

SEO IMPLEMENTATION PLAN

HawkLaw, P.A.

Audit & Foundation Phase

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by

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Tools Used:

Screaming Frog

SEMRush One

DataForSEO

W3C Markup Validation Service

Schema.org Schema Markup Validator

Claude Code wired to Screaming Frog, SEMRush One, DataForSEO via MCP

STRATEGIC OVERVIEW

Engagement Objective

Month one establishes the technical foundation required for sustainable organic growth. The audit has surfaced a measurable set of issues across crawlability, site architecture, on-page schema, server health, and indexation. No meaningful ranking improvement can be sustained without resolving these foundational issues first. Month one is not about chasing positions rather it is about ensuring search engines can find, crawl, understand, and trust every page on the site. **Please see Exhibit A – SEO Manager’s Audit Notes for specific details on the below framework issues.**

Access & Resource Requests (Kickoff Call Details)

Before implementation can begin, the following six areas of access must be secured. These represent blockers for both a complete audit and several high-priority fixes, and should be requested and confirmed after the onset of the engagement.

1. Google Search Console, which the client must provide, is required for index coverage data, URL inspection, manual action review, and Core Web Vitals field data for hawklawfirm.com.
2. Bing Webmaster Tools access is needed to submit the site, force-crawl priority pages, and verify indexation progress. Providing access is also a client action.
3. The Cloudflare dashboard, managed by the client or development team, is required to fix the non-www redirect chain, enable edge caching, and resolve the duplicate Vary header issue.
4. WordPress Admin access, shared with the development team, is necessary to implement schema fixes, correct the navigation menu URLs, update the sitemap plugin settings, and revise the robots.txt.
5. The .htaccess file should be provided by the client or development team to verify redirect sources, identify redirect chains, confirm caching rules, and check for security header configurations.
6. Server logs from WP Engine are needed to identify crawl patterns, bot behavior, and any 5xx errors not yet surfaced in available tools.

Priority Framework

Issues are ranked by their impact-to-effort ratio. The highest-impact, lowest-effort items are executed first to generate measurable progress within the first 15 to 30 days of the engagement. Items are assigned to one of four priority tiers and distributed across the four-week implementation schedule accordingly.

Priority One items are high-impact and low-effort, making them immediate execution targets in Week 1. These include the following:

- Submitting the site to Bing Webmaster Tools
- Fixing the Review Snippet schema across 27 practice area pages
- Correcting the non-www to HTTPS redirect chain in Cloudflare
- The FAQ heading typo Frequent Asked Questions corrected to **Frequently** Asked Questions
- Replacing the Greenville, Charleston, Columbia, Spartanburg and Anderson sitemap links with the correct canonical destination URLs only and not redirect sources. (English and Spanish)

Priority Two items are medium-to-high impact with low-to-medium effort and are targeted for Weeks 1 and 2. These include the following:

- Fixing the relative URL in the navigation schema for C. Logan Rollins
- Fixing the relative URL in the navigation schema for and the Office Locations Page
- Resolving the AIOSEO versus Schema Pro duplicate schema conflict
- Correcting the schema phone number to the Greenville direct line (Local SEO signal)
- Updating the email address to the current domain @hawkinslawsc.com vs. @hawklawfirm.com
- Correcting the opening hours from the incorrect 24/7 declaration to actual business hours
- Updating the aggregate rating value and count
- Fixing the self-referencing breadcrumb and duplicate BreadcrumbList

Priority Three items carry high structural impact but require medium-to-high effort, placing them in Weeks 2 through 4. These include the following:

- Building a redirect map for all /cities/ URLs in the cities-sitemap.xml
- Building a redirect map for standardizing the attorney URL structure from the mixed /attorney/ and /attorneys/ pattern to a single consistent format
- Building a redirect map for standardizing the practice area URL structure down to one pattern
- Resolving the duplicate Vary: Accept-Encoding headers
- Fixing the double extension issue in Greenville-south-carolina-car-accident-lawyer.[jpg.jpeg](#)
- Resolving WP Rocket Bug Issues
- Resolving the CSS misspelling from rigt to right

Priority Four items are important for long-term health but are scheduled for Week 4 or carry into post month 1. These include the following:

- Adding the missing Spanish /es/ pages to the sitemap index
- Adding an image sitemap and a video sitemap to the sitemap index
- Consistent NAP (Name, Address, and Phone number) HawkLaw vs. HawkLaw P.A. vs. The Hawkins Law Firm
- Consistent NAP 3 Caledon Ct # A vs. 3 Caledon Ct Suite A vs. 3 Caledon Ct, Ste A
- Beginning the image optimization process covering WebP conversion, width and height attribute additions, and alt text implementation

The highest-impact outcome in the first 30 days comes from fixing the Review Snippet schema across 27 practice area pages. These pages are currently invisible to Google's rich result system due to two missing required fields. Once the template fix is deployed, all 27 pages become eligible for star ratings in search results simultaneously. Industry benchmarks for law firm searches consistently show 15 to 30 percent higher click-through rates for listings with star ratings compared to those without. That lift is measurable in Google Search Console within 45 to 60 days of the fix going live by comparing page-level CTR before and after across all 27 affected URLs.

Bing represents a complete greenfield opportunity. The site currently has zero pages indexed in Bing, confirmed across multiple tools. Submitting to Bing Webmaster Tools is a Priority One action. Within 14 days of submission, Bingbot should begin crawling. By Day 30, we project 50 to 150 pages indexed. By Day 90, 300 or more pages are expected to be indexed with non-branded keyword rankings appearing for Greenville and South Carolina level terms. This is tracked weekly through Bing Webmaster Tools. The practical implication is that the current zero-page Bing index means HawkLaw can become visible or increase visibility across four or five AI-powered platforms (Microsoft Copilot, ChatGPT, Perplexity AI, DuckDuckGo AI Chat, and You.com) simultaneously in addition to the search engine. Every page added to Bing's index is a page that becomes eligible for citation across all of these platforms at once. The Bing Webmaster Tools submission is therefore not just a Bing SEO tactic but an AI visibility infrastructure.

The Cloudflare redirect fix collapses the non-www redirect from three hops to one and restores the HTTPS security chain on Day 1. This is immediately verifiable with a curl header inspection and has no lag time. The benefit is crawl budget preservation and the elimination of the HSTS gap identified in the security audit.

The schema work in Priority Two in correcting the phone number to the Greenville direct line, fixing business hours from the incorrect 24/7 declaration, resolving the AIOSEO versus Schema Pro conflict, and correcting the NAP inconsistencies across HawkLaw, HawkLaw P.A., and The Hawkins Law Firm will collectively strengthen local SEO signals. Google's local pack rankings are sensitive to NAP consistency across schema, the website, listings, and Google Business Profile. We expect local pack position stability or improvement within 45 to 60 days as Google reconciles the corrected data, tracked through local rank monitoring for the five office markets.

The redirect maps built in Priority Three for the cities, attorney, and practice area URL structures do not produce direct ranking changes in Month 1. However, the value is in enabling the future architecture restructure without ranking loss. The WP Rocket bug resolution and the CSS misspelling correction are hygiene fixes that improve code validity scores and remove W3C validation errors, contributing to the best practices score improvement.

Adding the Spanish pages to the sitemap in Priority Four gives Google a formal crawl pathway for the 14-plus indexed Spanish pages currently without sitemap coverage. This alone will not drive English language rankings but improves overall crawl efficiency and sets the foundation for hreflang validation.

Tracking infrastructure must be in place from Day 1. Google Search Console, Bing Webmaster Tools, SEMRush (especially for AI visibility), and Lighthouse audits/data should be obtained before any changes are deployed. Without these baselines, Month 1 progress cannot be measured against a fixed starting point. A Screaming Frog foundational technical SEO export used to establish a website's starting health should also be created by running the initial crawl, exporting the baseline metrics, and saving the crawl profile.

Success at days 30 to 90 looks like star ratings appearing in Google for the majority of practice area pages, a measurable Bing index growing toward 300 pages, a clean single-hop redirect on the non-www domain, and a redirect map ready to begin to execute the architecture restructure.

Primary Keyword (car accident lawyer greenville sc)

HawkLaw has the strongest review profile of any firm in this market with 758 reviews at 4.9 stars outperforms every local pack competitor. The reviews are there. The listing management is not. Resolving the five phone number variants across citations, standardizing the business name to a single format, correcting the address format sitewide, and aligning GBP hours with actual business hours removes the primary barriers to local pack entry for this keyword. Given HawkLaw's review advantage, a clean listing could realistically move the firm up in the local pack, placing it above every current organic result on mobile which is a more impactful position than the #1 organic ranking it already holds for "car wreck lawyer greenville sc."

Reviews alone are not keeping HawkLaw down in the local pack. The data reveals the real problem is Google has found five different phone numbers attributed to HawkLaw in backlinks and citations.

- +18643333333 ← Greenville branded "3333333" number
- +18884295529 ← Toll-free number
- +18033333333 ← 803 area code – Columbia, SC office number
- +18543333333 ← Different SC area code
- +18649528844 ← Second Greenville number
- +18645144383 ← GBP official (correct)

Google cross-references NAP data across the web to build confidence in a business entity. When it finds five different phone numbers attributed to the same business, it loses confidence in which is canonical and that uncertainty suppresses local pack ranking or eligibility. Compare this to Armada Law, which has one consistent phone number in backlinks matching their GBP exactly.

The Columbia area code number (+18033333333) appearing in external citations for the Greenville location is especially damaging as it tells Google's local algorithm this may be a Columbia business, not a Greenville one.

The Greenville GBP listing should include: the correct phone number (+18645144383), correct address, actual business hours (not 24/7), services listed at the granular level (car accidents, rideshare accidents, drunk driving accidents, hit and run), weekly GBP posts linking to relevant blog content, active Q&A responses to common questions, and photo updates showing the Greenville office and attorneys. GBP posts with a link to the Greenville car accident page send a direct local relevance signal.

For local citation building ensure consistent NAP across: Google Business Profile, Yelp, Avvo, Martindale-Hubbell, FindLaw, Justia, Super Lawyers, AVVO, the Greenville Chamber of Commerce, the SC Bar lawyer directory, and local Greenville business directories. Each consistent citation is a local authority signal.

For Greenville-specific content signals the page should reference local roads, intersection data, and Greenville-specific accident statistics. Strengthening these with citations to SC DOT data, Greenville County court records, and local accident reports deepens the local relevance signal Google uses for geo-specific rankings.

Project Roadmap (First Year)

After month one we can turn to the following:

1. GPB, social profiles, and Listing build out
2. Site Architecture Restructure

3. Greenville Car Accident Page On-Page Content Updates
4. Spanish Language Page Optimization with Native Infographic Fix
5. Sitewide Schema Overhaul
6. Sitewide Image Optimization
7. Targeted Link Building to the Greenville Car Accident Page
8. Align PR with Digital PR

1. GPB, Social Profiles, and Listing Build Out

The GPB is built out with a full photo set targeting images covering the office, attorneys, team, and community involvement. Publish GPB posts weekly linking to relevant service pages and blog content.

LinkedIn is developed as a credibility platform targeting referral partners, not just clients. As such, publishing case insights, legal commentary, and attorney thought leadership is important.

Build out Facebook and Instagram with content calendars focusing around community presence and client success stories.

Update and/or sign up for Avvo, Martindale-Hubbell, FindLaw, Justia, Super Lawyers, Yelp, the SC Bar directory, Greenville Chamber of Commerce, and all regional legal directories implementing consistent NAP.

2. Site Architecture Restructure

This workflow has been discussed above and in Exhibit A.

3. Greenville Car Accident Page On-Page Content Updates

The page ranks #1–2 for car wreck variations but sits at #8–9 for "car accident attorney greenville" with 3,600 monthly searches which is the largest volume gap on the target keyword. The content update closes this gap and strengthens the page's AI citation potential.

The workflow should add "car accident attorney" and "auto accident attorney" naturally into supporting H2s and body copy. The readability score should be improved to make the content more accessible to everyday accident victims. Named attorney attribution should be added to strengthen E-E-A-T signals. Specific dollar amounts recovered in Greenville cases should be added as proof points. The FAQ section should be expanded from 4 to 8–10 questions.

4. Spanish Language Page Optimization with Native Infographic Fix

Implement the new on-page content updates to the Spanish language page include adding a Spanish language infographic instead of the English language infographic.

5. Sitewide Schema Overhaul

This workflow includes reviewing Schema sitewide and overhauling where needed. This will especially be important after the site architecture update.

6. Sitewide Image Review Optimization

This workflow includes reviewing the sitewide images for originality, file names, geo data, alt text as well as adding keyword text and brand text to images to stand out from the typical images available on image source websites.

7. Targeted Link Building to the Greenville Car Accident Page

The workflow runs a targeted link building campaign focused specifically on earning links to /greenville-car-accident-lawyer/ from relevant, authoritative sources. Targets include Greenville-specific publications such as Greenville News, Greenville Journal, local TV station websites, and Help a Reporter Out (HARO). Additionally, targeting Greenville community organizations where HawkLaw has existing relationships or sponsorships, local business associations, and Upstate SC regional directories.

8. Align PR with Digital PR

This work flow requires shared standards and shared goals across what are often two separate teams or agencies. Aligning PR and Digital PR builds both brand authority and link equity from the same activities and is one of the highest-ROI investments available.

Exhibit A
SEO SITE TECHNICAL AUDIT NOTES
<https://www.hawklawfirm.com/>

A. Crawlability & Indexability (Ensure search bots can navigate the site and list the correct pages in their search databases.)

1. .htaccess

- a. Gaining access to the .htaccess file would add significant depth to this audit and assessment. More specifically, the source of the redirects, chains and conflicts; HTTPS and canonicalization; browser caching rules; Gzip/Brotli compression; security headers; Wordpress permalink rewrite rules; and IP or user-agent blocking.
- b. Gaining access to the Cloudflare dashboard would add significant depth to this audit and assessment in a similar fashion as reviewing the .htaccess file.
- c. Gaining access to the server logs would add significant depth to this audit and assessment.

2. Robots.txt

- a. Monitor Bing rankings and visibility and if index issues continue (discussed below) add a Bingbot specific rule to allow for less crawl delay.
- b. Missing Disallow rules for WordPress thin/duplicate content paths (Optional) WordPress automatically generates several URL patterns that produce thin, near-duplicate, or non-indexable content. None of these are currently blocked, meaning search engine crawlers spend budget on URLs that return no SEO value.
- c. Add specific rules for allowing AI bots and disallowing training models (Optional)

3. XML Sitemaps

- a. The sitemap audit for hawklawfirm.com revealed several areas for improvement, including redirect URLs listed instead of canonical destinations, an inconsistent URL structure across attorney and practice area pages, and a redundant /cities/ sitemap. When corrected, improved crawl efficiency and indexation will occur.
- b. Cities-sitemap.xml lists /cities/ URLs that redirect to /locations/equivalents for Greenville, Charleston, Columbia, Spartanburg and Anderson. Sitemaps must list canonical destination URLs only and not redirect sources. When search engines crawl redirect URLs from a sitemap, they waste crawl budget on and may assign reduced authority to the final destination. Cities-sitemap.xml should be deleted and migrated to service_areas-sitemap.xml as part of a larger site structure cleanup with the use of a redirect map.

Example:

Sitemap link: <https://www.hawklawfirm.com/cities/charleston/>
Redirects to: <https://www.hawklawfirm.com/locations/charleston/>

```
https://www.hawklawfirm.com/cities/charleston/ → en
https://www.hawklawfirm.com/es/cities/charleston/ → es

https://www.hawklawfirm.com/cities/greenville/ → en
https://www.hawklawfirm.com/es/cities/greenville/ → es
```

c. For the Spanish language links in the Cities-sitemap.xml for Greenville, Charleston, Columbia, Spartanburg and Anderson, the /es/cities/ links redirect to the English language /locations/ pages. These links should point directly to the respective Spanish language pages.

Example:

Sitemap link: <https://www.hawklawfirm.com/es/cities/greenville/>

Redirects to: <https://www.hawklawfirm.com/locations/greenville/>

Correct sitemap link: <https://www.hawklawfirm.com/es/locations/greenville/>

d. A URL in page-sitemap.xml contains a misspelling in the WordPress slug. Internal link equity is flowing to a malformed URL. In WordPress, update the parent page slug. WordPress will auto-create a 301 from the old slug. Find and update all internal links pointing to the typo URL, then update the sitemap entry to reflect the corrected URL.

```
/south-carolina-car-accident-lawye/how-does-car-insurance-work-in-south-
carolina/
↑ "lawye" is missing the letter "r"

/south-carolina-car-accident-lawyer/how-does-car-insurance-work-in-south-
carolina/
↑ correct slug
```

e. The attorneys-sitemap.xml contains attorney profile pages split across two different URL structures (attorney vs. attorneys) with no consistent standard, preventing a clean internal link hierarchy.

```
https://www.hawklawfirm.com/attorneys/andy-taylor/ → en
https://www.hawklawfirm.com/es/attorneys/andy-taylor/ → es

https://www.hawklawfirm.com/attorney/john-d-hawkins/ → en
https://www.hawklawfirm.com/es/attorney/john-d-hawkins/ → es
```

PATTERN	ATTORNEYS USING IT
/attorneys/ (plural)	randy-taylor, colton-bledsoe, brad-smith
/attorney/ (singular)	john-d-hawkins, anthony-stadler, chris-shipman, carolyn-atkins, monique-james, c-logan-rollins, drew-evans

f. The practice_areas-sitemap.xml lists 33 practice area pages across four distinct URL patterns, creating an inconsistent hierarchy and unnecessary redirect paths.

URL PATTERN	COUNT	EXAMPLE
/practice-area/ (singular)	17	/practice-area/south-carolina-car-accident-lawyer/
/practice-areas/ (plural)	1	/practice-areas/south-carolina-paralysis-injury/
Root-level	~6	/south-carolina-nursing-home-abuse-lawyer/
Legacy nested	2	/south-carolina-workers-compensation-lawyer/factory-accident/

g. The same geographic areas appear in both cities-sitemap.xml (27 URLs) and locations-sitemap.xml (5 URLs), with the /cities/ URLs all redirecting to the /locations/ canonical pages. This means the sitemap index is submitting two sets of URLs for the same content. Additionally, neighborhood-level pages in cities-sitemap.xml duplicate service area pages already listed in service_areas-sitemap.xml

CITIES SITEMAP	SERVICE AREAS SITEMAP
/cities/spartanburg/fairforest/	/fairforest-personal-injury-lawyer/
/cities/spartanburg/woodland-heights/	/woodland-heights-personal-injury-lawyer/
/cities/greenville/west-greenville/	/west-greenville-personal-injury-lawyer/
/cities/greenville/overbrook/	/personal-injury-lawyer-serving-overbrook/

h. An image sitemap and a video sitemap should be added to the sitemap index.

4. Index Status

a. Google index status can be improved with site structure improvements and sitemap improvements. For example, at least 14+ Spanish pages are indexed with no sitemap coverage. Google found them on its own, but they have no formal submission pathway.

b. Review schema code exists on the 27 practice area pages but is missing the two most critical required fields (itemReviewed and reviewRating) that Google needs to render the all-important stars. For law

firm searches, star ratings in search results consistently drive higher click-through rates compared to listings without them. This is a direct revenue impact that a single template fix resolves across all 27 pages simultaneously.

c. Bing index status is problematic. Zero pages indexed. site:https://www.hawklawfirm.com on Bing returns no results confirmed across both DataForSEO and direct search. The root cause is most likely from no submission to Bing Webmaster Tools. Additionally, the robots.txt Crawl-delay: 10 could potentially be throttling Bingbot.

B. Site Architecture & Links

1. HawkLaw's Site Architecture

a. HawkLaw's site architecture is undermined by conflicting URL structures across practice areas, an inconsistent /attorney/ vs /attorneys/ pattern, a redundant /cities/ layer that conflicts with the /service-areas/ layer and in part redirects to /locations/, and a thin internal link distribution to key pages. A logical hierarchy ensures bots and users easily flow through the website. Significant structure improvements should be considered then carefully executed with the assistance of a redirect map.

b. Site architecture and internal linking dictate how easily search engines can discover and index content. They form the backbone of a great user experience, preventing users from getting lost while logically passing PageRank (link equity) between pages to boost the site's overall search authority.

Site structure issue example: <https://www.hawklawfirm.com/cities/greenville/magnolia-acres/>



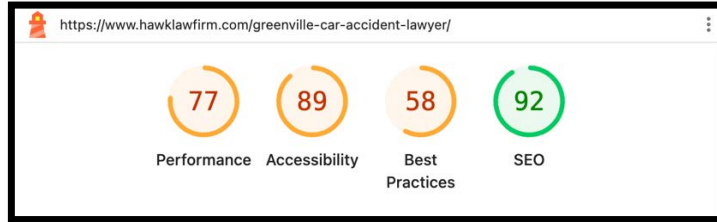
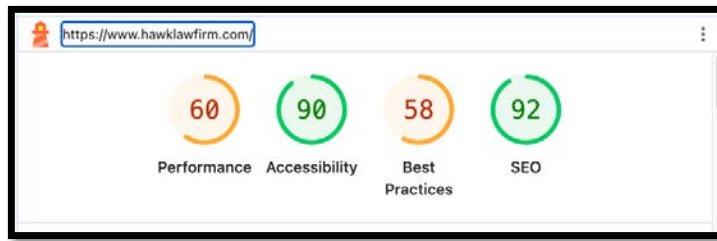
i. The above page has two links to Car Accidents. The 1st Car Accidents link correctly points towards a Magnolia Acres car accident page:

<https://www.hawklawfirm.com/magnolia-acres-car-accident-lawyer/>

ii. The 2nd Car Accidents link points to a Magnolia Acres personal injury lawyer page that has "Car Accidents" at the top of the page but the h1 and page content is focused on personal injury:

<https://www.hawklawfirm.com/personal-injury-lawyer-magnolia-acres/>

C. Page Speed & Core Web Vitals



1. Performance

- a. Fast-loading, stable pages improve user retention and meet Google search expectations.
- b. Issues involving improved image delivery, legacy JavaScript, render-blocking requests, image elements without width and height, and unused CSS could improve performance. Approximately 50 images are missing width/height attributes which can cause CLS (Cumulative Layout Shift).
- c. Several images are severely oversized and are causing low Core Web Vitals scores. The 7.3 MB image alone will produce a failing LCP on its page. Serving WebP as the primary image format and defaulting to JPG (or PNG) as a fallback is the industry-standard approach.

Image File	Size	Pages Linking
getty-images-kspGyKsC4IA-unsplash-a79007cc.jpeg	7.3 MB	1
south-carolina-car-accident-1-79acfb26.png	1.98 MB	1
overbrook-car-accident-lawyer-5cb8480f.png	1.82 MB	1
Sam-Rittenberg-Blvd.-intersection-updated.png	1.22 MB	1
t-bone-9ecacc0f.png	731 KB	4
rental-car-south-carolina-1b95dbda.png	682 KB	3
cars-being-towed-scaled-3c7893a0.jpeg	531 KB	1
legal-documents-scaled.jpg	521 KB	1
bumper-to-bumper-scaled.jpg	435 KB	1
distracted-driving-coffee-scaled.jpg	446 KB	1

2. Accessibility

- a. Adding alt attributes to the images and adding link text could bump accessibility into the 90s for /Greenville-car-accident-lawyer/. Many pages could be improved with a template update related to the below sitewide images missing alt text.

Sitewide Images Missing Alt Text	
Image	Pages Affected
rating-stars-ed2d295b.png	3,897
ic-social-facebook-white.svg	1,299
ic-social-tiktok-white.svg	1,299
hawk-shield-2-68f50ee5.png	433

3. Best Practices

- a. Issues with the use of third-party cookies and uses of depreciated APIs could be improved.

4. SEO

- a. The SEO section is in fairly good shape but could be improved with the addition of image alt attributes.

D. Security & Server Health (A secure and stable foundation builds trust with both search engines and users.)

1. Security

- a. The non-www domain currently redirects through three hops with a critical HTTPS to HTTP to HTTPS sequence, creating a security gap that breaks HSTS and wastes crawl budget through unnecessary redirect chaining. The root cause is a misconfigured Cloudflare redirect rule that targets http:// instead of https:// for the non-www to www redirect. The fix is to update the Cloudflare redirect rule to point directly to https://www.hawklawfirm.com/, collapsing the chain to a single secure hop and restoring proper HSTS behavior.

2. Server Health

- a. Stack Confirmed
 - i. Hosting: WP Engine (managed WordPress)
 - ii. CDN/Proxy: Cloudflare
 - iii. CMS: WordPress + WP Rocket caching plugin
 - iv. SSL: Let's Encrypt via Cloudflare (E7 intermediate)
- b. Let's Encrypt certificates auto-renew at 30–60 days before expiry, so auto-renewal should trigger soon. However, it's worth confirming auto-renewal is active on WP Engine, as a lapsed SSL certificate takes the site down entirely for all visitors.
- c. The non-www domain (hawklawfirm.com) is not on this certificate. Cloudflare handles SSL for the non-www version separately using its own certificate, which is why the redirect chain discussed earlier works but it means SSL coverage is split across two different certificate authorities.
- d. The response contains the Vary: Accept-Encoding header 4 times. Duplicate Vary headers can confuse intermediate caches and CDNs, causing them to create unnecessary cache variations or bypass caching altogether contributing to the DYNAMIC Cloudflare behavior. Cloudflare sees a messy Vary instruction and defaults to DYNAMIC passing every request straight through to WP

Engine rather than serving from the edge. This directly explains the cf-cache-status: DYNAMIC finding previously discussed. Cloudflare essentially throws its hands up and says "too complicated, I won't cache this." It is recommended to let Cloudflare manage compression and the Vary header at the edge.

E. On-Page Technical Elements (<https://www.hawklawfirm.com/greenville-car-accident-lawyer/>)

1. Charset

- a. Remove duplicate `charset` declaration

```
4
5 <meta http-equiv="content-type" content="text/html; charset=UTF-8">
6 <meta charset="UTF-8">
7
```

- b. Two charset declarations of which the first (`http-equiv`) is HTML4 syntax, the second is correct HTML5. Remove the `http-equiv` one. Not a rankings killer but can confuse parsers.

2. Schema Review Rating

```
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "4.6",
  "bestRating": "5",
  "ratingCount": "261"
}
VS
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "4.9",
  "bestRating": "5",
  "ratingCount": "758"
}
```

- a. Update the hard-earned star rating from 4.6 to 4.9.
- b. Update the hard-earned rating count from 261 to 758.
- c. Data accuracy: Google's quality guidelines require that ratingValue and ratingCount reflect real, verifiable reviews from an identifiable source. Inaccurate ratings are a manual action risk. On page the star rating is also incorrect as it is listed as 4.8.

3. Schema LegalService Email Address

```
"telephone": "+18033333333",
"email": "potential-team@hawkinslawsc.com",
"hasMap": "https://www.google.com/maps?cid=1804512304954731124",
```

- a. @hawkinslawsc vs. @ hawklawfirm.com - Update email address to reflect current domain name.

4. Schema Absolute URL Issue

```

❌ Broken - relative URL:
{
  "@type": "SiteNavigationElement",
  "name": "C. Logan Rollins",
  "url": "/attorney/c-logan-rollins/"
}

❌ Broken - relative URL:
{
  "@type": "SiteNavigationElement",
  "name": "Office Locations",
  "url": "/locations/"
}

```

VS

```

{
  "@type": "SiteNavigationElement",
  "name": "C. Logan Rollins",
  "url": "https://www.hawklawfirm.com/attorney/c-logan-rollins/"
}
{
  "@type": "SiteNavigationElement",
  "name": "Office Locations",
  "url": "https://www.hawklawfirm.com/locations/"
}

```

a. Schema.org requires absolute URLs in all url properties within structured data. Relative URLs like /attorney/c-logan-rollins/ have no domain context. A crawler reading the JSON-LD in isolation cannot resolve where that path leads. Google's structured data parser will either ignore those entries or flag them as invalid, which means C. Logan Rollins and the office locations page are effectively invisible in the navigation schema.

b. This is probably a WordPress menu configuration issue. Correcting the URL format for those two entries will fix it sitewide across every page that outputs this navigation schema.

5. AIOSEO vs Schema Pro Duplicate Schema Conflict

a. **Problem 1:** Two plugins describing the same entity differently. Both plugins are trying to define HawkLaw as a business, but they use different schema types and different data. Google receives two competing descriptions of the same business on the same page with contradictory data. It has to decide which one to trust and the answer is often neither.

Property	AIOSEO (Block 1)	Schema Pro (Block 2)
@type	Attorney	LegalService
telephone	"888-HawkLaw"	"+18033333333"
url	"https://www.hawklawfirm.com/"	"https://www.hawklawfirm.com/greenville-car-accident-lawyer/"
Opening hours	Mon-Sun 00:00-23:59 (24/7)	Mo-Th 08:30-17:00, Fr 08:30-16:00
aggregateRating	Not present	Present
address	Present	Present

b. **Problem 2:** Three different phone numbers in Schema. Across all five blocks, three different phone numbers appear. For a page specifically about the Greenville office, **none of these are the Greenville direct number** (+18645144383). Schema Pro appears to have pulled the Columbia office number for a Greenville page and is a data entry error. **Google's local SEO signals are weakened** when the phone number in Schema doesn't match the number on the page or in Google Business Profile.

```

Block 1 - Attorney:      "888-HawkLaw"           ← brand formatted, not E.164
Block 2 - LegalService:  "+18033333333"         ← 803 area code = Columbia, SC
Block 1 - Organization:  "+18884295529"       ← toll-free number

```

c. **Problem 3:** Incorrect opening hours (24/7 Claim). AIOSEO's Attorney block declares the firm open 24 hours a day, 7 days a week. Schema Pro correctly states actual business hours. Google may display the incorrect 24/7 hours in the Knowledge Panel or local pack. This is a direct user-facing error that could damage trust when someone calls outside business hours. Additionally, this could result in a negative review.

```
AIOSEO's Attorney block declares the firm open 24 hours a day, 7 days a week:
"openingHoursSpecification": {
  "@type": "OpeningHoursSpecification",
  "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday", "Saturday", "Sunday"],
  "opens": "00:00",
  "closes": "23:59"
}

Schema Pro correctly states actual business hours:
Mo,Tu,We,Th 08:30-17:00 · Fr 08:30-16:00
```

d. **Problem 4:** Duplicate BreadcrumbList with different paths. Two BreadcrumbList schemas are outputted with different hierarchies. Google has to choose which breadcrumb path to display in search results. The two schemas disagree on whether /cities/greenville/ is a meaningful step in the hierarchy.

```
AIOSEO (Block 1): Home → Service Areas → Greenville → Car Accident Lawyer (4 levels)
Schema Pro (Block 5): Home → Service Areas → Car Accident Lawyer (3 levels)
```

e. **Problem 5:** Duplicate WebSite Schema. Both Block 1 (AIOSEO's @graph) and Block 4 contain a WebSite schema. Two WebSite declarations on one page create redundant entity signals and can cause Google to deprioritize or ignore one entirely.

f. **Problem 6:** AIOSEO @graph vs Schema Pro standalone. AIOSEO uses the @graph pattern as a single block that links all entities together by @id, allowing Google to understand relationships between the WebPage, Organization, Author, and BreadcrumbList as a connected knowledge graph. This is Google's preferred approach. Schema Pro outputs standalone blocks with no entity linking. When both exist simultaneously, the standalone Schema Pro blocks create orphaned entities that Google cannot connect to the AIOSEO @graph, fragmenting what should be a unified entity description.

6. Schema Breadcrumb Issues (Duplicate, Self-referencing Final Item, and Old Path)

a. The page has two separate breadcrumb schema blocks and it's the second one (Block 5, generated by a different plugin) where the final item links back to the current page. Google has to pick one and conflicting breadcrumb paths create ambiguity about the page's true position in the site hierarchy.

b. Position 3 is the current page linking to itself and @id points directly to <https://www.hawklawfirm.com/greenville-car-accident-lawyer/> which is the URL you are already on. Google may interpret this as an internal link to itself rather than the terminal breadcrumb position, which can confuse the breadcrumb rendering in SERPs. This can cause a confusing user experience (UX), crawler loops, and offers No navigational value

```
{
  "@type": "ListItem",
  "position": 3,
  "item": {
    "@id": "https://www.hawklawfirm.com/greenville-car-accident-lawyer/",
    "name": "Car Accident Lawyer Greenville"
  }
}
```

c. The AIOSEO breadcrumb (Block 1) routes through /cities/greenville/ at position 3 which is the same redirect URL discussed earlier. The breadcrumb schema is pointing to a non-canonical URL as a path step.

```
{
  "position": 3,
  "name": "Greenville",
  "item": "https://www.hawklawfirm.com/cities/greenville/"
  ← redirects to /locations/greenville/ – not canonical
}
```

d. Consolidate to a single breadcrumb schema (remove the duplicate), correct the final item to omit the item URL, and update the /cities/greenville/ step to the canonical /locations/greenville/ URL.

7. Typo in FAQ heading

a. Typo in FAQ heading "Frequent Asked Questions" should be "Frequently Asked Questions." This is a user-facing error and also slightly weakens the semantic signal for FAQ content.

8. Plain Text Rate

a. Plain text rate of 4% means the page HTML is 96% markup, scripts, and structural code only 4% is actual readable text. This is flagged as a warning by DataForSEO and contributes to the inflated DOM size. The 511KB DOM contains roughly 20KB of readable content.

9. Readability Score (Flesch-Kincaid)

a. Readability score of 48.5 (Flesch-Kincaid) puts the content at roughly a 10th–11th grade reading level. For a personal injury law firm targeting everyday accident victims, a score above 60 (8th grade) is typically more accessible and better aligned with the audience.

10. Double Extension Issue

a. <https://www.hawklawfirm.com/wp-content/uploads/2023/06/Greenville-south-carolina-car-accident-lawyer.jpg.jpeg>

b. Using double extensions (like filename.jpg.jpeg) causes issues with search engines and user browsers. Examples include broken links, page speed issues related to header errors, and indexing errors while attempting to categorize image files in search.

11. WP Rocket Bug Issues

a. CSS: only 0 can be a unit. You must put a unit after your number. (max-width:968) vs (max-width:968px). Check for WP plugin updates.

b. The problem is in the href attribute as it contains 567w appended to the file path with a space: /wp-content/themes/yootheme/cache/56/amercian-association-for-justice-light2-561f17eb.webp 567w. That 567w is a **srcset descriptor** (width descriptor) that belongs in a srcset attribute, not in href. Something is incorrectly building the <link rel="preload"> tag and concatenating the srcset value into the href.

c. Update WP Rocket. This type of bug is typically patched in newer versions. If already up to date, clear WP Rocket's cache and regenerate. Check WP Rocket's support/changelog for known issues with YOOftheme + preload generation.

12. CSS: rigt: Property rigt Doesn't Exist W3C Validation Issue

a. The property rigt: 1px is a typo of right: 1px in the CSS for the .hl-attorney-profile-bio::before pseudo-element. The hl- prefix indicates this is custom HawkLaw CSS and not a third-party plugin so it was introduced when someone wrote the attorney bio section styling. The element is not rendering as intended.