



Overall Score: **55/100**  
Date: 17 Aug 2025

Strong local presence and clear service offerings, but a **poor digital footprint** and **lack of verifiable credentials** undermine discoverability.

**Scorecard**

Criteria	Score	Notes (short)
High Answer Alignment	60%	Core services visible, no niche expertise: Lacks specialization, making it generic for AI queries.
Citation Readiness	45%	Vague claims: Claims like "save thousands" lack proof, so AI won't cite them.
Knowledge Graph Coverage	35%	No schema/thin pages: Missing structured data and detailed pages hurt AI's ability to extract key facts.
Competitive Parity	50%	Rivals stronger: Competitors are preferred by AI due to certifications and case studies.
Technical Foundations	40%	Technical weaknesses: Issues like no JSON-LD and weak linking hurt performance.
Brand Quotability	45%	Missing metrics: No dated case studies means AI can't build an authoritative narrative.

**Top Strengths**

- Clear list of core accounting services
- Strong **local presence** with contact info
- Client testimonials are visible

**Key Risks / Gaps**

- **Proof-light claims** → LLMs won't quote
- **No niche expertise** (e.g., healthcare CPAs)
- **Missing schema/markup** for services/reviews

**Business Impact**

Without structured, dated proofs, generative AI will struggle to differentiate S&J from generic CPAs, preferring rivals with explicit certifications and case studies. This lack of verifiable authority makes the firm invisible for high-value, niche queries, resulting in lower inclusion in “Best CPA for Healthcare Professionals” answers and causing models to hedge on critical details. The firm's strong local positioning is undermined by these technical and content gaps.

**Recommended Immediate Next Step**

To address key visibility gaps, the firm should immediately implement a "Facts for AI" block on their website using both JSON-LD and human-readable bullets. This block should be added to the Pricing page, Services pages, and top three industry-specific pages (e.g., for dentists, restaurants, and real estate) and include dated, source-linkable metrics to ensure AI can accurately lift key information.

**Take the Next Step: Unlock Your Full Generative Search Audit.**

This free report gives you a snapshot of your current generative search performance. To unlock the full audit, including in-depth analysis, data gap insights, step-by-step recommendations, prioritized fixes, and a custom 90-day action plan, please email us at [hello@gensearch360.com](mailto:hello@gensearch360.com). **Reach out within 10 days of receiving this report an you'll get 10% off the full audit.**