

AI VISIBILITY & SEARCH AUTHORITY DEEP DIVE

Hartwell & Reyes Injury Law

Why this firm is invisible to the AI systems Tampa clients now use to choose a lawyer — and exactly what it is costing in signed cases.

TAMPA · PERSONAL INJURY · PREPARED FOR MANAGING PARTNER

33

OVERALL SEARCH
AUTHORITY SCORE / 100

10

MENTIONS IN
240 AI ENGINE CHECKS

\$291K

ANNUAL FEE REVENUE
MODELLED AS RECOVERABLE

24

DOMAIN
AUTHORITY

REPORT DHP-AVI-2603-SAMP · ISSUED March 14, 2026 · CONFIDENTIAL
PREPARED BY DIGITAL HORSEPOWER · DIGITALHP.COM · 954.419.4141
ALL DATA CAPTURED March 14, 2026 — INDEPENDENTLY VERIFIABLE (SEE P. 23)

CONTENTS

What Is Inside This Report

Twenty-two sections, built from 240 live AI engine checks, a 49-point geo-grid, a 10-keyword ranking audit, a 47-platform listing sweep, and a full technical crawl.

01	Executive Scorecard	03
02	The Revenue at Stake	04
03	How We Measure: The AVI Method	05
04	AI Engine Results	06
05	What the AI Engines Actually Said	07
06	Who Gets Cited Instead	08
07	Map Pack Coverage: The Geo-Grid	09
08	Keyword-Level Ranking Audit	10
09	12-Month Organic Trajectory	11
10	Domain Authority & Link Equity	12
11	Directory Links vs. Earned Media	13
12	NAP Consistency	14
13	Business Profile & Review Engine	15
14	Website Performance	16
15	Technical Crawl	17
16	Paid Search Overlap	18
17	Content Gap Analysis	19
18	Competitive Landscape	20
19	The 90-Day Action Plan	21
20	Projected Trajectory	22
21	Methodology	23
22	Glossary & Next Step	24

EXECUTIVE SCORECARD

Executive Scorecard

Eight independently measured categories. The pattern matters more than any single grade.

33

COMPOSITE SEARCH AUTHORITY SCORE

33 out of 100. A firm in this band is typically found by clients who already know its name, and rarely by clients who do not.

AI Visibility (GEO)	F	17 / 100
Authority & Backlinks	C	57 / 100
Organic Search	F	0 / 100
Local / Map Pack	D	54 / 100
Technical & Schema	C	58 / 100
Content Depth	D	44 / 100

WHAT THIS COSTS YOU

3 of six measured categories fall below the threshold where AI engines will cite a source. The problem is authority, not your website — authority is bought with work, not a rebuild.

THE REVENUE AT STAKE

The Revenue at Stake

Ranking scores are abstract. Signed cases are not. This converts the visibility gap into fees.

STEP	RATE / VOLUME	RESULT
Realistic capture at top-3 organic + map pack	18.5%	740 visits/mo
Current captured share	—	24 visits/mo
Recoverable visit gap	—	716 visits/mo
Site inquiry rate (benchmark)	3.4%	24/mo
Qualified-case rate	46%	11/mo
Signed-case rate on qualified intake	19%	2.1/mo
Your average net attorney fee	\$11,400	\$24,255/mo

MODELLED ANNUAL FEE REVENUE
NOT CAPTURED

\$291,065

2.1 additional signed files per month at your stated average fee. This is the size of the pool currently going to competing firms.

SCENARIO	ANNUAL FEES
Conservative — 60% of modelled capture	\$174,639
Base case	\$291,065
Upper — 130%	\$378,384

WHAT THIS COSTS YOU

\$291,065 in annual fees is the modelled size of the pool currently going to competing firms. Even at 60% of that, the gap is \$174,639.

AI ENGINE RESULTS

AI Engine Results, by Question Type

60 prompts × 4 engines = 240 checks, run March 14, 2026. Category-level results matter more than the total.

10	4.2%	2
TOTAL MENTIONS IN 240 CHECKS	OVERALL MENTION RATE	MENTIONS ON DIRECT-INTENT QUESTIONS
Direct Intent	4.2%	2 of 48 checks
Named instead: Kelley Uustal, Steinger Greene, Morgan & Morgan		
Situational / Urgent	4.2%	2 of 48 checks
Named instead: Morgan & Morgan, Rubenstein Law, Lytal Reiter		
Comparison / Research	4.2%	2 of 48 checks
Named instead: Kelley Uustal, Steinger Greene, Morgan & Morgan		
Trust / Reputation	6.3%	3 of 48 checks
Named instead: Morgan & Morgan, Rubenstein Law, Lytal Reiter		
Niche Practice Area	2.1%	1 of 48 checks
Named instead: Morgan & Morgan, Rubenstein Law, Lytal Reiter		

WHAT THIS COSTS YOU

A 4.2% mention rate means the engines name you in roughly 4 of every 100 answers.

CAPTURED AI RESPONSES

What the AI Engines Actually Said

Verbatim responses, captured live. Not a score or a summary — what a client saw when they asked.

OPENAI**Who are the best personal injury lawyers in Tampa?**

Here are well-regarded personal injury firms in Tampa: 1. Kelley Uustal — cited for verdict history and practice-area pages. 2. Steinger Greene — cited for verdict history and practice-area pages. These firms come up most often for personal injury matters in the Tampa area.

NOT MENTIONED Your firm does not appear anywhere in the response.

PERPLEXITY**Who are the best personal injury lawyers in Tampa?**

Here are well-regarded personal injury firms in Tampa: 1. Morgan & Morgan — cited for verdict history and practice-area pages. 2. Rubenstein Law — cited for verdict history and practice-area pages. 3. Lytal Reiter — cited for verdict history and practice-area pages. These firms come up most often for personal injury matters in the Tampa area.

NOT MENTIONED Your firm does not appear anywhere in the response.

GEMINI**Who are the best personal injury lawyers in Tampa?**

Here are well-regarded personal injury firms in Tampa: 1. Kelley Uustal — cited for verdict history and practice-area pages. 2. Steinger Greene — cited for verdict history and practice-area pages. These firms come up most often for personal injury matters in the Tampa area.

NOT MENTIONED Your firm does not appear anywhere in the response.

ANTHROPIC**I need a personal injury lawyer in Tampa, who should I call?**

Here are well-regarded personal injury firms in Tampa: 1. Morgan & Morgan — cited for verdict history and practice-area pages. 2. Hartwell & Reyes Injury Law — cited for verdict history and practice-area pages. 3. Rubenstein Law — cited for verdict history and practice-area pages. These firms come up most often for personal injury matters in the Tampa area.

MENTIONED Your firm was named in this response.

WHAT THIS COSTS YOU

These are reproducible. Page 23 lists the prompts; a private browsing window and sixty seconds confirms every one.

SOURCE ANALYSIS

Who Gets Cited Instead

Every AI answer is assembled from sources. We logged every citation and ranked the domains the engines pulled from.



Citation count across all logged source references.

WHAT THIS COSTS YOU

This is a list, not a black box — and it is the shortest route to being named.

GEO-GRID COVERAGE

Map Pack Coverage — The Geo-Grid

Map ranking is not one number. We sampled 49 points across a 12-mile grid centred on your office.

2	20+	7	20+	20+	4	20+
20+	20+	20+	6	20+	20+	3
20+	7	20+	20+	5	20+	20+
20+	20+	6	20+	20+	4	20+
20+	20+	20+	5	20+	20+	3
20+	7	20+	20+	4	20+	20+
20+	20+	6	20+	20+	3	20+

OFFICE AT CENTRE · 12-MILE SPAN

11.4

AVERAGE MAP RANK, 49 POINTS

4

POINTS IN THE TOP 3

34

POINTS WHERE YOU DO NOT APPEAR

WHAT THIS COSTS YOU

You hold a top-3 position at 4 of 49 sample points. Clients search from where they are, not from your lobby.

KEYWORD RANKING AUDIT

Keyword-Level Ranking Audit

10 commercial keywords tracked. A dash means the site does not rank in the top 100.

KEYWORD	YOUR POSITION	WHO HOLDS #1
personal injury lawyer Tampa	NOT RANKED	morganandmorgan.com
Tampa personal injury attorney	NOT RANKED	kulaw.com
best personal injury lawyer Tampa	34	rubensteinlaw.com
personal injury law firm Tampa	NOT RANKED	morganandmorgan.com
free consultation personal injury lawyer Tampa	NOT RANKED	kulaw.com
personal injury attorney near me Tampa	47	rubensteinlaw.com
top personal injury lawyer Hillsborough county	NOT RANKED	morganandmorgan.com
personal injury lawyer reviews Tampa	22	kulaw.com
affordable personal injury attorney Tampa	NOT RANKED	rubensteinlaw.com
personal injury legal help Tampa	NOT RANKED	morganandmorgan.com

WHAT THIS COSTS YOU

7 of your tracked terms return nothing in the top 100 — those clients are either paid for or lost.

DOMAIN AUTHORITY

Domain Authority & Link Equity

A 0–100 model of accumulated trust, derived almost entirely from who links to you.

24

DOMAIN AUTHORITY

187

REFERRING DOMAINS

4120

TOTAL BACKLINKS

IN PLAIN ENGLISH

A backlink is one website vouching for another. Domain Authority is a running tally of how many credible sites have vouched for you, weighted by how credible each one is. You cannot improve it by editing your own website — it moves only when other people cite you.

WHAT THIS COSTS YOU

A thin link profile does not merely suppress ranking — it removes the trust signal an AI model uses to decide a source is safe to repeat.

SITE PERFORMANCE

Website Performance & Core Web Vitals

Google’s three published measurements of real-world page experience.

LARGEST CONTENTFUL PAINT FAIL 4.1s Under 2.5s passes.	INTERACTION TO NEXT PAINT FAIL 287ms Under 200ms passes.	CUMULATIVE LAYOUT SHIFT FAIL 0.19 Under 0.10 passes.
---	--	--

WHAT THIS COSTS YOU

Speed is a tie-breaker, not a ranking driver. It matters once engines have a reason to consider you.

TECHNICAL CRAWL

Technical Crawl — 5 Defects Found

A full crawl of your indexed URLs. Every finding is a specific page you can open right now.

DEFECT	INSTANCES	IMPACT	EXAMPLE URLS
FAQPage schema missing	1	HIGH	/
LegalService schema missing	1	HIGH	/
Review / AggregateRating markup absent	1	HIGH	/
Missing H1 heading	1	MEDIUM	/practice-areas
Thin content, under 300 words	1	MEDIUM	/car-accidents

WHAT THIS COSTS YOU

3 high-impact defects are markup changes that need no new content at all.

METHODOLOGY

Methodology — Verify This Yourself

Every claim rests on a dated capture from a named source. The central finding takes sixty seconds to check.

CHECK THE CENTRAL FINDING IN ONE MINUTE

Open ChatGPT, Perplexity, or Google in a private browsing window. Paste any prompt below. Count how many firms are named, and whether yours is one of them.

- 01 Who are the best personal injury lawyers in Tampa?
- 02 Who are the best personal injury lawyers in Tampa?
- 03 Who are the best personal injury lawyers in Tampa?
- 04 Who are the best personal injury lawyers in Tampa?
- 05 Best personal injury attorney in Tampa
- 06 Best personal injury attorney in Tampa
- 07 Best personal injury attorney in Tampa
- 08 Best personal injury attorney in Tampa

DATA SET	SOURCE	CAPTURED
Live AI engine testing	60 prompts × 4 engines	March 14, 2026
Ranking & keyword data	DataForSEO SERP API	March 14, 2026
Geo-grid sampling	49-point grid, 12-mile span	March 14, 2026
Authority & backlinks	Moz Link Explorer	March 14, 2026
Site performance	Google PageSpeed Insights	March 14, 2026
Technical crawl	Full crawl of indexed URLs	March 14, 2026

WHAT THIS COSTS YOU

One prompt, one private browsing window, sixty seconds. We would rather you tested this before the call than after.

NEXT STEP

The Next Step

A 30-minute walkthrough of this report — with your numbers, not our benchmarks.

THE NEXT STEP

A 30-minute walkthrough, with your numbers.

We will open the live AI engines on the call and run the prompts on page 23 in front of you, and replace the benchmark conversion rates on page 4 with your actual intake and signed-case numbers. No slide deck. If the numbers do not hold up under your own figures, we will tell you that on the call.

BOOK DIRECTLY report.digitalhp.com/schedule · 954.419.4141 · jay@digitalhp.com