SCO Audit
Firm A

San Antonio Family Law Practice

Baseline Search Channel Optimization scoring
across all six discovery channels

KEY FINDING

Ranks #3 on Google.

Cited in 8% of AI answers.

Strong traditional search presence, near-zero visibility in the channels buyers now check first.

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SAMPLE — for illustration only

Firm identity, scores, and details are illustrative. Not a real client audit.

Channel-by-Channel Scoring

Scored 0–100 based on visibility, citation rate, and buyer-question coverage.

Channel	Score	Priority
1. Traditional search (Google, Bing)	87/100	MAINTAIN
Ranks #3 for primary keyword. Google Business Profile fully optimized. Strong local citations.		
2. AI answer engines (ChatGPT, Perplexity, Claude)	12/100	CRITICAL
Named in 8% of ChatGPT/Perplexity answers to buyer-relevant queries. Not cited by Claude or Gemini in any tested query.		
3. AI Overviews / SGE	24/100	HIGH
Appears in 2 of 12 sampled SGE results. No FAQ schema on the site. Content not structured for AI summarization.		
4. Voice search	62/100	MODERATE
GBP data accurate and complete. Featured snippet capture on 3 of 8 tested natural-language queries.		
5. Vertical platforms (YouTube, Yelp, Maps)	41/100	HIGH
Strong Yelp presence with 40+ reviews. Zero YouTube presence. Google Maps profile under-optimized (no posts, few photos).		
6. Community / social	8/100	CRITICAL
Zero Reddit mentions in 3-year search. Inactive on Nextdoor. No community-authority signals detected in any monitored source.		

What this means

Firm A is a top-tier Google performer whose new-client pipeline is shrinking because buyers are no longer starting at Google. 92% of the discovery channels their prospects now use are effectively invisible to Firm A. Channels 2, 3, and 6 have specific, addressable fixes with 6–9 month payoff. The 90-day plan begins with FAQ schema (quick win) and authoritative content in the right channels.

90-Day Action Plan (excerpt)

Weeks 1–2 Add FAQ schema to top 8 pages. Rewrite service pages as question-answer pairs.

Weeks 3–4 Publish 3 authoritative articles targeting high-buyer-intent queries.

Weeks 5–8 Establish YouTube presence: 4 short-form videos answering common questions.

Weeks 9–12 Community engagement: identify 3 subreddits + Nextdoor neighborhoods; weekly participation.