

AI Visibility Audit: **Houston** Truck Accidents

When a Houston truck crash victim asks ChatGPT or Perplexity who to call, does your firm get named?

SAMPLE REPORT · ANONYMIZED

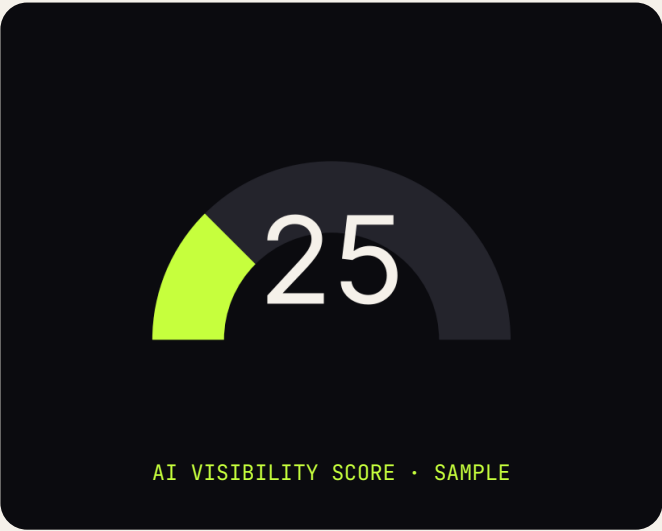
Prepared for
Sample Firm: a
Houston
truck accident
practice

Engines
ChatGPT ·
Perplexity

Captured
1 Nov
2026

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The firm is strong on paper, but the AI tools we checked didn't name it.



We asked the question a crash victim actually types: "Who's the best truck accident lawyer in Houston?" ChatGPT named 5 firms and Perplexity named 5. **The Sample Firm was not in either answer.**

That isn't a quality problem: the firm has decades in practice, a Google rating above 4.5 and a well-built website. It's a **signal problem**. The AI tools pull from list sites and local news "best of" pages, and the firm isn't on the ones they cited.

How we got to 25 / 100

MEASURE	WHAT WE FOUND	WEIGHT	POINTS
Mention share	Named in 0 of 2 captured answers	40	0
Citation share	Firm's site or profiles cited in 0 of 2 sourced answers	20	0
Source coverage	On 4 of 8 sources checked (Avvo, Justia, Super Lawyers, BBB); not on the directory or newspaper list that the AI tools cited	20	10
On-site AI readiness	Good schema and llms.txt; truck page lacks FAQ markup; no Spanish page	10	7
Reviews	Rated above 4.5 on Google with 100+ reviews (counts differ by source)	10	8
Total		100	25

Scoring note: the measures come from OPC's methodology (mention share, citation share, accuracy, sources). The weights are OPC's sample weighting. Accuracy is reported separately (page 6) because the firm wasn't named, so there was nothing to fact-check. This sample uses 2 answers. A paid audit uses 50 questions × 4 engines × 3 runs, so the score would be more stable.

Top 5 findings

1. Not named by ChatGPT or Perplexity for the main Houston truck question.
2. Missing from a national lawyer directory's (expertise.com) Houston truck and PI lists. That's the only source ChatGPT cited, and it names 5 competitors.
3. Not on a local newspaper's (chron.com) Houston truck accident list, which Perplexity cited first.
4. The truck accident page has FAQ-style content but no FAQPage markup, and the auto-generated llms.txt doesn't describe the firm's truck practice.
5. Third-party sites show Google review counts that differ by more than 2x, which can confuse AI tools.

10 prompts. 1 real capture so far, and it shows the gap.

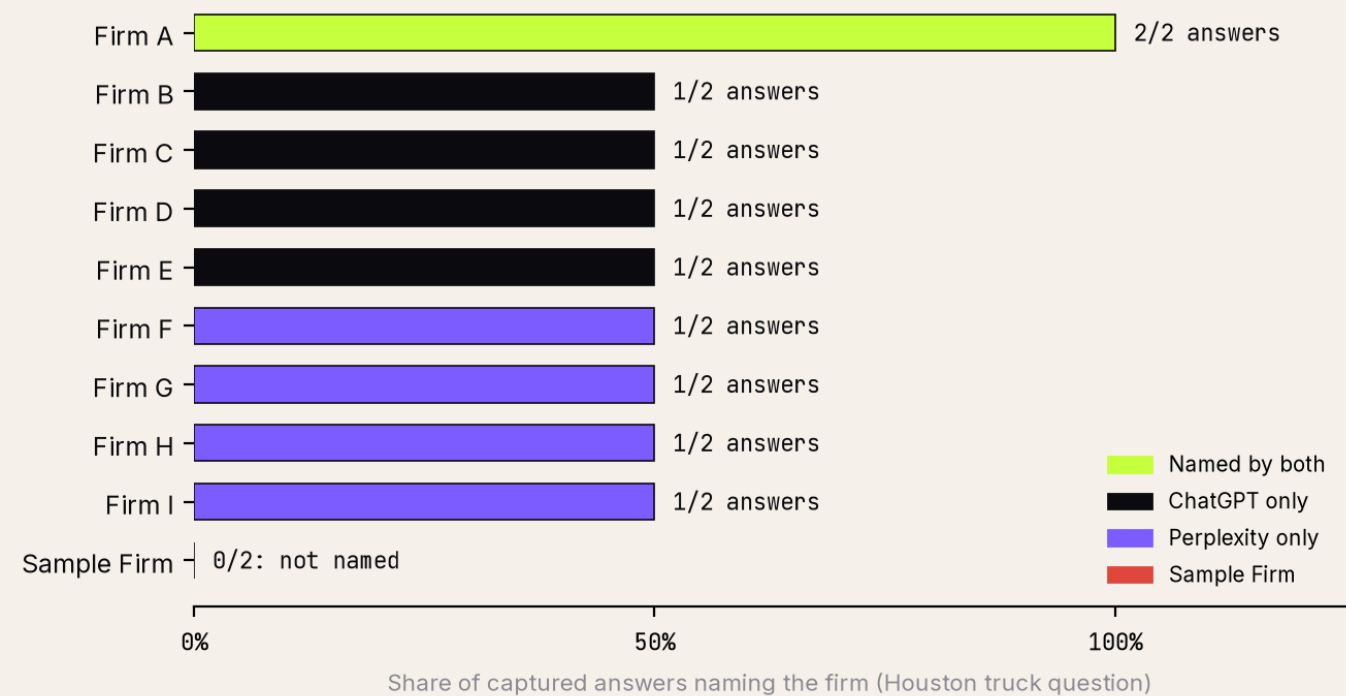
We checked the question below on ChatGPT and Perplexity on 1 Nov 2026. The other prompts are part of a full audit. We haven't run them for this firm yet, so we show no answers for them.

#	PROMPT	CHATGPT NAMED	PERPLEXITY NAMED	SAMPLE FIRM?
1	Who's the best truck accident lawyer in Houston?	Firm A; Firm B; Firm C; Firm D; Firm E	Firm A; Firm F; Firm G; Firm H; Firm I	NOT NAMED
2	18-wheeler accident attorney near Katy, TX	To be tested in a live audit		PENDING
3	What should I do after a semi truck hit me on I-45?	To be tested in a live audit		PENDING
4	Abogado de accidentes de camión en Houston	To be tested in a live audit		PENDING
5	How much is a truck accident case worth in Texas?	To be tested in a live audit		PENDING
6	Best personal injury lawyer in North Houston / Spring	To be tested in a live audit		PENDING
7	Who handles wrongful death truck cases in Harris County?	To be tested in a live audit		PENDING
8	Lawyer for an oilfield truck crash in Houston	To be tested in a live audit		PENDING
9	Does a Houston truck accident lawyer charge upfront?	To be tested in a live audit		PENDING
10	Top-rated 18-wheeler lawyer with trial experience in Houston	To be tested in a live audit		PENDING

What we found in other cities (same capture session): AI often names *no lawyer at all*. "Who should I call after a car accident in Dallas?" got 911, police and insurer advice and no firm names, on both ChatGPT and Perplexity. That's an open slot for a firm with answer-first pages. For Phoenix PI, the two engines named 9 different firms and none appeared in both answers.

Captured logged-out on ChatGPT and logged-in (Free plan, Search mode) on Perplexity, 1 Nov 2026. The ChatGPT capture was not from a US IP. A live audit runs from a US location.

Who AI names instead, and where it gets them.



Only 1 firm, Firm A, was named by both engines. Out of 10 slots, the two tools agreed on just one name. Being visible on one AI tool doesn't mean you're visible on the others.

Sources the AI cited for this question

SOURCE	TYPE	CITED BY	SAMPLE FIRM LISTED?
A national lawyer directory (expertise.com), Houston truck list	Directory / list site	ChatGPT	NO
A local newspaper best-of list (chron.com)	Local news best-of list	Perplexity	NO
An out-of-state city paper (washingtontypaper.com)	Contributed/paid-style article	Perplexity	NOT CHECKED
A local list site (bestinhood.com)	List site	Perplexity	NOT CHECKED
Two competitors' own websites	Competitors' own websites	Perplexity	N/A

What this means in plain words: ChatGPT mostly repeats directory lists. Perplexity mostly repeats local news lists, sponsored articles and firms' own pages. To get named, a firm needs to be on those lists *and* have pages on its own site that answer the question directly.

The website is good. The problem is everything around it.

Technical MOSTLY GOOD

- Strong structured data on the homepage.**
LegalService, LocalBusiness, Person, Organization and FAQPage schema are present, with address, phone, service area (15 cities and counties) and profile links. Most competitors don't do this well.
- llms.txt exists, but it's auto-generated.**
It's a default plugin file that lists recent blog posts. It doesn't tell AI tools what the firm is known for (truck and 18-wheeler cases), who the lead attorney is, or which areas it serves.
- The main truck accident page has no FAQ markup.**
The page answers real questions (what to do after a crash, Texas deadlines, who is liable), but that content isn't marked up as FAQPage, so it's harder for AI tools to pull out answers.

Content GAP

- No Spanish page.**
/es/ returns "not found". Only 23 of 142 Houston PI sites have a real Spanish page (9pm Test, Zenodo, Sep 2026), so this is an open lane.
- Few answer-first pages for specific situations.**
Prompts like "semi hit me on I-45" or "oilfield truck crash" need short, direct answer pages that AI tools can quote.

Citations and directories BIGGEST GAP

SOURCE	STATUS
Avvo · Justia · Super Lawyers · BBB	LISTED linked from the firm's schema
expertise.com Houston truck and PI lists	NOT LISTED checked 1 Nov 2026
chron.com Houston truck accident list	NOT LISTED based on the list's published names
Best Lawyers · Forbes Advisor Houston truck list	UNVERIFIED blocked or not conclusive

Context: Avvo appeared in 45% of 4,000 AI legal answers, and no individual law firm made the top 20 AI-mentioned names (Zen Media AI Visibility Benchmark, 1 Oct 2026). Directories carry a lot of weight.

Reviews STRONG

- Rated above 4.5 with 100+ Google reviews.**
The review count on the firm's own site and on third-party review sites differs by more than 2x. 74% of consumers trust only reviews from the past 3 months (BrightLocal LCRS 2026, via Rankings.io), so a steady flow of new reviews matters.

Nothing wrong was said, because nothing was said.

AI didn't mention the firm, so there were no claims to fact-check. Being left out is a bigger risk than being described wrong. We did find data inconsistencies that AI tools could pick up later:

FACT	FIRM'S OWN SITE	ELSEWHERE ONLINE	RISK
Google review count	Stated on site	Counts differ by more than 2x across 4 review sites	MEDIUM
Address / phone	Consistent in schema	Matches on the aggregators checked	LOW
Years in practice	Stated on site	To be checked in a live audit	PENDING
Practice focus (truck)	Clear on site	Not reflected in llms.txt summary	MEDIUM

In a live audit, we ask each engine directly: *"What do you know about [firm]?"* and check every claim (founding year, attorneys, results, fees, locations) against the firm's records. The AI Accuracy Fix package corrects up to 15 listings.

Why it's worth fixing

57%

have used or would use AI to answer their legal questions
Clio Legal Trends Report 2025

46%

of US adults would consult AI before contacting a lawyer
Clio Legal Trends Report 2026

\$16,538

average PI fee per case
Pioneerly PI Benchmarks 2026

Counterpoint, for balance: only 6% say technology/AI is a deciding factor in choosing a lawyer (Clio 2026), and an ABA Law Practice Magazine piece puts "would use AI to find a lawyer" under 2% (Mar 2026). AI is increasingly where people research, even if it isn't yet where they decide.

What we'd do first, in order.

WHEN	ACTION	WHY	OPC PACKAGE
Week 1	Full 50-question baseline across ChatGPT, Gemini, Perplexity and Google AI, plus an intake leak test	Replaces this 2-answer sample with real shares	Audit \$490 (credited)
Weeks 1-4	Rewrite llms.txt around truck cases; add FAQPage schema to the truck page; make review counts consistent; fix up to 15 listings	Fast technical wins	AI Accuracy Fix \$990
Weeks 2-8	Apply to expertise.com and pursue local best-of list placements (chron.com and similar)	These are the exact sources the AI cited	Get Named \$1,500/mo (2 placements/mo)
Weeks 3-12	4 answer-first pages a month: I-45 crashes, oilfield trucks, wrongful death, "what's my case worth"	Gives AI direct answers it can quote	Get Named
Weeks 4-12	A real Spanish truck accident page and Spanish prompt tracking	Only 23 of 142 Houston PI sites have one	Spanish add-on +\$750/mo
Ongoing	Review requests after each closed case, so new reviews keep coming in	74% trust only recent reviews	Review Engine \$300/mo
Weekly	Re-run the same questions and send a monthly recorded report	Shows what changed	Included

RECOMMENDED START

Get Named

\$1,500/mo • 3-month minimum • 1 city × 1 service exclusive

GUARANTEE (VISIBILITY ONLY)

If your tracked mention share hasn't gone up after 90 days, month 4 is free. We don't guarantee cases, calls, revenue or rankings.

Built for the Bar rules.

- **Flat fees only.** No fee-sharing and no pay-per-case (ABA Model Rules 5.4, 1.5(e), 7.2(b)).
- **Truthful content (Rule 7.1).** No "best" or "#1" claims we can't back up, and no "specialist" claims without certification (Rule 7.2(c)).
- **Your attorney approves every word** before it's published. We supervise our own work as your non-lawyer vendor (Rule 5.3).
- **We never contact injured people or prospective clients (Rule 7.3).**
- **State filings.** The State Bar of Texas offers optional ad preapproval, and Florida requires most ads to be filed 20 days before use. The firm files, and we prepare the materials.
- **Reviews are authentic only.** The FTC's rule on consumer reviews bans fake or AI-written reviews and testimonials.

Not legal advice. Check your state bar's rules.

How this sample was made

- **Sample report.** The subject is a real Houston firm, anonymized. We have no relationship with it, and it didn't commission this report.
- Answers were captured on 1 Nov 2026 from ChatGPT (logged out) and Perplexity (Free plan, Search mode). **Results vary by location, device and time.** AI answers change between runs.
- Website, schema and directory checks were run on public pages on 1 Nov 2026. Review counts come from third-party aggregators and are approximate.
- The score uses OPC's sample weighting. It's an **estimate** and not a quality rating of the firm.
- A full audit uses 50–200 questions × 4 engines × 3 runs from a US location, with tracking tools plus manual checks.
- No one controls what an AI says. We improve the signals AI tools rely on.
- ChatGPT, Perplexity, Gemini, Claude and Google are trademarks of their owners. OPC is **not affiliated with or endorsed by OpenAI, Perplexity, Google or Anthropic.**

Find out if AI names **your** firm.

Book a free **AI Case Radar scan**. We run 10 questions across 4 AI engines, check what they say about you, and send a recorded walkthrough within 48 hours. No cost, no obligation.

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