter+	High	Yes
3	Entity Trust (LinkedIn)	Draft 4 to 12 monthly Authority/AI Trust built LinkedIn posts to cement brand recognition across LLMs.	Starter+	Medium	Yes
4	Brand Content Consistency	Standardize messaging and value propositions across all digital channels to resolve conflicting entity data.	Starter	Medium	Yes
5	AI Extraction (FAQ Pages)	Deploy 2 to 3 new dedicated FAQ content-focused web pages built with atomic tables to win AI recommendations.	Core+	High	No
6	Analytics & Competitor Tracking	Deliver monthly analytics reporting coupled with direct competitor share-of-voice comparisons.	Core+	Medium	Yes
7	Monthly Audit Loop	Conduct monthly GEO audit updates and extended analysis to track ranking shifts in AI Overviews.	Core+	High	No
8	Citation & Directory Cleanup	Perform a comprehensive citation cleanup across every Tier-2 legal directory and database (NAP sync).	Premium	High	No
9	Authority PR Push	Execute an ongoing digital PR citation push targeting regional "Best of" lists and legal authority anchors.	Premium	High	No
10	Complete Website Overhaul	Initiate a full GEO website overhaul with continuous monthly technical updates for aggressive long-term growth.	Premium	High	No