SAMPLE REPORT

PointClick

LOCAL VISIBILITY SNAPSHOT

How Sample Family Law shows up when Towson searches for a family lawyer

Eight checks, in the order a new client meets your firm: finding you, deciding whether to trust you, then getting in touch. Then the 3 fixes we'd make first.

FIRM	OFFICE	MAIN SEARCH
Sample Family Law, LLC	Towson, MD	"family lawyer"

0 of 49
map points where you're in Google's top 3

0 of 12
AI answers that name your firm

31 vs 170+
your Google reviews vs the Maps leader's

3
fixes we'd make first (page 7)

What we found

- **Find: you're close, but never in the top 3 on Maps**
  Even next to your office you're #4, just below the 3 firms Google shows first. A few blocks away you drop out of the top 20.

- **Find: AI answers don't know you yet**
  ChatGPT, Claude, Gemini and Perplexity named more than 20 firms across 12 answers; none named yours. They lean on legal directories where your profiles are thin.

- **Trust: a good rating, too few reviews**
  4.8 stars from 31 reviews. The firms ahead of you have 100 to 175 and get new ones every month.

- **Contact: calling is harder than it should be on a phone**
  Your profile sends people to your home page, where the number isn't tappable and the form has 9 fields.

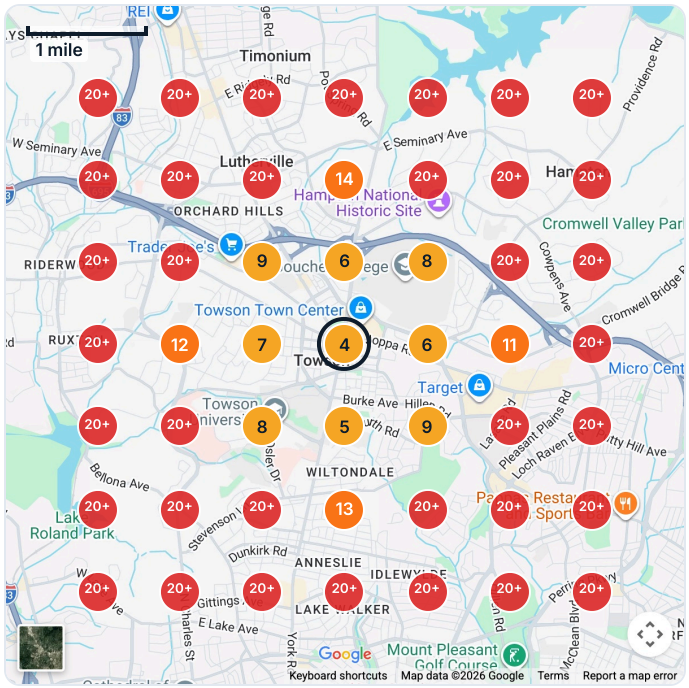
This is a sample. Sample Family Law, LLC is a made-up firm, and its own figures (its Maps ranks, reviews, links, website and profile) are invented to show what a real report looks like. Everything about the market is real: the Google Maps results, competitors' ratings, reviews and links, the AI answers and the sources they cite were collected for Towson, Maryland on November 3, 2026. We've removed the competitors' names.

FIND · GOOGLE MAPS

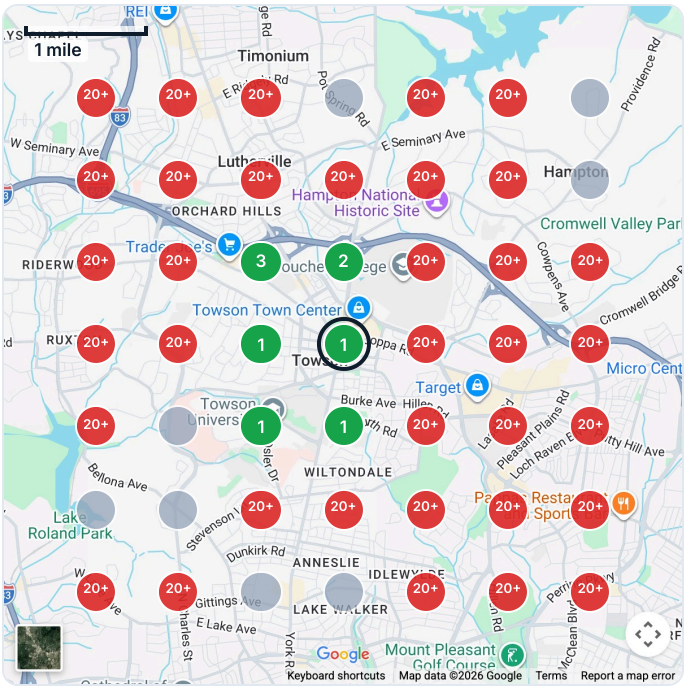
Where you rank in Google Maps around your office

Google Maps shows different firms depending on where the person searching is standing. We searched **"family lawyer"** on a phone from 49 points, 7 by 7, spread 2 miles around your office (the outlined dot in the middle). Each dot shows your position at that spot.

Sample Family Law (you)
Top 3 at 0 of 49 points · in the top 20 at 13



Competitor A (real results)
Top 3 at 6 of 41 points · 4.9 stars, 170+ reviews



Top 3 (shown in the map pack) · 4–10 · 11–20 · Not in the top 20 · No result returned · Your office

What this means

In Towson, the map pack is very local: on a phone, each firm wins only the few blocks around its office. Competitor A wins the blocks around central Towson with a strong profile and 170+ reviews. You're already in the running next door (#4 to #6), so profile and review work moves you into the top 3 there first; reaching the whole 2-mile area takes more reviews, local links and a page for each part of the county you serve.

- **Not in the top 3 anywhere**
  The top 3 are the only firms most people see without scrolling.

- **In the top 20 at 13 of 49 points**
  All within about a mile of your office. Farther out, people searching don't see you at all.

- **Close to breaking through**
  #4 to #6 at the five points nearest your office. This is the easiest gap in the report to close.

FIND · BRAND SEARCH AND LINKS

What people see when they search your name, and who links to you

Your brand search: "Sample Family Law Towson"

✓	**Your website ranks first**	Home page at #1, with your Google profile on the right.
✗	**An old address in the results**	A directory profile at #3 still lists your previous suite. Google may trust your address less when listings disagree.
!	**No reviews in the results**	Your Avvo and Lawyers.com profiles show no reviews, so the first page has nothing to back up your 4.8 stars.
✓	**No negative results**	Nothing on page 1 a prospect would worry about.

Your backlinks

Links from other websites are one of the main ways Google judges which firms to trust. The number that matters most is how many different websites link to you.

Firm	Websites linking to it	Typical sources
Sample Family Law (you)	**40**	**Directories, your bar association, 2 local news mentions**
Competitor A	500+	Legal directories, local news, sponsorships, guest articles
Competitor C	350+	Directories, legal blogs, community groups
Competitor B	about 100	Directories, chamber of commerce

Competitors: DataForSEO backlink data, Nov 3, 2026, rounded. Competitor B shows that a firm can rank well locally with modest links when its profile and reviews are strong.

What this means

Links alone won't win the map pack, but at 40 websites you're well behind the leaders. A handful of good local links each month (bar groups, community sponsorships, local press) closes the gap steadily.

FIND · AI ANSWERS

Do ChatGPT, Claude, Gemini and Perplexity name your firm?

More people now ask an AI assistant for a lawyer before they search Google. We asked the 3 questions below on all four, without any personal search history, and recorded who was named and which websites the answers relied on.

Question	ChatGPT	Claude	Gemini	Perplexity
Who is the best family lawyer in Towson, Maryland?	5 firms named; not you	Advice only, no firms	7 named; not you	5 named; not you
I need a divorce lawyer in Baltimore County, MD. Which firms should I call?	7 named; not you	8 named; not you	7 named; not you	7 named; not you
Recommend a child custody attorney near Towson, MD.	5 named; not you	2 nonprofits only	5 named; not you	5 named; not you

Real answers collected Nov 3, 2026 (ChatGPT, Claude, Gemini and Perplexity through DataForSEO, web search on). Answers change from one try to the next; we run each question fresh.

0 of 12
answers name your firm

7 of 12
name Competitor D, the most-named firm

2 of 12
name Competitor A, the Maps leader

Where the answers get their information

Source	Answers that cited it	Your profile there
Avvo	4	Basic, no reviews
Justia	4	Not claimed
Lawyers.com, FindLaw, Super Lawyers	3 each	Lawyers.com basic; others none
LawInfo, Best Lawyers, Martindale	1 to 2 each	None

What this means

The firms AI names most aren't the ones winning Maps. The answers lean on legal directories and firm websites, so firms with full directory profiles and clear practice pages give AI more to quote. Your fastest route into these answers is claiming and filling in Justia, Avvo and Lawyers.com.

TRUST · GOOGLE BUSINESS PROFILE

Your Google Business Profile next to your top 3 local competitors

	You	Competitor A	Competitor B	Competitor C
Rating	4.8	4.9	4.9	5.0
Google reviews	**31**	**170+**	**170+**	**100+**
Primary category	Attorney	Family law attorney	Attorney	Family law attorney
New reviews, past 12 months	12	40+	34	40+
Top 3 in the grid	0 of 49	6 of 41	5 of 41	6 of 41

Competitors: Google Maps results from the 49-point grid and their Google reviews, Nov 3, 2026 (rounded; 8 grid points returned no results). Your figures are from your profile.

Profile audit

✕	**Primary category is "Attorney"**	Switch to "Family law attorney" and add "Divorce lawyer" and "Child custody attorney" as extra categories. It's one of the strongest Maps signals you control.
!	**Services list is empty**	Add divorce, custody, child support, alimony, mediation and protective orders, each with a short description.
!	**Description reads like a slogan**	Say who you help, where and with what, in plain terms (750 characters).
!	**6 photos, the newest from 2023**	Add the office, team and courthouse area; keep adding a few each month.
✕	**About 1 new review a month**	Your top 3 competitors each got 34 to 40+ in the past year, about 3 a month. A simple ask after each closed matter, with a direct link, closes that gap.
✓	**Hours, phone and website are correct**	Matches your website.

CONTACT · LANDING PAGE

The page your profile sends people to

Your Google profile links to your home page. We checked it the way a new client would: on a phone, in a hurry, deciding whether to call.

✕	**The phone number isn't tappable**	It's text in the header image. On a phone, people have to copy it by hand, and many won't.
!	**No clear next step above the fold**	The first screen is a photo and a slogan; the consultation button is two screens down.
✕	**The contact form has 9 fields**	Name, phone, email and a short message are enough to start. Each extra field costs enquiries.
!	**Slow on phones**	About 5 seconds before the page is usable on a typical mobile connection (Google PageSpeed).
✓	**Reviews and memberships are visible**	Your bar memberships and a review quote sit near the top. Keep them.
!	**Towson and Baltimore County aren't named**	The page never says where you practice, which hurts local rankings and reassures nobody.

What this means

Every visitor your profile sends here is someone already looking for a family lawyer. A tappable number, one clear button and a short form are the cheapest wins in this report.

NEXT STEPS

The 3 fixes we'd make first

In this order, because each one makes the next work better. You can do them yourself, with your current agency or with us.

1. **Fix your Google Business Profile** Week 1 · about 2 hours
   Primary category to "Family law attorney", add the related categories and services, rewrite the description, fix the old address on the directory at #3, add current photos. These are the changes most likely to move you from #4 into the top 3 near your office.
2. **Start asking every client for a review** Week 1 onward · 10 minutes a week
   A short email or text with your direct review link after each closed matter. Aim for 4 a month: in a year that's about 80 reviews and a profile that wins more of the map.
3. **Make your home page easy to call from** Weeks 1–2 · a few hours of web work
   Tappable phone number in the header, one consultation button on the first screen, a 4-field form, and say Towson and Baltimore County in the heading. Then claim and fill in Justia, Avvo and Lawyers.com so AI answers have something to cite.

Want the full plan?
The 90-Day Growth Roadmap ($497) covers your competitors in depth, the keywords worth targeting, your AI visibility and every website and profile fix in priority order. It's credited in full to your first month if you join the PointClick Client System within 60 days. Or book a free 30-minute Growth Audit: pointclick.io/schedule.

How we made this report. Maps grid: Google Maps on a mobile device from 49 points, 2 miles around the office. Competitors: the firms most often in the top 3 across the grid. AI answers: ChatGPT, Claude, Gemini and Perplexity, each question asked fresh. Links: DataForSEO backlink index. No logins were needed: this is the public view your future clients get. No one can promise rankings, calls or a place in AI answers; this is where you stand today and what we'd do first.