SAMPLE REPORT: fictional firm. Names, domain, and numbers are illustrative.

FREE VISIBILITY REPORT | OCTOBER 2026

Lakeside Family Law

Columbus, OH | lakesidelaw.example

Ranking in Google, invisible in AI answers

PREPARED FOR

Dana Mitchell
Lakeside Family Law, PLLC

PREPARED BY

Scott Bishop, Up And Social
October 11, 2026

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SECTION 01

What we found

We looked at how Lakeside Family Law, PLLC shows up in the places people look for a lawyer today: Google search, AI assistants like ChatGPT, your Google Business Profile, and your own website.

Hi Dana, I ran lakesidelaw.example through the same process we use for every client. You have real Google traction, which is not where most firms start. There are a few specific gaps worth fixing, and I laid them out below.

Scott Bishop
Founder, Up And Social

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AI MENTIONS

Lakeside was not named or cited in any of the 16 AI answers checked

336

RANKED KEYWORDS

Total keywords your site ranks for in Google

47

NEAR PAGE 2

Keywords ranking positions 11 to 20, close to page one

GOOGLE SEARCH	AI ANSWERS	LOCAL AND REVIEWS	WEBSITE HEALTH
Fair	**Weak**	**Fair**	**Needs work**

Your site ranks for 336 keywords and holds page one spots on several estate planning and Medicaid terms. That is a solid foundation most firms your size do not have.

The gap is in AI answers. Across 16 answers we checked, Lakeside was not named or cited once. Competitors like Birch Estate Planning, Reed Hollis, and Whitfield Estate Group show up repeatedly instead.

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SECTION 02

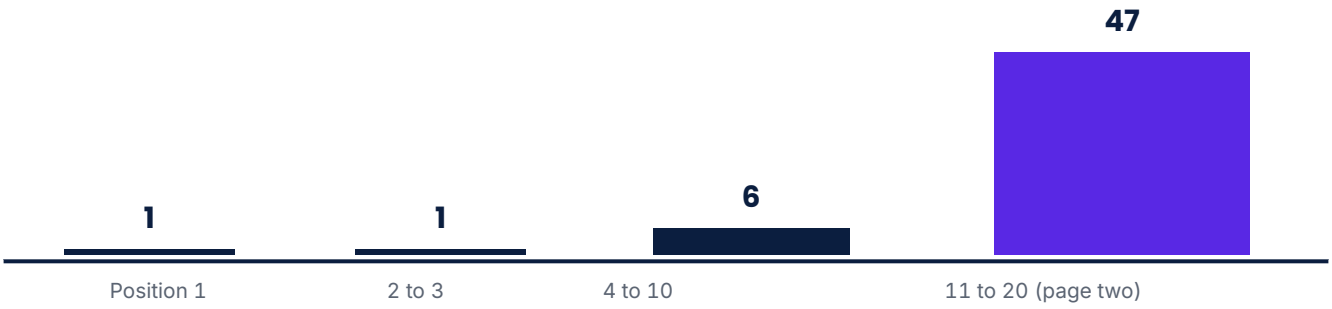
Where you show up in Google

Keywords lakesidelaw.example ranks for in Google, pulled October 11, 2026. Search volumes are third party estimates.

Your site ranks for 336 keywords, with 1 in the top spot, 1 more in positions 2 to 3, and 6 in the top 10. The biggest opportunity is the 47 keywords sitting at positions 11 to 20, just off page one.

Where your keywords rank

lakesidelaw.example ranks for 336 keywords. 8 are on page one and 47 on page two; the other 281 sit deeper, past position 20. Source: DataForSEO.

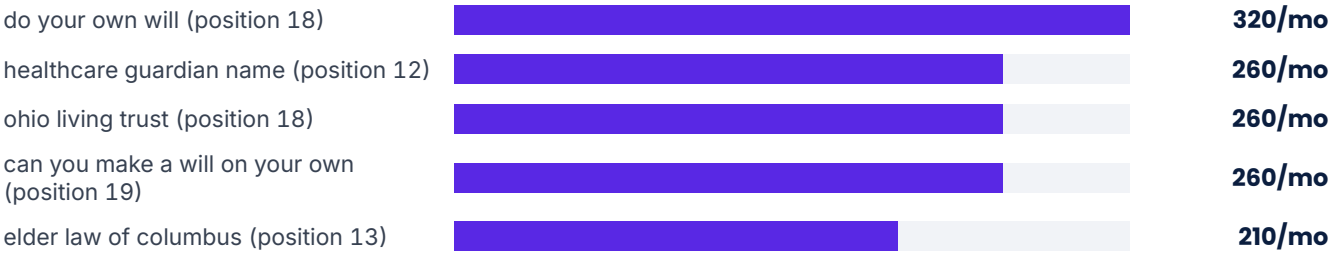


SEARCH TERM	POSITION	MONTHLY SEARCHES	PAGE IT LANDS ON
will myself	4	210	/can-i-create-my-will-myself/
when does the power of attorney take effect	10	170	/when-does-a-power-of-attorney-take-effect/
how long does it take to get approved for medicaid	3	50	/qualify-for-medicaid/
medicaid look back period	7	50	/category/medicaid/
inheritance loans near me	9	50	/what-to-know-when-you-get-an-inheritance/

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Close to page one

Searches where you sit on page two. A small push moves these onto page one. Monthly searches are third party estimates.



Who shows up for "estate planning attorney Columbus, OH"

You do not appear in the top 30 results for this search. These are the law firms Google shows instead, by position:

1. thewhitfieldfirm.com · **2.** lawsonpllc.com · **3.** linwoodlegal.com · **4.** carterstonelaw.com · **5.** whitmanlawoffice.com

You do not appear for your main search term

For "estate planning attorney Columbus, OH" your site did not appear in the top positions we checked. Competitors like thewhitfieldfirm.com, lawsonpllc.com, and linwoodlegal.com hold those top spots.

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SECTION 03

Where you show up in AI answers

We asked ChatGPT, Gemini, Claude, and Perplexity four questions the way a client would ask them, with live web search on, and recorded whether Lakeside Family Law, PLLC was named.

0 of 16

ANSWERS THAT NAME YOU

Across 4 AI assistants and 4 questions.

0 of 16

ANSWERS THAT CITE YOUR SITE

Times lakesidelaw.example was listed as a source.

superlawyers.com

MOST CITED SOURCE

The site AI leaned on most for these questions.

Did AI name you?

Every answer we collected, one dot per AI assistant per question.

QUESTION ASKED	CHATGPT	GEMINI	CLAUDE	PERPLEXITY
Who is the best estate planning attorney in Columbus, OH?	✕	✕	✕	✕
I need a estate planning lawyer in Columbus, OH. Which law firms would you recommend?	✕	✕	✕	✕
Who should I hire to set up a living trust or will in Columbus, OH?	✕	✕	✕	✕
Which estate planning law firms in Columbus, OH have the best reviews?	✕	✕	✕	✕

Named you Did not name you Not measured

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Who AI named instead

QUESTION ASKED	FIRMS AND LAWYERS NAMED
Who is the best estate planning attorney in Columbus, OH?	Paul R. Lane, Brian T. Moore, John W. Birch, Mary K. Ellis
I need a estate planning lawyer in Columbus, OH. Which law firms would you recommend?	Mason & Pratt, Reed Hollis Law Group, Whitfield Estate Group, Carver & Hale
Who should I hire to set up a living trust or will in Columbus, OH?	Whitfield Estate Group, Tate Ellison & Ward, Reed Hollis Law Group, Sloan Rhodes & Vance
Which estate planning law firms in Columbus, OH have the best reviews?	Birch Estate Planning, Hale Law, Capital City Estate Law, Arbor Law

Who AI used as a source instead

How many of the 16 answers cited each site as a source.



AI assistants recommend other firms, not yours

We asked ChatGPT, Gemini, Claude, and Perplexity four common client questions. None of the 16 answers named or cited Lakeside Family Law . Firms like Birch Estate Planning and Reed Hollis came up repeatedly instead.

The sources AI leaned on most were directories like Super Lawyers, Avvo, and FindLaw, plus competing firm sites like northgatefamilylaw.example and reedhollislaw.com. Your site was not among the top cited sources in the answers we reviewed, so AI has little of yours to pull from.

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SECTION 04

Your local presence

Your Google Business Profile drives the map results and feeds the AI answers about local lawyers.

GOOGLE BUSINESS PROFILE

Name	Lakeside Family Law, PLLC
Main category	Estate planning attorney
Rating	4.4 from 34 reviews
Phone on profile	(614) 555-0142
Phones on your website	(614) 555-0142, (614) 555-0187, (800) 555-0119
Claimed	Yes

Your Google Business Profile is claimed and matches your site name, with a 4.4 rating from 34 reviews. That is a decent base. Only 1 photo is uploaded, which is light for a profile meant to build trust with new clients.

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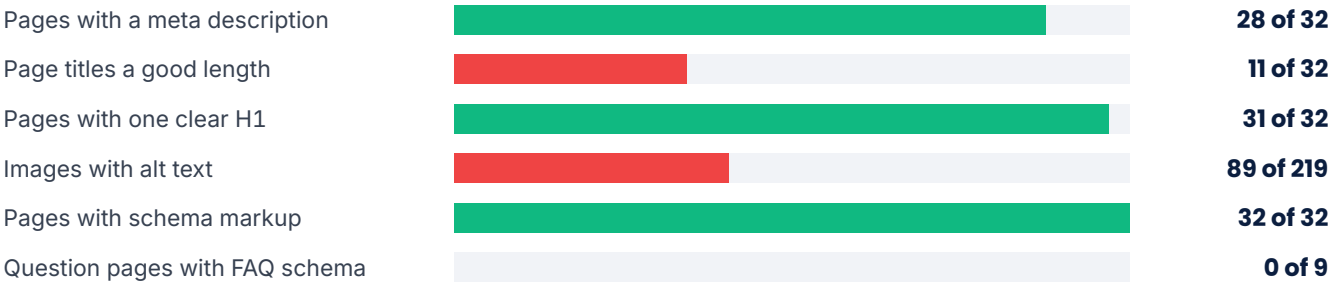
SECTION 05

Your website

We checked 32 pages of lakesidelaw.example plus its sitemap and robots file on October 11, 2026.

Website health check

Share of the 32 pages we crawled (or their images) that pass each check.



No legal schema on the site

HIGH

None of the 32 pages checked have LegalService or Attorney schema. This structured data helps search engines and AI tools understand who you are and what you do.

No FAQ schema despite question content

HIGH

9 pages use question-style headings like 'What is elder abuse?' but none carry FAQ schema, a missed chance to appear in rich answer results.

No llms.txt file

MEDIUM

Your site has no llms.txt file to help AI crawlers understand your content. This is a newer but increasingly used signal.

130 images missing alt text

MEDIUM

Out of 219 images checked, 130 have no alt text, which can hurt accessibility and image search visibility.

What is already right

- Ranks for 336 keywords with multiple page one positions.
- Google Business Profile is claimed, matches your site, and shows a 4.4 rating.
- Site is fully on HTTPS with no broken pages found in the crawl.

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SECTION 06

The three things we would fix first

Ranked by what moves the most, soonest.

1 **Add LegalService and Attorney schema**

Mark up your homepage and attorney page with proper schema so search engines and AI tools can clearly identify your practice and location.

2 **Add FAQ schema to your question-based pages**

You already have 9 pages with question headings. Adding FAQ schema to these gives you a real shot at rich results and AI answer citations.

3 **Build content and citations for your core search term**

You do not currently show up in the top results for 'estate planning attorney Columbus, OH.' Target this directly with a dedicated page and work on directory presence to support it.

> **What we could not check**
>
> We could not verify your physical address from the Google Business Profile data, and directory presence on sites like Avvo or Super Lawyers was not confirmed either way.

Sources and method: rankings, search volumes, Google Business Profile and competitor results from DataForSEO, pulled October 11, 2026. AI answers from live questions to ChatGPT, Gemini, Claude, and Perplexity through the DataForSEO AI Optimization API with web search on, October 11, 2026. Website findings from a live crawl on October 11, 2026. Traffic and volume figures are third party estimates, not your analytics. AI answers change over time; this is a snapshot, not a promise of future results.

Want to walk through this together?

Grab 20 minutes with us. We will show you what we would do first, in what order, and what it could realistically change. No pressure, no obligation.

Book my free growth call