

Local SEO + AI Visibility Audits

Cedar Quill Law Audit

cedarquill.example

Cedar Quill Law

Prepared 2026-08-04

5 Gaps Identified

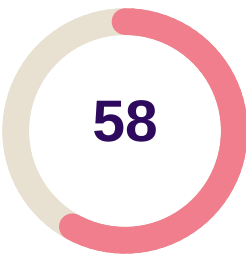
Citation Index 33

40% Local Pack Presence

82% GBP Completeness

1 NAP Mismatch

Executive Summary



OVERALL VISIBILITY
SCORE

Local Pack		40
Google Business Profile		82
AI Visibility		33
Technical SEO		67
NAP Consistency		67

Findings snapshot

Live audit data feeding the report narrative, status table, and exports.

Local pack presence

Google local 3-pack results from SerpAPI checks.

IN-PACK RATE

40%

Query	In pack	Position
estate planning attorney Riverton	Yes	#3
wills and trusts lawyer near me	Yes	#2
estate planning attorney near Riverton OR	No	—
small business lawyer Riverton	No	—
Cedar Quill Law Riverton	No	—

Schema.org structured data

<https://cedarquill.example>

JSON-LD

1

MICRODATA

0

RDFA

0

Attorney schema is present; FAQ schema is missing on service pages.

Top-level @type: Attorney, WebSite

Type	Name	Format	Placement	Fields
Attorney	Cedar Quill Law	JSON-LD	Standalone	address, phone
WebSite	Cedar Quill Law	JSON-LD	Standalone	—

Google Business Profile completeness

Cedar Quill Law

COMPLETENESS

82%

Key gaps: Recent posts, Q&A answered

Profile element	Status	Detail
Business hours	Present	Hours listed
Photos	Present	12 photos
Services	Present	Estate planning, contracts
Recent posts	Missing	No posts in 90 days
Q&A answered	Missing	2 unanswered questions
Website	Present	https://cedarquill.example

Competitor benchmark

Side-by-side comparison from AI mention tallies, local pack results, and SpyFu when configured.

Business	AI mentions	Local pack	Rating	DA
Cedar Quill Law (subject)	7 (58%)	2×	& 4.9	28
Harbor & Pine Legal	7	5×	—	—
Riverton Counsel	4	5×	—	—
Willamette Wills	3	2×	—	—
Cascade Contracts	0	1×	& 4.5	—

AI-readable content map

No llms.txt found at /llms.txt.

Structured data

Attorney schema is present; FAQ schema is missing on service pages.

Content structure

On 5 sampled pages: 1 duplicate title tag(s) across sampled pages; generic/missing alt text on 2 sampled page(s); 1 sampled page(s) with no H1; canonical missing on 1 sampled page(s).

DUPLICATE TITLE TAGS

“Cedar Quill Law | Services”

- <https://cedarquill.example/small-business>
- <https://cedarquill.example/wills>

SAMPLED PAGES (5)

<https://cedarquill.example/>

- No issues on this sampled page.

<https://cedarquill.example/estate-planning>

- 2 images missing alt text
- No H1 heading

<https://cedarquill.example/small-business>

- Duplicate title “Cedar Quill Law | Services” (also on <https://cedarquill.example/wills>)
- Missing meta description

<https://cedarquill.example/wills>

- Duplicate title “Cedar Quill Law | Services” (also on <https://cedarquill.example/small-business>)
- Generic alt text: “logo”

<https://cedarquill.example/about>

- Canonical tag missing

Site security

missing 4 security header(s).

HTTPS: yes

HTTP !' HTTPS redirect: yes

MISSING SECURITY HEADERS

- Content-Security-Policy
- X-Content-Type-Options
- Referrer-Policy
- Permissions-Policy

Entity consistency

Name/address/phone inconsistencies found across 1 of 3 checked source(s): Yelp.

Summary

Cedar Quill Law operates as an estate-planning and small-business contracts firm at 400 Fable Street, Suite 12 in Riverton, OR, serving Riverton and the Willamette Valley. Overall answer-engine readiness is mixed: branded recognition is strong, Google Business Profile completeness is 82%, and crawler access is open, but category-level citations and local pack presence remain soft.

The strongest signals include unblocked AI crawlers, live sitemap coverage of core service URLs, Attorney schema with name/address/phone on the homepage, consistent NAP on Google and the website, and featured/mentioned results for branded queries. Citation Index and mention rate in this pass reflect that branded reliability more than category dominance.

The clearest gaps are a missing llms.txt file, no FAQ schema on service pages, duplicate titles and missing H1/alt/canonical on sampled service pages, four missing security headers, a 40% local 3-pack in-pack rate, unanswered GBP Q&A with no recent posts, a shortened Yelp address line, and Harbor & Pine Legal leading on AI mentions and pack position. Mobile Lighthouse performance (64) is a secondary CHECK, driven by LCP.

The pattern across these findings is a split between entity hygiene and competitive visibility: Cedar Quill Law is crawlable, marked up, and correctly named for branded searches, but answer engines and Maps still prefer Harbor & Pine Legal and Riverton Counsel for generic estate-planning and contracts intent in Riverton.

Status table

Status	Finding	Area
STRONG	robots.txt does not block any major AI crawler.	Crawler access
GAP	No llms.txt found at /llms.txt.	AI-readable content map
STRONG	Sitemap found with 3 URLs.	Crawler access
GAP	Attorney schema is present; FAQ schema is missing on service pages.	Structured data
CHECK	Mobile Lighthouse performance 64 — LCP is the main opportunity.	Site performance

GAP	On 5 sampled pages: 1 duplicate title tag(s) across sampled pages; generic/missing alt text on 2 sampled page(s); 1 sampled page(s) with no H1; canonical missing on 1 sampled page(s).	Content structure
GAP	missing 4 security header(s).	Site security
CHECK	Domain Authority 28, 14 linking domains, 62 inbound links (logged manually).	Off-site authority
CHECK	Authority 24, 12 referring domains, Spam score 4.	Backlink profile
STRONG	Business appears correctly and consistently for branded searches.	AI search visibility
CHECK	Appears in Google local 3-pack for 2 of 5 checked queries (40%).	Local pack presence
STRONG	GBP completeness 82% — missing: Recent posts, Q&A answered.	Google Business Profile
CHECK	Tied with Harbor & Pine Legal on AI mentions (7× each; Harbor & Pine Legal appears in local pack more often (5× vs. 2×)).	Competitor benchmark
GAP	Name/address/phone inconsistencies found across 1 of 3 checked source(s): Yelp.	Entity consistency
STRONG	Average rating 4.9& across 2 source(s) (60 total reviews).	Local trust signals

1. Crawler access (robots.txt)

Technical crawler access is well-configured for major AI systems and traditional search spiders. The site's robots.txt file is confirmed directly to block no major AI crawlers (GPTBot, Google-Extended, ClaudeBot), so automated agents can ingest public pages. A sitemap.xml file is live and lists three URLs covering the homepage plus estate-planning and small-business service pages.

The gap is breadth rather than access: the crawl map is small for a multi-service local firm, which limits how completely answer engines can discover supporting content beyond those three listed paths.

2. llms.txt and AI-facing content

No llms.txt file was found at the domain root. Without that machine-readable content map, answer engines rely solely on HTML, the sitemap, and schema.org markup to infer what Cedar Quill Law offers and which pages matter.

The rest of the AI-facing stack is mixed: crawlers are allowed, but there is no dedicated text guidance describing practice areas, service-area language, or canonical entity facts for models that look for /llms.txt first.

3. Schema.org structured data

Schema.org structured data was parsed from https://cedarquill.example (JSON-LD, microdata, and RDFa). The homepage carries 1 JSON-LD block, 0 microdata items, and 0 RDFa items.

Top-level types detected: Attorney, WebSite. The Attorney entity is standalone JSON-LD named “Cedar Quill Law” with address and phone present. The WebSite entity is also standalone JSON-LD under the same name, without NAP fields (expected for that type).

Service pages still lack FAQ schema. Common estate-planning questions are therefore not available as structured Q&A for answer engines, even though the core local-business entity is marked up on the homepage.

4. AI search visibility

Answer-engine tests cover branded, local, category, and secondary-service queries across Google AI Overviews, ChatGPT, and Gemini.

- Branded (“Cedar Quill Law Riverton”): cited on all three engines, including a featured placement in ChatGPT. Harbor & Pine Legal is the competitor most often named alongside the firm.
- Local (“estate planning attorney near Riverton OR”): cited only in ChatGPT; AI Overviews and Gemini named Harbor & Pine Legal and Riverton Counsel instead.
- Category (“best estate planning lawyer Oregon”): missed in AI Overviews and ChatGPT; Gemini mentioned the firm while also citing Willamette Wills.
- Secondary service (“small business contracts attorney Riverton”): missed in AI Overviews; ChatGPT and Gemini both mentioned the firm, with Riverton Counsel as the competing name.

The pattern: branded recognition is reliable, but category and AI Overview citations are still thin relative to Harbor & Pine Legal.

5. Local pack presence

Google local 3-pack checks were run for five queries. Cedar Quill Law appears in pack for 2 of 5 (40%).

When in pack, the firm sits at position 3 for “estate planning attorney Riverton” (behind Harbor & Pine Legal and Riverton Counsel) and position 2 for “wills and trusts lawyer near me.” It is out of pack for the remaining local, secondary-service, and even one branded map query, where Harbor & Pine Legal, Riverton Counsel, Willamette Wills, and Cascade Contracts occupy the three slots instead.

Local pack presence is therefore real but not dominant: the firm can surface for a subset of estate-planning queries and is regularly displaced on broader “near me” and contracts language.

6. Business entity consistency

Name, address, and phone were compared across Google, Yelp, and the website. Google and the website agree on “Cedar Quill Law,” 400 Fable Street, Suite 12, Riverton, OR, and (555) 010-0142.

Yelp lists the same name and phone but shortens the street line to “400 Fable St Ste 12, Riverton, OR,” which the audit flags as an address mismatch. Ratings are consistent (4.9 on Google across 41 reviews; 4.8 on Yelp across 19). No legacy trade-name conflict was recorded in this pass.

7. Google Business Profile completeness

Google Business Profile completeness for Cedar Quill Law scored 82% based on Maps data and the manual GBP dashboard checklist.

Confirmed present: business hours, photos (12), services (estate planning, contracts), and website. The remaining automated/manual gaps are recent posts (none in 90 days) and Q&A (2 unanswered questions). Appointment link and messaging are in place.

The listing is complete enough to support local pack eligibility, but stale posts and open questions weaken freshness signals that answer engines and Maps both use when ranking local professional services.

8. Competitor benchmark

Harbor & Pine Legal leads on AI mentions in this pass, appearing more often in answer-engine responses than Cedar Quill Law, and occupies the #1 local-pack slot on multiple estate-planning queries. Riverton Counsel is the next most frequent competing name, with stronger pack presence on small-business contract searches. Willamette Wills and Cascade Contracts appear in pack when Cedar Quill Law does not.

Cedar Quill Law's review rating (about 4.9 across checked sources) is competitive, but review volume (41 on Google) trails Harbor & Pine Legal (126) and Riverton Counsel (84). Domain Authority is 28 — typical for a small local firm and not a differentiator against these names.

The competitive picture is a local three-way: Harbor & Pine Legal wins share of voice and pack position; Cedar Quill Law wins branded recognition and rating; Riverton Counsel splits the contracts intent.

9. Traditional SEO assessment

On-page structure is mixed across five sampled pages. The homepage is clean: unique title, meta description, and H1, with alt text, viewport, language, canonical, and Open Graph title/image. Service and supporting pages are weaker.

<https://cedarquill.example/estate-planning> has no H1 and two images missing alt text. <https://cedarquill.example/small-business> and <https://cedarquill.example/wills> share the title “Cedar Quill Law | Services”; the contracts page also lacks a meta description, and the wills page uses generic alt text (“logo”). <https://cedarquill.example/about> is missing a canonical tag.

Mobile Lighthouse performance scored 64, with LCP at 3.1 s as the main opportunity (CLS 0.04, INP 220 ms). Accessibility 91, best practices 88, and SEO 92. HTTPS and HTTP redirects are in place, with HSTS and X-Frame-Options present; Content-Security-Policy, X-Content-Type-Options, Referrer-Policy, and Permissions-Policy are missing.

The weaker signals therefore sit in both traditional on-page hygiene and AI-facing files (no llms.txt), plus FAQ schema on service pages and local/category citation share.

10. Off-site authority

Off-site authority is modest and informational rather than a blocker. Moz (logged manually) shows Domain Authority 28, 14 linking root domains, and 62 inbound links, with a spam score of 3. Crawly reports authority 24, 12 referring domains, 47 backlinks, and spam score 4.

Those figures match a small Riverton professional-services site more than a regional content publisher. They do not explain the AI Overview misses on their own; those track more closely to pack position and competitor mention volume than to raw link counts.