Brandify AEO, GEO, AI Visibility Monthly Report

J. Alexander Law Firm | April 1-30, 2026

Website	https://severeinjurylawyers.com/
Prepared by	Brandify.io
Report focus	Technical SEO, performance, AEO readiness and AI visibility foundation

April Performance Snapshot

80% -> 90% **Site Health** 10-point improvement in SEMrush Site Audit	**179 -> 0** **Critical Errors** 100% of recorded audit errors resolved
46 -> 100 **Desktop Performance** Google PageSpeed Insights performance	**32 -> 85** **Mobile Performance** Google PageSpeed Insights performance

April status

This was a foundational remediation month. Brandify removed major technical blockers, improved site speed, confirmed AI crawler access, and strengthened the website infrastructure needed for later AEO, GEO, and AI visibility growth.

1. Executive Summary

April focused on repairing the website's technical foundation and improving performance before expanding on-page SEO, AEO, GEO, and AI visibility initiatives.

+10 pts **SEMrush Site Health** Improved from 80% to 90%	**-179** **Critical Errors** Reduced from 179 to zero
+54 **Desktop Performance** Improved from 46 to 100	**+53** **Mobile Performance** Improved from 32 to 85

Primary outcomes

- All recorded critical technical errors were resolved, including broken internal links, mixed content, duplicate metadata, 4XX pages, duplicate title tags, and a broken JavaScript/CSS asset issue.
- PageSpeed performance improved substantially without lowering the Best Practices or SEO scores shown in the supplied benchmark screenshots.
- AI Search Health remained at 91%, while the issue count shown in the AI Search Health panel declined from 462 to 138 - a reduction of 324 issues, or approximately 70%.
- The audit showed that ChatGPT-User, OAI-SearchBot, Googlebot, and Google-Extended were not blocked, supporting crawl accessibility for search and AI systems.
- The site ended April technically stronger and ready for the next phase: metadata completion, image accessibility, content depth, schema, entity reinforcement, internal linking, and ongoing performance monitoring.

> **Business impact**
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> For a personal injury law firm, faster and more reliable pages reduce friction for urgent, high-intent visitors who may be ready to call, use click-to-call buttons, or submit a case review form. Cleaner crawl paths and stronger indexability also give search engines a better foundation for discovering and evaluating priority pages.

2. April Scope and Strategic Context

The work completed in April aligns with Brandify's AEO-first operating model: SEO provides the technical and structural foundation; AEO improves machine understanding and answer eligibility; GEO focuses on mentions and citations; AI visibility is the resulting outcome.

Workstream	April Status	What It Means
Technical SEO foundation	Completed	Crawl errors, mixed content, broken links, redirects, metadata duplication, JS/CSS asset issue and performance bottlenecks.
AI crawl accessibility	Confirmed	Audit snapshots showed ChatGPT-User, OAI-SearchBot, Googlebot and Google-Extended were accessible.
AEO readiness	Improved	Cleaner site structure, faster delivery, stronger indexability and fewer AI-search audit issues improve eligibility for structured AEO work.
GEO / citation growth	Foundation only	No direct AI citation, mention-share or recommendation growth dataset was included in the April source reports.
AI visibility reporting	Baseline established	AI Search Health was 91%; the panel issue count fell from 462 to 138.

Objectives completed during the month

- Remove critical crawl, security, metadata and rendering issues that could prevent ranking growth.
- Improve desktop and mobile loading performance while protecting forms, tracking, menus and layout behavior.
- Strengthen the site's technical eligibility for future AEO and AI search optimization.
- Establish a clear next-phase backlog based on remaining SEMrush warnings and PageSpeed monitoring needs.

> **Scope interpretation**
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> April should be viewed as a remediation and infrastructure phase rather than a full AEO/GEO outcome month. The improvements increase the probability that later content, schema, entity, and authority work can be crawled, rendered, understood, and retrieved effectively.

3. Technical SEO Audit: Before vs. After

The SEMrush Site Audit comparison documents a complete cleanup of the 179 recorded errors and a 10-point improvement in Site Health.

Metric	Before	After	Change / Interpretation
Site Health	80%	90%	+10 percentage points
Critical Errors	179	0	All recorded errors resolved
AI Search Health	91%	91%	Score maintained
AI Search issue count	462	138	324 fewer issues (about 70% reduction)
Broken crawled pages	17	0	No broken pages in after snapshot
AI crawler blocking	All good	All good	No listed bots blocked

What changed technically

- Internal crawl paths were repaired so visitors and crawlers no longer encounter known dead ends from the recorded broken-link set.
- HTTP resources and staging-environment references were replaced to restore consistent HTTPS delivery and improve trust.
- Duplicate titles and meta descriptions were differentiated to improve page relevance and reduce ambiguity between location and practice-area pages.
- 4XX URLs were fixed, removed, or redirected to protect link equity and crawl budget.
- The broken internal JavaScript/CSS asset issue was resolved to reduce rendering and layout risk.

> **Audit interpretation**
>
> The post-fix audit still showed warnings and notices, but no errors. This distinction is important: April removed the most severe blockers, while the remaining backlog mainly concerns optimization depth, completeness, accessibility, and performance refinement.

4. Critical Error Remediation Completed

The six recorded critical issue categories totaled 179 errors. Each category was addressed during April.

Issue Category	Count	April Action	Expected Benefit
Broken internal links	57	Fixed links or redirected destinations	Improves UX, crawl efficiency and internal link equity.
Mixed content	55	Converted HTTP resources and replaced staging URLs	Restores HTTPS integrity and reduces security/trust concerns.
Duplicate meta descriptions	34 pages	Rewrote or differentiated metadata	Improves page differentiation and potential search-result click-through.
4XX status codes	17 pages	Fixed, removed or redirected affected URLs	Reduces crawl waste and lost ranking signals.
Duplicate title tags	15	Created unique, location-specific titles	Reduces cannibalization and clarifies search intent.
Broken internal JS/CSS	1	Corrected missing or improperly loaded asset	Reduces rendering, layout and user-experience risk.

Examples and implementation notes

- Car Accident pages for Dallas and Oklahoma City were identified as an example of location pages sharing the same SEO title; location-specific titles were applied.
- Mixed-content cleanup included resources such as images and videos that still referenced the staging environment.
- Resolving all six error categories created a cleaner internal structure, stronger indexability, and a more stable production environment.

> **Completion status**
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> Errors: 179 -> 0. The April audit classifies this as a high-quality technical SEO cleanup and a strong foundation for scaling content and competitive keyword targeting.

5. PageSpeed Insights Performance

Brandify implemented a layered performance setup using front-end optimization, hosting-level speed controls, image compression and improved resource loading.

PageSpeed Category	Desktop Before	Desktop After	Mobile Before	Mobile After
Performance	46	100	32	85
Accessibility	84	88	84	88
Best Practices	96	96	96	96
SEO	85	85	85	85

Optimization work completed

Optimization Area	Work Completed
WP Rocket configuration	CSS/JavaScript minification, page caching, script delay, asset preloading and render-blocking reduction.
SiteGround Speed Optimizer alignment	Coordinated hosting-level speed and cache functions with WordPress front-end optimization to reduce overlap.
Imagify image optimization	Compressed images and converted eligible JPEG/PNG files to WebP to reduce page weight.
Script and rendering improvements	Delayed non-critical scripts and improved CSS/JavaScript loading behavior.
Preloading and caching	Preloaded important assets and enabled caching layers for faster repeat visits.

Performance result

Desktop performance reached 100 and mobile reached 85. Accessibility improved by four points on both device types, while Best Practices remained at 96 and SEO remained at 85. The benchmark view did not contain Chrome UX Report field data, so these results represent the supplied PageSpeed lab tests.

6. AEO, GEO and AI Visibility Readiness

April's technical improvements do not by themselves guarantee AI recommendations or citations. They do, however, remove access and quality barriers that can prevent AI systems from processing the site effectively.

Readiness Area	April Evidence	Assessment
AI crawl accessibility	ChatGPT-User, OAI-SearchBot, Googlebot and Google-Extended showed "All good" in the audit panel.	Ready for continued monitoring
Technical stability	Zero recorded errors after remediation.	Strong foundation
Indexability and crawl paths	Broken links, 4XX errors and duplicate metadata were addressed.	Materially improved
Performance	Desktop 100; mobile 85 in supplied lab tests.	Strong, with mobile monitoring needed
AI Search Health	91%; issue count fell from 462 to 138.	Positive baseline, additional optimization remains
Answer-first content and schema	Not documented as completed in the April source reports.	Next phase
GEO mentions and AI citations	No direct tracking dataset supplied for April.	Baseline tracking should be added

Why the foundation matters

- Search and AI systems must be able to crawl, render, and index priority pages before they can reliably understand or cite them.
- Faster pages and cleaner HTML delivery help important content become available sooner to users and machines.
- Unique titles, descriptions and location signals improve entity and page-level differentiation.
- The next AEO layer should focus on direct answers, FAQs, structured data, entity clarity, supporting evidence and citation-worthy content.

> **Program position**
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> SEO built the roads in April. The next phase is to make J. Alexander Law Firm a clearer, more authoritative destination for AI-generated answers and recommendations.

7. Remaining Warnings and Prioritized Backlog

The post-fix SEMrush audit recorded no errors, but seven warning categories remained. These should guide the next optimization phase.

Warning	Count	Priority	Recommended Action
Missing meta descriptions	67 pages	High	Complete unique descriptions for priority practice and location pages; direct SERP presentation impact.
Missing image alt attributes	51 images	High	Improve accessibility and image context for search and AI systems.
Long title tags	33 pages	High	Shorten titles to reduce truncation and sharpen intent.
Low text-to-HTML ratio	92 pages	Medium	Review thin pages, templates and code-to-content balance; prioritize pages tied to revenue and local intent.
Unminified JS/CSS	40 issues	Medium	Confirm whether remaining files can be safely optimized without breaking layout or tracking.
Uncached JS/CSS	8 issues	Medium	Review cache headers and third-party asset constraints.
Broken external links	2 issues	Medium	Replace, update or remove affected outbound links.

Ongoing performance monitoring

Monitoring Item	Purpose
Monthly homepage PageSpeed test	Confirm the optimized baseline remains stable after updates.
Retest top service pages	Protect speed on key conversion pages, not only the homepage.
Check forms and click-to-call	Verify script delay does not interfere with lead generation.
Review third-party scripts	Prevent chat, tracking and advertising scripts from creating regressions.
Verify new image compression	Ensure new uploads are compressed and delivered efficiently.
Inspect layout after updates	Catch cache/minification conflicts before they affect users.

8. Recommended May 2026 Action Plan

The next month should build directly on April's cleanup by completing high-impact on-page elements and adding AEO-specific structure.

Priority	Workstream	May Deliverable	Intended Outcome
1	Metadata completion	Write missing meta descriptions and shorten long titles on priority pages.	Improved SERP clarity and click-through potential.
2	Accessibility and media	Add descriptive alt text and verify image optimization for new uploads.	Better accessibility and machine understanding.
3	Schema and entity structure	Implement Organization/LegalService, Person, Service, FAQ, Breadcrumb and location-relevant schema where appropriate.	Stronger structured understanding for search and AI systems.
4	Answer-first service content	Add concise answers, clear headings, FAQs and evidence to major practice-area and location pages.	Improved extraction and AEO eligibility.
5	Internal linking	Connect practice areas, locations, attorney pages and supporting articles with descriptive anchors.	Better crawl paths, topical context and user navigation.
6	Indexability validation	Review sitemap, robots.txt, canonicals and priority-page indexing.	Protect discovery and avoid duplicate or excluded content.
7	AI visibility measurement	Establish recurring prompt tests, mentions/citations tracking and baseline reporting.	Turns technical readiness into measurable AEO/GEO outcomes.

Recommended reporting upgrade

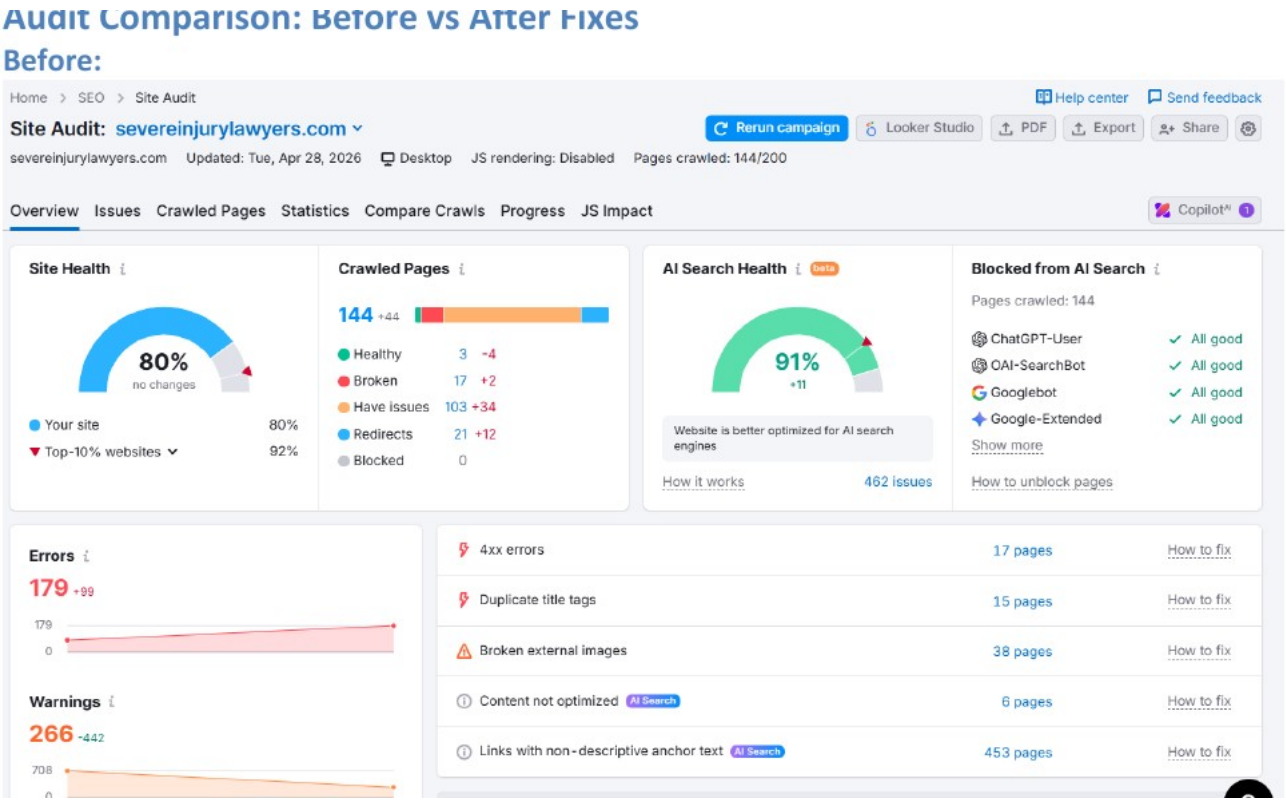
Future monthly reports should separate foundation metrics (site health, errors, speed, indexing) from outcome metrics (rankings, organic traffic, leads, AI mentions, citations, cited pages and prompt-level visibility). This will make progress across SEO, AEO, GEO and AI visibility easier to evaluate.

April final assessment

April delivered a successful technical reset. The site finished the month faster, more secure, easier to crawl, and free of the 179 critical errors recorded in the initial audit. The remaining work is no longer centered on severe technical blockers; it is centered on optimization depth, structured understanding, content quality, authority and measurable visibility outcomes.

9. Visual Evidence: SEO Audit Before - Overview

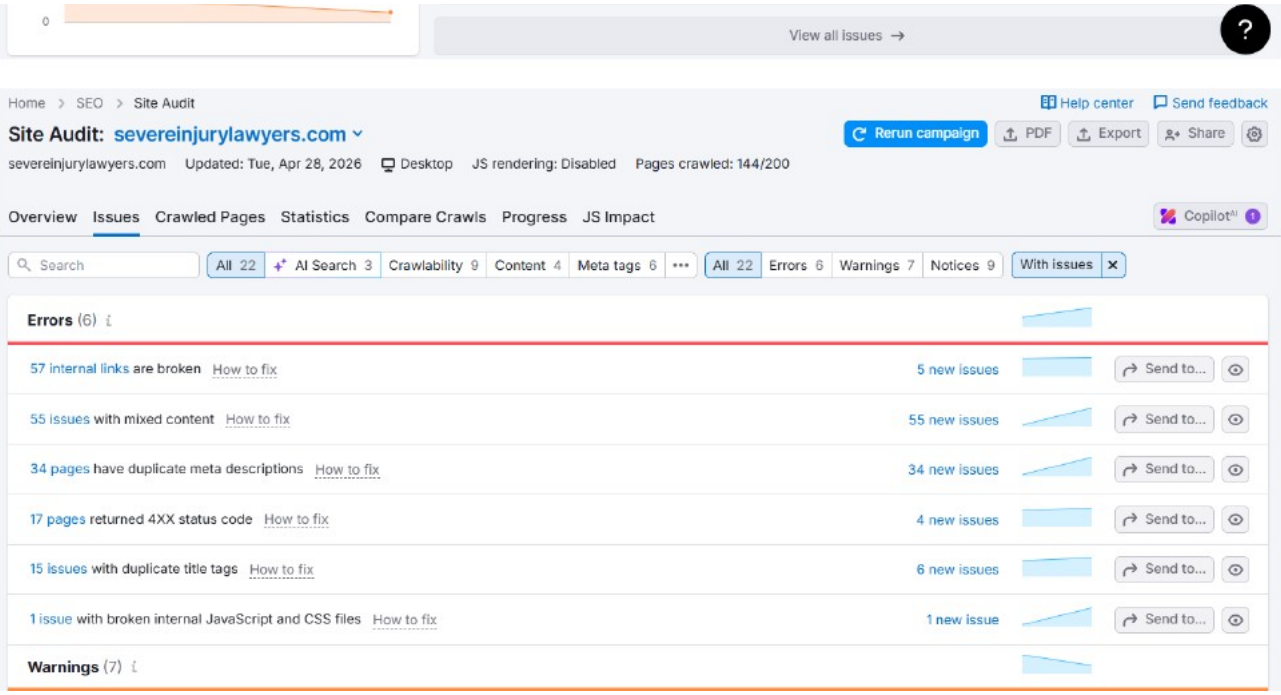
The April 28 SEMrush overview showed Site Health at 80%, 179 errors, AI Search Health at 91%, an AI issue count of 462, and all listed search/AI crawlers accessible.



Source: SEMrush Site Audit screenshot supplied for the April 2026 reporting period.

10. Visual Evidence: SEO Audit Before - Issues

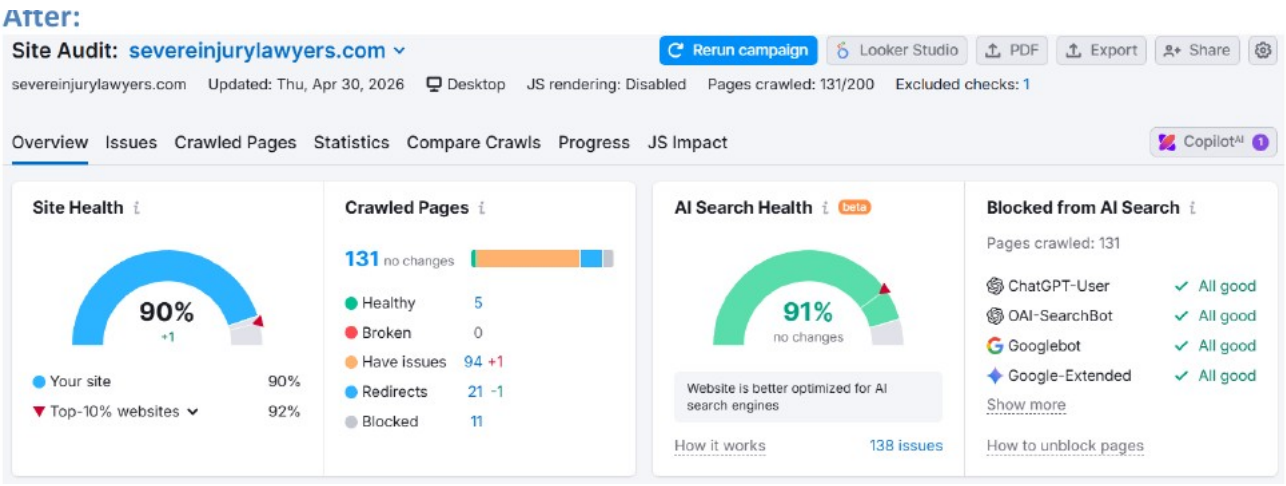
The issue list documented the six error categories addressed during April: broken internal links, mixed content, duplicate meta descriptions, 4XX pages, duplicate title tags, and one broken internal JavaScript/CSS issue.



Source: SEMrush Site Audit screenshot supplied for the April 2026 reporting period.

11. Visual Evidence: SEO Audit After - Overview

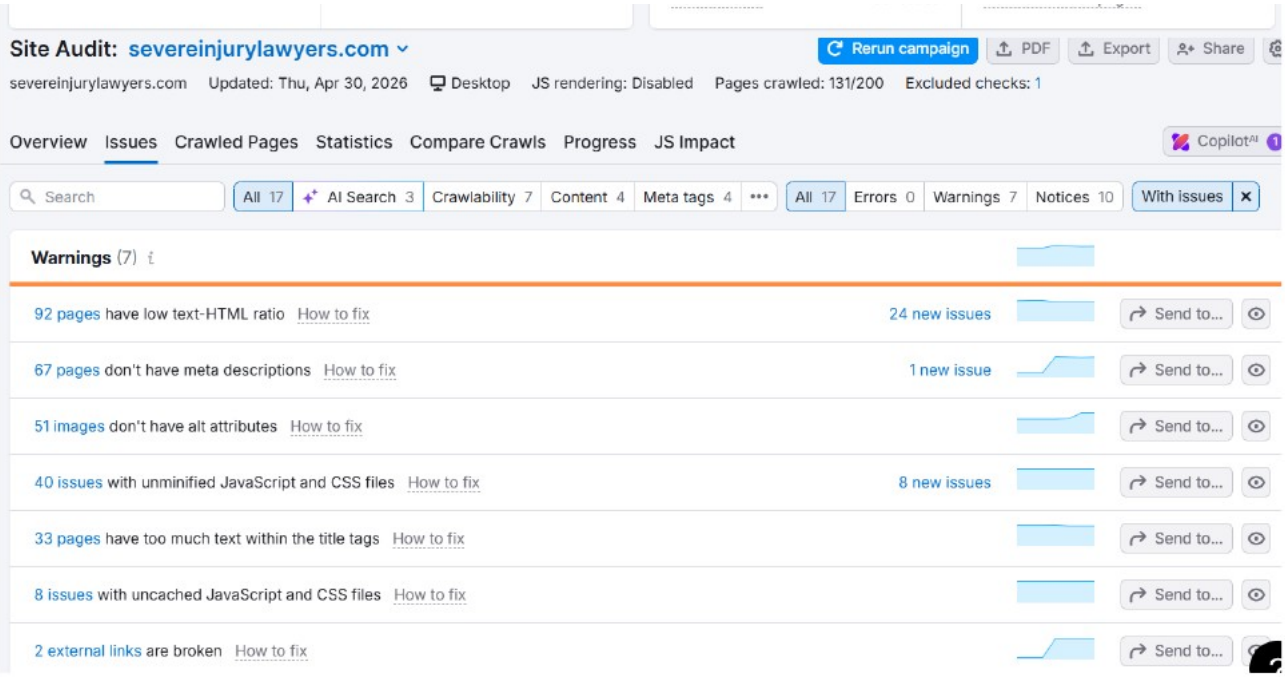
The April 30 overview showed Site Health at 90%, zero broken crawled pages, AI Search Health at 91%, the AI issue count reduced to 138, and continued crawler accessibility.



Source: SEMrush Site Audit screenshot supplied for the April 2026 reporting period.

12. Visual Evidence: SEO Audit After - Warnings

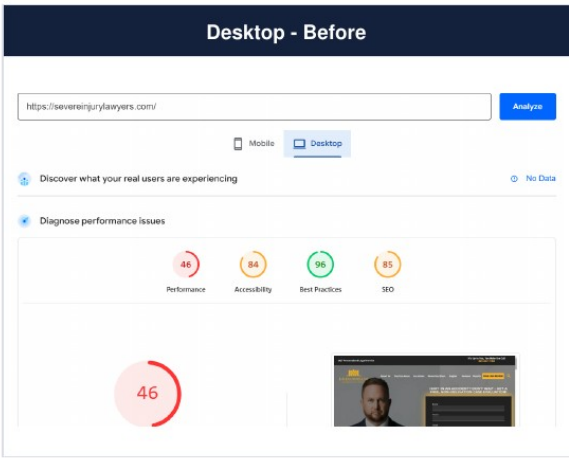
The post-fix audit contained zero errors and retained a warning backlog led by low text-to-HTML ratio, missing meta descriptions, missing image alt attributes, unminified assets, long title tags, uncached assets, and two broken external links.



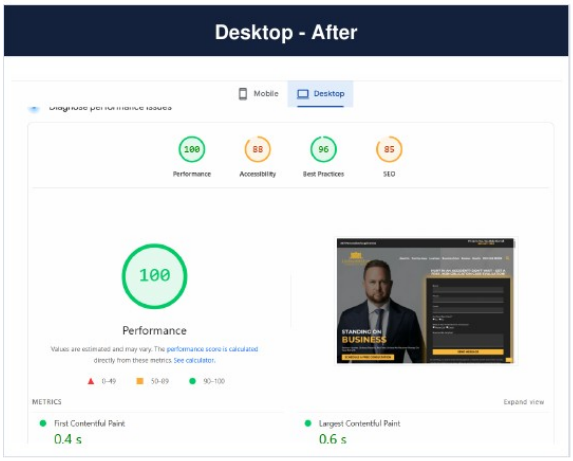
Source: SEMrush Site Audit screenshot supplied for the April 2026 reporting period.

13. Visual Evidence: PageSpeed Desktop Results

The supplied Google PageSpeed Insights screenshots show the homepage desktop performance score improving from 46 to 100.



Desktop - Before (46)



Desktop - After (100)

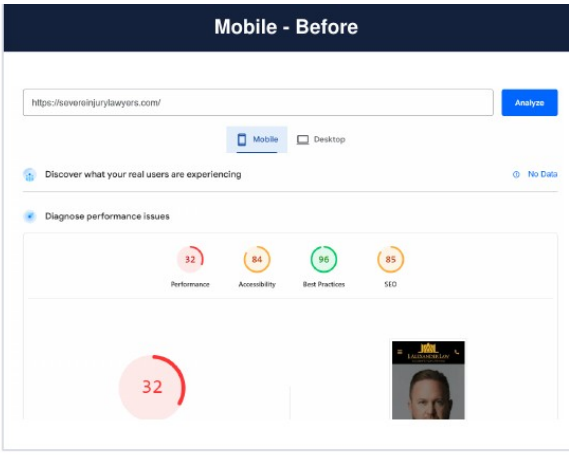
Source: Google PageSpeed Insights benchmark screenshots supplied for the April 2026 reporting period.

Desktop result

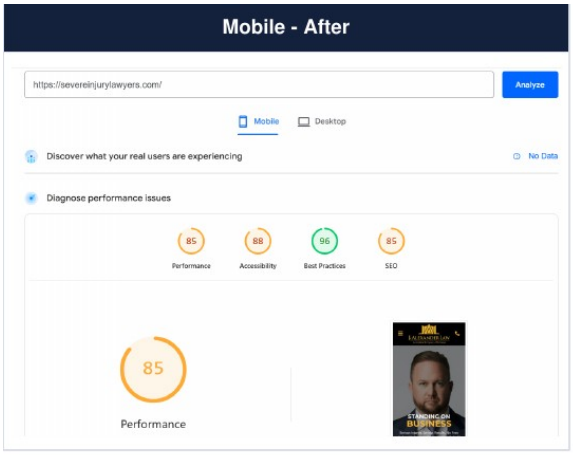
Performance increased by 54 points. Accessibility improved from 84 to 88; Best Practices remained at 96; SEO remained at 85.

14. Visual Evidence: PageSpeed Mobile Results

The supplied mobile screenshots show the homepage performance score improving from 32 to 85.



Mobile - Before (32)



Mobile - After (85)

Source: Google PageSpeed Insights benchmark screenshots supplied for the April 2026 reporting period.

Mobile result

Performance increased by 53 points. Accessibility improved from 84 to 88; Best Practices remained at 96; SEO remained at 85. Continued mobile monitoring is recommended because many urgent local legal searches occur on mobile devices.

15. Conclusion

April established the technical and performance foundation required for the next stage of Brandify's SEO, AEO, GEO and AI visibility work for J. Alexander Law Firm.

90% **Final Site Health** Up from 80%	**0** **Final Critical Errors** Down from 179
100 **Desktop Performance** Up from 46	**85** **Mobile Performance** Up from 32

End-of-month status

- Technical blockers: resolved based on the supplied SEMrush error report.
- Performance: substantially improved in the supplied PageSpeed lab tests.
- AI crawl access: confirmed for the listed search and AI crawlers.
- AEO/GEO readiness: strengthened, with content, schema, entity and citation work still to be expanded.
- Next priority: complete the warning backlog and begin structured AI visibility implementation and measurement.

Overall assessment

The website is now technically optimized and better positioned for growth. Brandify can move from remediation into deeper on-page optimization, structured data, answer-first content, entity reinforcement, authority development and recurring AI visibility tracking.