

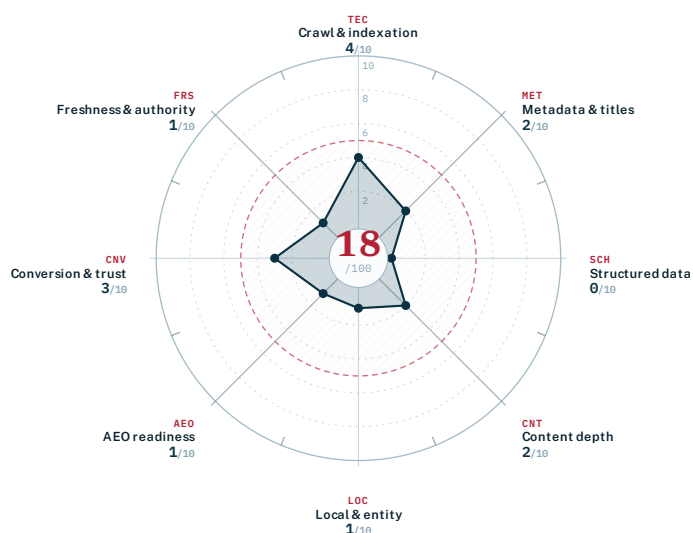
A firm that is *invisible* to the market it was built for.

Navi is a Portuguese immigration practice with a clear proposition and a founder with more than a decade of relevant experience. Almost none of that reaches a search engine, a language model, or a paying client. This report explains exactly why, and what to do about it in the next ninety days.

SITE AUDITED navi.pt — 6 indexable pages	AUDIT DATE 6 August 2026
OVERALL SCORE 18 / 100	CRITICAL DEFECTS 11 of 28 findings

The verdict

Eight dimensions, scored against what a competitive Portuguese immigration practice needs in 2026. Everything inside the dashed ring is shoal water.



Navi scores **18 out of 100**. Not one of the eight dimensions clears the halfway mark, and three sit at or near zero.

This is not a site with a ranking problem. It is a site that has not yet entered the competition. There is no structured data for a search engine to read, no address for Google to verify, no service pages for anyone to rank, and no content published since March 2025 — nine months before the largest reform of Portuguese nationality law in a generation.

Scores are directional, weighted for a small legal practice competing in Portugal's immigration market. Method and limits are set out in section 12.

The single most consequential fact in this report

Portugal changed both its immigration law and its nationality law between October 2025 and May 2026.

Law 61/2025 came into force on 23 October 2025, abolishing the *manifestação de interesse* route, replacing the open job-seeker visa with a qualified-professionals-only version, and tightening family reunification. **Lei Orgânica 1/2026** came into force on 19 May 2026, doubling the naturalisation residency requirement from five years to ten for most applicants and to seven for EU and CPLP nationals, restarting the clock from the date the residence permit is *issued* rather than applied for, closing the Sephardic route and opening a great-grandchild route.

Every foreign resident in Portugal with a plan is currently re-checking that plan. Search demand for exactly this question is at a historic high. Navi's website does not mention any of it. Its most recently modified page is dated 17 March 2025.

That gap is the opportunity. It is also closing — every competitor named in section 7 has already published on it.

What is actually wrong, in one paragraph

Navi has built a brochure, not a practice website. Six services share a single URL, so there is no page that can rank for "Golden Visa lawyer Portugal" or "advogado nacionalidade portuguesa" — because no such page exists. The whole site carries roughly 1,400 words of indexable copy; competitors publish more than that on a single service page. There is no address or phone number anywhere, which blocks Google Business Profile verification and therefore the local map

results where high-intent clients actually convert. There is no structured data at all, which is the main mechanism by which AI answer engines decide who to cite. The *News* link in the main navigation of every page returns a 404. And the social preview title for the entire domain contains a typo — "succcess" — which is what appears every time anyone shares a Navi link on LinkedIn or WhatsApp.

SEVERITY	COUNT	MEANING	TIME TO FIX
CRITICAL	11	Actively prevents acquisition. Costs money every day it persists.	0–30 days
HIGH	12	Materially suppresses reach, trust or conversion.	30–60 days
MEDIUM	5	Quality and compliance debt. Cheap now, expensive later.	60–90 days

Findings by severity. Full detail in sections 2 to 5.

Technical & indexation

Whether search engines and AI crawlers can reach, trust and correctly attribute the site. Six findings, two critical.

TEC-01

CRITICAL

Every image on the live site is served from a second hostname

All media loads from `site.navi.pt/wp-content/uploads/...` while pages are served from `navi.pt`. That includes the logo, the values icons, and the hero images on *About*, *Services* and *Contacts*. This is the signature of a staging or build origin that was never decommissioned.

Two consequences. First, if `site.navi.pt` is crawlable it is a complete duplicate of the production site competing with it for the same queries, and Google will pick a canonical without asking. Second, every image accrues its authority to the wrong hostname and cannot win image search for the primary domain.

FIX

Move media to `navi.pt` and rewrite the URLs in the database. Then either 301 the whole of `site.navi.pt` to production, or put it behind HTTP authentication. Do not rely on `robots.txt` alone to hide a staging site — a disallowed URL can still be indexed if something links to it.

TEC-02

CRITICAL

The *News* link in the primary navigation returns 404 on every page

`navi.pt/news` is linked from the header of all six pages and does not resolve. This is a sitewide broken link in the most prominent navigation element on the site.

The cost is larger than the usual broken-link penalty. *News* is the section that would carry every freshness signal Navi needs — the 2026 law changes, AIMA processing updates, deadline reminders. It is the single highest-value content surface on the site, and it currently advertises its own absence to every visitor and crawler.

FIX

Ship the section rather than removing the link. Rename it *Insights* or *Legal updates*, publish the four articles listed in section 10 before it goes live, and register it in the XML sitemap. Removing the link is the fallback, not the answer.

TEC-03

HIGH

A relative privacy link is generating a duplicate URL for every page on the site

The privacy policy is linked relatively rather than from the root, so it resolves differently depending on the page it is on: `/service/privacy`, `/about/privacy`, `/contacts/privacy`, and recursively `/privacy/privacy`. Each is a distinct crawlable URL serving identical content.

Canonical tags currently rescue this — all variants declare `navi.pt/privacy/` — so the damage is contained to wasted crawl budget rather than duplicate-content dilution. On a six-page site that is survivable. On a fifty-page site it is not, and the fix costs one character.

FIX

Change the href to `/privacy` with a leading slash, in both the footer template and the contact-form consent text.

TEC-04

HIGH

The homepage's primary call to action points at a URL that does not match the navigation

The *Contact us* button in the homepage hero links to `navi.pt/contact`, singular. Every navigation link and every other CTA on the site points to `navi.pt/contacts`, plural. Only one of these can be the real page.

This is the most valuable link on the most valuable page of the site, and it is either 404ing or taking an unnecessary redirect hop on mobile.

FIX

Point it at `/contacts`. Separately, standardise on one — `/contact` reads better and matches how people search — and 301 the other permanently.

TEC-05

MEDIUM

Pinch-zoom is disabled sitewide

Every page ships `maximum-scale=1` in the viewport meta tag, which prevents users from zooming on mobile. This fails WCAG 2.1 success criterion 1.4.4 (Resize Text).

For a firm whose clients are frequently reading dense legal information in a second language, on a phone, this is a real usability cost rather than a checkbox. It also sits inside the scope of the European Accessibility Act regime that began applying to many service providers from June 2025 — worth a compliance conversation independent of SEO.

FIX

Reduce to `<meta name="viewport" content="width=device-width, initial-scale=1">`. Nothing else in the tag is needed.

TEC-06

MEDIUM

Malformed comment residue renders at the top of the body on every page

A run of roughly sixteen orphaned `-->` sequences appears at the start of the document body across all pages, indicating a template or page-builder block that is emitting unbalanced HTML comments.

It is cosmetically invisible but it is the first thing in the DOM, and it signals to any parser — including the passage-extraction pipelines used by AI answer engines — that the markup is unreliable. Given that roughly 44% of AI citations are drawn from the first 30% of a page's text, junk at the top of the body is not a trivial place to have junk.

FIX

Find the offending block in the builder template and close its comments. Validate all six pages afterwards.

Two things this audit could not verify

Direct fetches of `navi.pt/robots.txt` and the XML sitemap were blocked by the retrieval tooling used for this report, and `site.navi.pt` could not be reached to confirm its index status. Both need a five-minute manual check:

- Confirm `robots.txt` does not block `GPTBot`, `OAI-SearchBot`, `PerplexityBot`, `ClaudeBot`, `Applebot-Extended` or `Google-Extended`. A block here means zero AI citations regardless of how good the content is.
- Run `site:site.navi.pt` in Google. Any results at all confirm TEC-01 as an active duplication problem rather than a latent one.

Metadata & structured data

How the site describes itself to search engines, social platforms and language models.
This is where the largest cheap wins are.

MET-01

CRITICAL

The site's social preview title is identical on every page and contains a typo

All six pages carry the same `og:title`: *"Navi - advocacy for immigration succcess"* — with three c's in *success*.

This string is what renders every time anyone shares a Navi link on LinkedIn, WhatsApp, Facebook, Slack or Signal — which, for a referral-driven professional services firm, is a large share of all first impressions. It is plausibly the single most-viewed sentence the firm has published. It is also a strong candidate for how a language model would describe the firm if asked, since `og:title` is a high-confidence self-description signal.

FIX

Correct the spelling today; it is a one-field edit. Then make the tag unique per page, mirroring each page's `<title>`.

MET-02

CRITICAL

One meta description is doing duty for the whole site

Every page returns: *"We provide expert legal services in immigration, corporate, real estate & tax with transparency & tailored solutions. Contact us today!"*

Duplicate descriptions cause Google to discard them and synthesise its own snippet from body copy — and Navi's body copy is thin brand language, so the synthesised result will be worse than a written one. The description also names four practice areas at once, which means it matches no specific query well.

FIX

Write one description per page, 140–155 characters, each naming a single service and a concrete outcome. Once service pages exist (CNT-01) write one for each of those too.

MET-03

HIGH

Title tags contain no service, intent or geography

The current set is `NAVI`, `Services – NAVI`, `About – NAVI`, `Contacts – NAVI`, `Privacy – NAVI`. The homepage title is a single word that nobody searches for.

"Services – NAVI" competes for nothing. Titles remain one of the strongest on-page ranking inputs and the primary text a user reads before deciding to click.

FIX

Rebuild against real queries. For example: *Immigration Lawyers in Portugal | Residency, Visas & Nationality – Navi*; *Portuguese Nationality & Citizenship Lawyer | 2026 Rules – Navi*; *Golden Visa & Investor Residency Lawyer, Portugal – Navi*. Keep under 60 characters where possible.

MET-04

HIGH

The site declares Portuguese but publishes English

Every page sets `og:locale: pt_PT` while 100% of the visible content is in English. The Twitter reading-time labels are also in Portuguese – "*Tempo estimado de leitura: 1 minuto*" – on English pages.

Contradictory language signals hurt on both sides: the site is a poor match for Portuguese queries because it has no Portuguese content, and an ambiguous match for English queries because it claims to be Portuguese. There is no `hreflang` implementation because there is no second language version to point at.

FIX

Short term, set `og:locale` to `en_GB` and correct `<html lang>`. Medium term this becomes the PT-BR content programme in section 8 – which matters more than any other single decision in this report, for reasons in LOC-04.

MET-05

HIGH

The social share image is a 512×512 favicon

`og:image` points to `cropped-android-chrome-512x512-1.png` — an app icon, square, and far below the 1200×630 that LinkedIn, Facebook and X expect. The site simultaneously declares `twitter:card: summary_large_image`, which requests a wide format the supplied asset cannot fill.

The result is a share card that renders as a letterboxed or cropped icon on every platform, on every link, forever.

FIX

Produce 1200×630 cards. Make at least three: a brand default, one for nationality and one for Golden Visa, so the highest-traffic pages get a relevant image. Include the page title as legible text in the image itself.

SCH-01

CRITICAL

There is no structured data anywhere on the site

No `LegalService`, no `Attorney`, no `LocalBusiness`, no `Organization`, no `Person` for the founder, no `FAQPage`, no `BreadcrumbList`, no `dateModified`. Nothing.

For a small firm this is the highest-leverage missing asset in the entire audit, because structured data is how machines resolve *who you are* rather than merely *what your page says*. Across 2026 measurement studies, between 65% and 71% of pages cited by ChatGPT and Google AI Mode carried structured data, and pages with full markup have been measured as roughly 30–40% more likely to be cited than equivalent unmarked pages. Pages carrying `dateModified` have been measured at around 1.8× the citation rate.

For a regulated profession there is a second dimension: `Attorney` and `Person` markup is where bar registration, qualifications and languages spoken become machine-readable trust signals. Navi currently publishes an impressive founder biography that no machine can parse.

FIX

Deploy the JSON-LD pack in section 11. It is roughly forty minutes of work and it is the closest thing to free ranking and citation lift available here.

Content architecture

The structural reason Navi cannot rank for anything it does. This section contains the most expensive finding in the report.

CNT-01

CRITICAL

Six practice areas share a single URL

Immigration, Corporate, Real Estate, Tax & Social Security, Civil Registry and Litigation all live on `navi.pt/service`, reached by anchor jumps: `#immigration`, `#corporate`, `#realEstate`, `#tax`, `#civil`, `#litigation`. Each gets between roughly 40 and 120 words.

Anchors are not documents. Google indexes the URL, not the fragment, so all six services compete against each other inside one page that is optimised for none of them. There is no page that can rank for *Golden Visa lawyer Portugal*, no page for *D7 visa*, no page for *Portuguese nationality by descent* — not because they rank badly, but because they do not exist.

Underneath the anchors the sub-services are even more granular and even more buried: Relocation Services, Golden Visa, Company Registration, Commercial Contracts, Property Transactions, Due Diligence, Tax Residency and NIF, Social Security, Granting Portuguese Nationality, Marriage Proceedings, Divorce by Mutual Consent, Transcription of Marriage, Recognition of Foreign Judgments, Recognition of Civil Partnerships. That is **fourteen distinct, individually searched services** compressed into one URL.

FIX

Split into six service pages, then build child pages for the highest-demand sub-services — nationality, Golden Visa, D7, D8, family reunification, NIF and tax residency, marriage transcription. Target 1,200–2,000 words each with a real structure: who it is for, eligibility, documents required, process, realistic timelines, costs, FAQ. Link the parent page to each child and each child back to the parent.

CNT-02

CRITICAL

The entire site carries roughly 1,400 words of indexable copy

That is the total across all six pages, including navigation, footer and the privacy policy. The competitors profiled in section 7 routinely publish more than that on a *single* service page, and maintain blog libraries running to hundreds of articles.

Word count is not a ranking factor in itself. What it proxies here is coverage: Navi's pages do not answer the questions people actually type. There is no explanation of eligibility, no document checklist, no timeline, no fee guidance, no discussion of what happens if an application is refused.

FIX

Follow the content plan in section 10. The target for the first ninety days is six service pages plus twelve articles — roughly 22,000 words of substantive, lawyer-reviewed content.

Nothing on the site reflects the 2025–26 reform of Portuguese immigration and nationality law

The most recent `article:modified_time` anywhere on the site is 2025-03-17. Since that date the legal ground beneath Navi's entire practice has moved:

INSTRUMENT	IN FORCE	WHAT CHANGED
Law 61/2025 19th amendment to Law 23/2007	23 Oct 2025	Abolished the <i>manifestação de interesse</i> . Replaced the open job-seeker visa with the <i>Visto para Procura de Trabalho Qualificado</i> , restricted to highly qualified professions and a 120-day stay. Tightened family reunification, adding housing, financial-stability and integration proof requirements. Created a new enforcement unit (UNEF).
Lei Orgânica 1/2026 Nationality Law reform	19 May 2026	Naturalisation residency raised from 5 years to 10 for most nationalities and 7 for EU and CPLP nationals. Residence clock now runs from <i>issuance</i> of the first permit rather than application. Sephardic descent route closed. New great-grandchild route added at 5 years' legal residence plus demonstrated connection. Criminal-conviction bar tightened to 3 years. Parent and grandparent descent routes unchanged.

Legal changes post-dating Navi's most recent content update.

The reform's path was contested — Parliament approved a version in October 2025, the Constitutional Court struck down four provisions on 15 December 2025, Parliament re-approved a redrafted bill on 1 April 2026 with a two-thirds majority, and the President signed on 3 May 2026. That messy history is precisely why demand for clear, current, lawyer-written explanation is so high: the public record is full of half-correct articles describing versions of the law that never took effect.

FIX

This is the wedge. Publish the definitive plain-language explainer on Lei Orgânica 1/2026, in English and Portuguese, with the actual instrument cited, a before-and-after table, and a section on who is and is not affected. Then a companion piece on Law 61/2025. Maintain both with visible `dateModified`. Section 10 sequences this.

CNT-04

HIGH

The testimonials section is empty

About carries the heading "What our clients say about us." followed by no testimonials — just a booking button where the social proof should be.

An empty proof section is worse than no proof section: it draws the eye to the absence. For a firm whose entire proposition rests on trust and personal attention, and which competes against firms publishing dozens of Google reviews, this is a direct conversion loss.

FIX

Collect five to eight client testimonials with first name, nationality and service used. Mark them up with `Review` schema. In parallel start a systematic Google review request at case closure — reviews feed the map pack, the website and AI answers simultaneously.

CNT-05

MEDIUM

"Transparency" is misspelled in the values block, on two pages

The first of Navi's four stated values renders as "Transparecy". The block appears on both the homepage and *About*, so the error is duplicated across the crawl. Given that the value in question is transparency and the sentence beneath it promises clear and objective processes, it is an unusually costly typo.

FIX

Correct both instances. Then proofread the full site; MET-01 and CNT-05 in the same audit suggest no editorial pass was ever run.

CNT-06

MEDIUM

No alternative text on any image

The values icons, the hero images on *About*, *Services* and *Contacts*, and the footer logo all render without `alt` attributes. This is a WCAG 1.1.1 failure, it forfeits image search entirely, and it removes context that helps a crawler understand what each page is about.

FIX

Write descriptive alt text for every image. Describe function, not decoration — the logo is "Navi — immigration lawyers, Portugal", not "logo".

Local presence, authority & conversion

Whether a client can find, verify and contact the firm. Navi is currently unverifiable by any automated system.

LOC-01

CRITICAL

There is no address and no telephone number anywhere on the site

The *Contacts* page contains an email address, opening hours (Monday to Friday, 9am–6pm) and a Google Calendar booking link. No street address. No city. No phone. Nothing that establishes where in Portugal this firm is.

This blocks a great deal at once. Google Business Profile verification requires a verifiable address, and without a Business Profile there is no presence in the local map pack — where a large share of high-intent "lawyer near me" traffic converts.

`LocalBusiness` and `LegalService` schema both require address properties. Local citation building has nothing to cite. And for a client about to hand over a passport and several thousand euros, a law firm with no findable office is a legitimate hesitation.

FIX

Publish the office address and a Portuguese landline in the footer of every page and on *Contacts*, in consistent NAP format. Claim and verify the Google Business Profile the same week. If the practice is genuinely remote-first, publish a registered professional address and say plainly that consultations are held online — stated clearly, that is a feature.

LOC-02

CRITICAL

No bar registration number, no firm legal identity, no regulator reference

The site does not publish an Ordem dos Advogados registration (*cédula profissional*), a registered firm name, a NIPC, or any statement that the practice is regulated by the Ordem dos Advogados.

For a Portuguese lawyer this is the strongest single credibility signal available, and it is the one thing that distinguishes a regulated advogado from the large population of unregulated relocation consultants and visa agencies competing for the same searches. Navi's actual advantage — a qualified lawyer with over ten years in immigration, a Católica Porto law degree, tax specialisation and Big Four background — is completely unverifiable by any third party or automated system.

It is also a likely legal-information obligation for a professional services provider under Portuguese and EU e-commerce rules. Worth confirming with the Ordem directly.

FIX

Add a regulatory block to the footer: firm legal name, NIPC, Ordem dos Advogados registration number, and a link to the Ordem's public register entry. Mirror it in `Attorney` schema. This is the highest trust-per-minute change available.

LOC-03

HIGH

The firm has effectively no footprint outside its own website

Searches for the firm and its founder surface no Ordem dos Advogados directory entry, no legal directory listing, no LinkedIn company page, no Google Business Profile, no press or podcast appearances, and no citations from third-party sites. Navi does not appear in any of the "best immigration lawyers in Portugal" roundups that dominate the first page for the market's highest-value queries and are heavily reused by AI answer engines.

This matters more in 2026 than it used to. Ahrefs' analysis across roughly 75,000 brands found unlinked brand mentions correlate with AI citations at about $r = 0.664$, against roughly 0.218 for backlinks — and YouTube brand mentions at about 0.737, the strongest single signal measured. Being talked about off-site now outweighs being linked to.

FIX

Run a citation and mention campaign: Ordem dos Advogados register, Lawzana, legal directories, expat directories, Portuguese chambers of commerce, and the American Club of Lisbon or equivalent. Then pursue mentions rather than links — guest articles for expat publications, podcast appearances, and quotes for journalists covering the nationality reform. See section 9.

LOC-04

HIGH

The site is English-only in a market whose largest segment searches in Portuguese

Brazilians are 31.4% of all foreign residents in Portugal — **484,596 people** as of the end of 2024, against 98,616 Indians and 92,348 Angolans in second and third place. The Brazilian and Angolan communities search in Portuguese; the Cape Verdean community largely does too.

Navi's entire practice — nationality, CPLP residency, marriage transcription, family reunification — is disproportionately relevant to exactly this population. And the 2026 reform hit CPLP nationals specifically, moving them from three years to seven for naturalisation. Yet there is not one page of Portuguese content on the site.

FIX

Build a `/pt/` tree with proper `hreflang` reciprocity (`pt-PT`, `pt-BR`, `en`, `x-default`). Translate the nationality, CPLP, family reunification and marriage-transcription pages first; these carry the most PT-language demand. Human translation, not machine — a translated legal error is a liability, and Brazilian Portuguese differs from European Portuguese in exactly the registry and legal vocabulary that matters here.

CNV-01

HIGH

The only booking route is a raw Google Calendar link with no tracking

Every *Book a session* button on the site points to the same unparameterised `calendar.app.google` URL. There is no qualification step, no service selection, no UTM tagging and no conversion event.

The practical consequence is that Navi cannot tell which page, campaign or channel produced any booking. Any advertising spend committed before this is fixed is unmeasurable — you would be buying clicks with no way to know which ones became clients.

FIX

Move to a scheduling tool that supports intake questions and passes source data (Cal.com, Calendly, TidyCal). Add a two-question qualifier: service needed, and current status in Portugal. Fire a conversion event on booking, and tag every link with source parameters. Do this *before* the first euro of ad spend.

CNV-02

HIGH

The contact form's category field is generic software-support boilerplate

The one dropdown on the site's only form offers *General Inquiry, Support, Feedback, Other*. Three of those four are meaningless for a law firm. Nobody contacts an immigration practice for "feedback".

This field is the highest-intent piece of information a prospect will volunteer, and it is being spent on nothing. It also means every enquiry arrives unrouted and unprioritised.

FIX

Replace with service categories: Residency & visas · Portuguese nationality · Family reunification · Golden Visa & investment · Company & corporate · Property purchase · Tax & NIF · Something else. Add an optional nationality field — it materially changes the legal answer, and it segments the list for follow-up.

CNV-03

MEDIUM

No visible consent management, on a site with a GDPR-based privacy policy

The privacy policy commits to GDPR compliance and describes processing personal data for "managing information and marketing actions", but no cookie or consent banner was observed. If any analytics, advertising pixel or embedded third-party script sets non-essential cookies, that is an ePrivacy exposure under CNPD enforcement — and it becomes a much larger one the moment advertising pixels are installed.

The policy itself is also thin for a law firm: no named data controller entity, no retention periods, no data subject rights section, no supervisory authority reference.

FIX

Install a consent management platform with prior blocking before any pixel goes live, and expand the privacy policy. A law firm's own privacy notice is read as a competence sample.

Answer engine readiness

Whether ChatGPT, Perplexity, Claude, Gemini and Google's AI surfaces can retrieve, quote and credit Navi. Currently they cannot.

A growing share of the research that precedes hiring a lawyer now happens inside a chat interface rather than a results page. Gartner's 2026 forecast puts a quarter of all search interactions on AI-generated answers by the end of this year. For immigration specifically the shift is sharper than average, because the questions are complex, multi-part and badly served by ten blue links — *"I'm Brazilian, I've had my residence permit since 2023, when can I apply for citizenship under the new rules?"* is a chat question, not a search query.

The important thing to understand is that this is **not the same competition as Google ranking**. Measurements across 2025 and 2026 consistently find only around 12% of URLs cited by AI engines appear in Google's top ten. The exception is Google's own AI Overviews, which overlap with organic results at roughly 76%. Between the engines themselves the divergence is larger still: one 2026 per-engine audit found only about 11% of cited domains overlap between ChatGPT and Perplexity. There is no single "AI SEO" setting.

ENGINE	HOW IT RETRIEVES	WHAT WINS CITATIONS
ChatGPT	Selective live retrieval over a Bing-derived index; roughly 87% overlap with Bing's top ten. Cites few sources — around 2.6 per answer — but extracts deeply from each.	Bing visibility, brand mentions (the strongest measured predictor), Wikipedia-adjacent authority, clean extractable passages.
Perplexity	Runs its own crawler and searches live on essentially every query, so fresh content surfaces here first. Cites liberally — around 6.6 sources per answer.	Freshness, community signals (Reddit is among its heaviest sources), direct question-to-heading matches.
Google AI Overviews / AI Mode	Draws on the existing Google index rather than crawling anew.	Classic SEO plus structured data. This is the one surface where ranking well still translates almost directly.
Claude, Gemini, Copilot	Live web search by tool configuration.	Structured, well-sourced, statute-citing content. Legal material that names its sources is quotable; material that does not, is not.

How the main engines source answers, and what each rewards. Figures are from 2025–26 third-party measurement studies; treat as directional.

AEO-01

CRITICAL

No question-shaped content exists on the site

Answer engines retrieve *passages*, not pages. They embed chunks of text and pull the ones that most directly answer a sub-query they generated from the user's question. Navi has no FAQ, no eligibility criteria, no "how long does it take", no definitions, no numbered process — nothing chunk-shaped.

FIX

Every service page gets a 6–10 question FAQ block with `FAQPage` markup, written as real questions in the words clients use. Every article opens with a self-contained 40–60 word answer to its title question.

AEO-02

HIGH

Pages open with brand poetry rather than extractable fact

The homepage opens with "Your legal compass" and "Navigation, Orientation and Guidance". *About* opens with a reflection on the firm's name and the sea, and closes on an André Gide quotation. It is good brand writing. It contains nothing a model can lift.

Roughly 44% of AI citations are drawn from the first 30% of a page's text. Navi is spending that entire budget on atmosphere.

FIX

Keep the brand voice, but put one factual, self-contained paragraph above it — who the firm is, where it operates, which regulator, which services, which languages, how long in practice. Atmosphere second.

AEO-03

HIGH

No author attribution, no dates, no citation of primary law

Nothing on the site is bylined, nothing carries a visible last-reviewed date, and no page cites a statute, article number or official source. For legal content this is disqualifying: a model asked about Portuguese naturalisation will cite a page that names *Lei Orgânica 1/2026* over one that says "we handle nationality matters", every time.

FIX

Byline everything to Diana Silva Andrade with a linked author page carrying her qualifications and bar registration. Add "Last reviewed: [date]" to every legal page, backed by `dateModified`. Cite instruments by name and number, and link to *Diário da República* where possible.

On `llms.txt`

You will be told to add one. Be honest about what it is: a community proposal that no major model provider has confirmed using as a retrieval input. It costs ten minutes, so ship one if you like — but it is not a strategy, and anyone selling it as the centre of an AEO programme is selling you the cheap part. What actually moves citations is structured data, crawler access, extractable passages, off-site mentions and genuine freshness.

The market and the competition

Who is actually out there, where they are, and who is already winning the queries Navi wants.

The demand picture

Portugal's foreign-resident population reached **1,543,697** at the end of 2024 — close to four times the 2017 figure. AIMA issued 386,463 residence permits during 2025, a 60% increase on the previous year, driven largely by clearing the backlog inherited from SEF. The government states that 93% of inherited pending cases are resolved, though "resolved" includes roughly 170,000 archived rather than approved, with an estimated 40,000–60,000 still genuinely outstanding.

NATIONALITY	RESIDENTS	SHARE	DISTRICT	RESIDENTS
Brazil	484,596	31.4%	Lisbon	606,179
India	98,616	6.4%	Setúbal	168,941
Angola	92,348	6.0%	Faro	167,321
United Kingdom	~47,000	~3.0%	Porto	158,229
Cape Verde, Italy, Romania	—	—	Top four combined	71.3%

Foreign residents in Portugal by nationality and district, end of 2024 (AIMA *Relatório de Migrações e Asilo*, published 16 October 2025).

Three things follow directly. **One:** almost three-quarters of the addressable market sits in four districts, which makes geographic ad targeting unusually efficient. **Two:** the largest single community by a factor of five speaks Portuguese, and Navi publishes nothing in Portuguese. **Three:** this is a young population — 8.2% are under 17 and only 6.3% are over 65 — so the segment mix skews toward working-age families and professionals rather than the retiree stereotype that dominates English-language expat marketing.

At the high-value end the trend is also up: Golden Visa applications from US investors grew 162.5% year on year, from 216 to 567, with family applications up 83% to 2,901 and the UK third by investor nationality. But note that Golden Visa alone no longer secures the tax outcome — IFICI, the regime that replaced NHR from 2024, requires a qualifying activity each year, so an investor who relocates without a qualifying role cannot access it on the investment alone. That gap between what clients assume and what the law requires is a service opportunity and a content opportunity at once.

Who is winning the queries

The Portuguese immigration market is contested by three different kinds of player, and Navi is currently losing to all three.

TYPE	EXAMPLES	HOW THEY WIN
Content-machine consultancies	Global Citizen Solutions, Get Golden Visa, Immigrant Invest, Portugalist	Hundreds of long articles, updated within days of any legal change, heavy schema, strong domain authority. They own the informational layer and therefore the AI citations. Most are not law firms.
Full-service law firms	Lexidy, GFDL Advogados, LACA, Defesa Legal, Andrade Advocacia	Multilingual sites, named lawyers, per-service pages, visible offices in Lisbon and Porto, review volume. Several run explicitly on "we are a Portuguese law firm, not an intermediary" — which is Navi's positioning too, already taken.
Niche specialists	Adriano Martins Pinheiro, MAP Advogados, apoiojuridico-imigracao.com	Deep single-topic authority. One competitor has built its entire acquisition funnel around court injunctions compelling AIMA to act on delayed cases — a specific, urgent, high-intent problem with an unambiguous call to action.

Competitive set observed in search results for core immigration and nationality queries, August 2026.

Where Navi can actually win

Navi cannot out-publish Global Citizen Solutions and should not try. The realistic wedges are narrower and better:

- **Civil registry depth.** Marriage transcription, divorce by mutual consent, recognition of foreign judgments, recognition of civil partnerships. These are genuinely under-served, technically fiddly, and almost nobody has written good English or Portuguese content on them. They also convert into nationality work later.
- **The lawyer-plus-tax combination.** A Católica tax qualification and Big Four background is unusual in an immigration practice. The IFICI structuring question — how a Golden Visa or D7 holder actually qualifies for the 20% regime — sits precisely at that intersection and is poorly served.
- **Portuguese-language authority on the 2026 reform.** The CPLP community was hit hardest by the change from three years to seven, is the largest segment, and is served mostly by English-language content or Brazilian sites with no Portuguese-law standing.
- **Named-lawyer accountability.** A single identifiable advogada, with a bar number, who answers personally. Against faceless consultancies this is a real differentiator — but only once LOC-01 and LOC-02 are fixed, because right now it is asserted rather than demonstrated.

Buyer personas

Five segments, ranked by the combination of volume, value and how well Navi's actual capability matches. Each is grounded in the AIMA population data rather than invented.

The mistake most law firms make here is building one persona called "the expat". Portugal's foreign population has no dominant profile any more — it spans Brazilian care workers, Indian software engineers, British retirees, American remote workers and Angolan families, and their legal needs, budgets, languages and objections have almost nothing in common. Navi's six practice areas map cleanly onto five distinct buyers.

Camila – the Brazilian professional already in Portugal

32, in Portugal three years on a work-based permit, works in hospitality management in Setúbal. Partner and one child. Household income around €2,400/month. Reads and searches almost entirely in Portuguese.

Segment size: **484,596** Brazilian residents, 31.4% of all foreign residents in Portugal – five times the next-largest nationality.

TRIGGER EVENT

The nationality reform. She was counting on applying at five years; under Lei Orgânica 1/2026 CPLP nationals now need seven, and the clock runs from permit issuance, not application. She needs to know what her real date is.

HOW SHE SEARCHES

Portuguese, long conversational queries, mostly on a phone. *"quanto tempo preciso morar em portugal para pedir cidadania 2026"*, *"nova lei da nacionalidade portuguesa muda para brasileiros"*, *"advogado nacionalidade portuguesa preço"*.

OBJECTIONS

Cost, above everything. Deep scepticism from watching friends lose money to unregulated "consultores". Uncertainty about whether a lawyer is even necessary or whether she can file herself.

WHAT DECIDES IT

A clear published price or price range, a real bar registration she can verify, Portuguese-language service, and someone in her network who has used the firm. She will ask a Facebook group before she calls anyone.

SERVICES SHE BUYS

Nationality application · permit renewal · family reunification · marriage transcription · NIF and tax residency

WHERE SHE IS

Facebook groups (Brasileiros em Portugal, and city-level equivalents), Instagram, WhatsApp, YouTube in PT-BR, TikTok. Google in Portuguese. Almost never LinkedIn.

Michael & Sarah – the anglophone relocators

Late 40s to early 60s, American or British. Either remote-working or recently exited a business. Researching a D7 or D8 move to Lisbon, Cascais or the Algarve. Comfortable budget, very low tolerance for ambiguity.

Segment size: roughly **47,000** UK nationals and around **14,100** US residents — but US Golden Visa applications alone grew **162.5%** year on year, and this segment buys bundled services.

TRIGGER EVENT

A decision already made in principle — often a school year, a retirement date or a property viewing trip. They are now sequencing: visa first or NIF first, do they need a Portuguese bank account, when does tax residency begin, what does IFICI actually require.

HOW THEY SEARCH

English, exhaustively, across weeks. They read Portugalist, Reddit, expat Facebook groups and three competing law firm blogs before contacting anyone. Increasingly they research inside ChatGPT rather than Google — which is why section 6 matters for this segment specifically.

OBJECTIONS

Being sold a package they do not need. Being handed to a junior. Vagueness about total cost. They have read the horror stories about AIMA delays and want to know who is accountable.

WHAT DECIDES IT

Depth and honesty of published content — including about what can go wrong. A named lawyer who answers the first call personally. Transparent fixed fees. Fluent written English.

SERVICES THEY BUY

D7 or D8 residency · property purchase and due diligence · tax residency and IFICI · company formation for the self-employed route · eventually nationality

WHERE THEY ARE

Google Search, YouTube, Reddit (r/PortugalExpats and similar), expat newsletters, Facebook groups for Algarve and Lisbon expats, ChatGPT and Perplexity.

Anand — skilled migration, and the employers who sponsor it

29, software or healthcare professional, Indian national. Either already in Portugal on a work permit or being recruited into a Lisbon or Porto employer. Sometimes the buyer is not him but an HR or mobility manager at the company.

Segment size: **98,616** Indian residents — now the second-largest foreign nationality in Portugal, having overtaken every other group except Brazil.

TRIGGER EVENT

Law 61/2025 closed the routes this group used most. The *manifestação de interesse* is gone; the open job-seeker visa has been replaced by a qualified-professions-only version with a 120-day window and a one-year bar on reapplication after failure. Employer sponsorship now carries far more weight, and family reunification has new housing, income and integration proofs.

HOW THEY SEARCH

English. Precise, procedural, document-level queries: "*visto procura trabalho qualificado requirements*", "*family reunification Portugal new rules 2026*", "*work permit renewal AIMA delay*". Heavy use of forums and WhatsApp community groups.

OBJECTIONS

Time. He often has a permit expiry or a start date bearing down. He needs to know whether a lawyer changes the outcome or just the paperwork.

WHAT DECIDES IT

Evidence the firm actually understands the post-2025 rules rather than the old ones. Responsiveness. For the employer buyer: capacity to handle several cases at once and invoice a company.

SERVICES THEY BUY

Work permits and renewals · qualified job-seeker visa · family reunification · corporate retainer for employer sponsorship · social security registration

WHERE THEY ARE

LinkedIn (both he and the HR buyer), Google, community WhatsApp and Telegram groups, employer HR referral. This is the one segment where LinkedIn advertising is genuinely efficient.

The investor – Golden Visa and IFICI structuring

45–65, US, UK, Chinese, Brazilian or Middle Eastern. Investing €250,000 upward through funds or cultural contribution. Frequently applying as a family. Advised by a wealth manager or a placement agent who is often the real gatekeeper.

Segment size: small but rising sharply — family applications up **83%** to 2,901; US investors up 162.5% to 567; UK third by investor nationality.

TRIGGER EVENT

Usually a portfolio or tax event rather than a life event. More recently: the nationality reform, which extends their route to a passport from five years to ten and has caused many to re-run the whole calculation.

HOW THEY SEARCH

Often they do not — an intermediary does. Where they research directly it is comparison-shaped: which fund, which route, what the citizenship timeline really is now, and whether IFICI applies to them.

OBJECTIONS

Whether Portugal is still worth it post-reform. Whether the firm has done this before. Whether the tax outcome they were sold is real — many were told Golden Visa gets them the 20% regime, which is not correct, since IFICI requires a qualifying activity each year.

WHAT DECIDES IT

Technical credibility on the tax side, which is Navi's genuine differentiator. Discretion. A referral from an intermediary they already trust.

SERVICES THEY BUY

Golden Visa application and renewals · IFICI qualification structuring · corporate vehicle setup · property due diligence · family member inclusion · eventual nationality

WHERE THEY ARE

LinkedIn, intermediary and family-office referral networks, investment migration events, high-intent search. Not social media in any conventional sense.

The founder – corporate, contracts and property

30–50, setting up a Portuguese company: a relocated freelancer needing to register activity, a startup founder incorporating, or a small foreign business opening a Portuguese entity. Often already a client from one of the segments above.

Not a separate acquisition target so much as the **second and third sale** to segments 02, 03 and 04. Corporate work also unlocks IFICI qualification routes for investors.

TRIGGER EVENT

Registering as self-employed, incorporating, hiring a first employee, signing a commercial lease, or buying property. Frequently arrives three to nine months after the residency work is done.

HOW THEY SEARCH

English or Portuguese, transactional: *"open a company in Portugal as a foreigner"*, *"abrir atividade freelancer Portugal"*, *"commercial contract review Portugal"*.

OBJECTIONS

Whether they need a lawyer at all when an accountant is cheaper. The honest answer varies, and saying so builds more trust than pretending otherwise.

WHAT DECIDES IT

Continuity — they already trust the firm from the immigration matter. Almost no acquisition cost, which makes this the most profitable work in the practice.

SERVICES THEY BUY

Company registration · commercial contracts · business activity setup · property transactions and due diligence · ongoing legal advice

WHERE THEY ARE

Already in Navi's client list. Reached by email and review-request sequences, not advertising.

The prioritisation, stated plainly

If Navi can only do two things: **build the Portuguese-language nationality content for segment 01**, because it is five times larger than anything else and currently entirely unaddressed; and **build the English service pages and tax-structuring authority for segments 02 and 04**, because that is where the fee per case is highest and where Navi's tax background is a real advantage rather than a claim. Segment 03 follows once the employer channel is worth building. Segment 05 needs no acquisition work at all, only an email sequence.

Advertising: the two walls, then the platforms

Read the compliance section before the platform section. Most advertising advice written for law firms is written for the United States and would put a Portuguese *advogada* in front of a disciplinary body.

Wall one – the Ordem dos Advogados

Portuguese lawyers may advertise. Article 89 of the *Estatuto da Ordem dos Advogados* sets out permitted informational and promotional acts, and the profession's own commentary has complained for two decades that it is drawn too widely. But the limits are real and they are unusual by international standards:

- **Illicit client solicitation is prohibited** under Article 90(2)(h). A General Council opinion reported in December 2024 and January 2025 confirms this extends to invitations to make contact — expressly including where those invitations are made in *subliminal, implicit or indirect* form. Unsolicited direct advertising is itself categorised as an illicit act of advertising.
- **Promising speed or procedural efficiency is treated as a breach of the honesty duty** in Article 88(2). The opinion language is specific: a promise of *celeridade, rapidez e eficiência processual* violates that duty and the principle of trust underpinning it.

What this rules out, concretely

Almost every standard legal-PPC template. The following ad copy patterns are ordinary in the US market and carry disciplinary risk in Portugal:

DO NOT RUN	RUN INSTEAD
"Get your Portuguese citizenship fast"	"Portuguese nationality: the 2026 residency rules"
"Guaranteed approval" / "99% success rate"	"Eligibility criteria under Lei Orgânica 1/2026"
"Book now — limited slots this week"	"Read the guide" / "See the requirements"
"Portugal's best immigration lawyers"	"Immigration and nationality law · Ordem dos Advogados reg. [number]"
"Don't risk doing it alone — call today"	"What the 2026 changes mean for CPLP nationals"

The strategic implication is bigger than a copy edit. It means **Navi's advertising should be information-led rather than offer-led** — buying attention with genuinely useful legal explanation and letting the conversion happen on the site, rather than pushing a call to action in the ad itself. That happens to align exactly with what works for AEO and organic search, so the constraint is less costly than it first appears.

Note this is a legal-risk item, not a marketing preference. Confirm the current wording and the General Council's present position with the Ordem before launching paid campaigns. This report is a marketing analysis, not legal advice on deontological rules.

Wall two — Meta's personal attributes policy

Meta prohibits ads that assert or imply a person's personal attributes, expressly including race, ethnicity, religion, national origin and comparable characteristics. Enforcement tightened materially through 2026: the policy now catches *implied* and second-person framing, evaluated against the campaign's targeting, and reads ad text, imagery and landing page together. Personal-attributes violations account for roughly 24% of all Meta ad disapprovals.

Immigration advertising sits directly on this line, because the entire proposition is about the audience's national origin and legal status. There is a second exposure too: immigration is frequently treated as a social or political issue, which can require authorisation and a "paid for by" disclaimer.

REJECTED PATTERN	COMPLIANT EQUIVALENT
"Are you Brazilian living in Portugal?"	"New nationality rules took effect in May 2026. Here's what changed."
"Struggling with your AIMA appointment?"	"How residence permit renewals work under the 2025 rules."
"Undocumented in Portugal? We can help."	Do not run this at all, on any platform.
"For immigrants who want citizenship"	"Portuguese nationality — a guide to the 2026 residency requirement."

Meta creative rewrites for Navi's segments.

The pattern: describe the *topic*, never the *person*. Build the account assuming social-issue authorisation may be required, keep all creative educational and non-advocacy, and expect a higher rejection rate than a normal advertiser — budget review time accordingly.

The platforms, ranked

Ranked by expected return for a firm of Navi's size in this market, not by audience size.

#	CHANNEL	ROLE	WHY, AND WHAT TO WATCH
1	Google Business Profile	Free · local	The highest-return action available and it costs nothing but an address. Blocked entirely by LOC-01. Map-pack presence, review accumulation and a verified location feed local rankings, website trust and AI answers at once. Do this first.
2	Organic search & AEO	Compounding	The only channel that appreciates. Everything in sections 2–6 feeds it. Realistically 4–8 months to meaningful traffic on new service pages, faster on the 2026 legal-change content because competition for freshness is time-limited.
3	Google Search Ads	Paid · high intent	Immigration is the cheapest major legal vertical — the US median for "immigration lawyer" is about \$16.77 against a legal-services median near \$89.55, and Portuguese CPCs typically run well below US levels. Expect roughly €0.60–€3.00 for most Portuguese-language terms and €1.50–€6.00 for competitive English investor terms. Segment by service and language; never run one campaign for everything.
4	YouTube	Authority · AI signal	Underrated here. YouTube brand mentions showed the strongest single correlation with AI citations in Ahrefs' brand study (≈ 0.737). Ten short explainer videos by a named lawyer serve segments 01 and 02 and feed answer engines. Organic first; paid later.
5	Meta (Facebook & Instagram)	Reach · PT-BR	The only efficient way to reach segment 01 at scale, since the Brazilian community lives in Facebook groups. Constrained by wall two. Use broad educational creative, video-first, Portuguese, and lean on retargeting where the compliance surface is smaller.
6	Directories & citations	Trust · AI	Ordem dos Advogados register, Lawzana, legal directories, expat directories, chambers of commerce. Cheap, one-off, and directly addresses LOC-03 — these listings are exactly the sources AI engines reuse when asked to recommend a firm.

#	CHANNEL	ROLE	WHY, AND WHAT TO WATCH
7	LinkedIn	B2B only	Expensive per click and worth it only for segments 03 and 04 — employer mobility managers and investment intermediaries. Founder-led organic posting outperforms paid here at Navi's scale.
8	Email / newsletter	Owned	The only channel immune to both walls. A monthly legal-update email to everyone who downloads a guide is the highest-converting asset a firm like this can build, and it makes segment 05 cross-sell almost free.
9	Reddit & communities	Organic only	Perplexity leans heavily on Reddit, and expat subreddits rank for long-tail queries. Participate as a named lawyer answering questions honestly. Do not advertise and do not astroturf — it will be detected and it breaches the solicitation rules.

Channel priority. Cost figures are directional; see the note below the table.

On the cost figures. No reliable public CPC dataset exists for Portuguese legal keywords. The benchmarks above are US medians from 2026 industry datasets, adjusted downward for the Portuguese market where advertiser density and click prices are substantially lower. Treat them as a starting hypothesis to be replaced by Navi's own data within the first sixty days, not as a forecast.

Budget scenarios

LEVEL	MONTHLY	ALLOCATION	REALISTIC EXPECTATION
Foundation	€0–800	Google Business Profile · directories · content production · one Google Search campaign on nationality terms in Portuguese	Proves the funnel converts before scaling. Expect a handful of qualified enquiries a month and, more importantly, the CPC and conversion data that makes the next tier rational.
Growth	€1,500–2,500	Google Search across nationality, D7/D8 and Golden Visa · Meta PT-BR educational campaigns · retargeting · continued content	The realistic operating level once service pages exist. At €1.50 average CPC and a 5–8% click-to-enquiry rate, roughly 60–130 enquiries a month gross, of which a fraction are qualified. Watch cost per <i>signed matter</i> , not cost per lead.
Scale	€5,000–7,000	All of the above plus YouTube, LinkedIn for segments 03–04, and a second language tier	Only justified once intake capacity is proven. A small practice can be destroyed by lead volume it cannot service — the constraint at this level is Diana's calendar, not the budget.

Three spend levels. All assume the tracking fix in CNV-01 is complete first — without it none of this is measurable.

The sequencing point

Do not start advertising yet. Sending paid traffic to the current site means paying for clicks that land on a page with no address, no bar registration, no service detail, an empty testimonials section and a booking link that cannot be attributed. The industry click-to-lead average for legal in 2026 is around 5.5%, and firms sending paid traffic to a homepage rather than a service-specific page reliably underperform it.

Fix the eleven critical findings first. Four to six weeks of build, then spend. The money saved by not advertising into a broken funnel will cover most of the build.

Content plan

The architecture first, then ninety days of specific commissions. Written to serve organic search, answer engines and ad landing pages with the same assets.

Site architecture

Six service pillars, each with children for the sub-services people actually search individually, plus an insights section carrying the freshness signal. This replaces the single `/service` page and gives every campaign a landing page that matches its query.

```
navi.pt/
├─ immigration/                ← pillar
│   ├── residency-permits/
│   ├── d7-passive-income-visa/
│   ├── d8-digital-nomad-visa/
│   ├── golden-visa/
│   ├── family-reunification/
│   └─ qualified-job-seeker-visa/
├─ portuguese-nationality/     ← pillar · highest priority
│   ├── naturalisation-residency/
│   ├── nationality-by-descent/
│   ├── nationality-by-marriage/
│   └─ cplp-nationals/
├─ civil-registry/             ← pillar · the under-served wedge
│   ├── marriage-transcription/
│   ├── marriage-in-portugal/
│   └─ divorce-by-mutual-consent/
├─ tax-and-social-security/
│   ├── nif-and-tax-residency/
│   ├── ifici-nhr-successor/
│   └─ social-security-registration/
├─ real-estate/
│   ├── buying-property/
│   └─ due-diligence/
├─ corporate/
│   ├── company-registration/
│   └─ commercial-contracts/
├─ litigation/
│   ├── recognition-of-foreign-judgments/
│   └─ civil-partnership-recognition/
├─ insights/                   ← fixes TEC-02
├─ about/ · diana-silva-andrade/ ← author page, feeds AE0-03
└─ pt/                         ← Portuguese tree, hreflang paired
```

The first ninety days

Twenty-four commissions, sequenced. The ordering is deliberate: the two reform explainers ship first because that window is closing, then the pages that carry the most commercial intent, then breadth.

#	PIECE	LANG	SEGMENT	TYPE	PRIMARY QUERY IT TARGETS
01	What Lei Orgânica 1/2026 changed about Portuguese citizenship — before/after table, who is affected, who is not, what the residency clock now means	BOTH	01, 02, 04	Pillar article	nova lei da nacionalidade portuguesa 2026
02	Portuguese nationality for CPLP nationals after the 2026 reform — the three-to-seven-year change explained	PT	01	Article	cidadania portuguesa brasileiros 7 anos
03	Portuguese nationality — service pillar page	BOTH	01, 02	Service	advogado nacionalidade portuguesa
04	What Law 61/2025 changed about residence permits and family reunification	BOTH	01, 03	Pillar article	lei 61/2025 reagrupamento familiar
05	Immigration & residency — service pillar page	EN	02, 03	Service	immigration lawyer portugal
06	The D7 visa: eligibility, income thresholds, documents, timeline	EN	02	Service	d7 visa portugal lawyer
07	The D8 digital nomad visa, and how it differs from the D7	EN	02	Service	d8 visa portugal requirements
08	Golden Visa in 2026: routes, costs, and what the nationality reform did to the timeline	EN	04	Service	portugal golden visa lawyer 2026
09	IFICI explained: why a Golden Visa alone does not get you the 20% rate	EN	02, 04	Article	ifici portugal eligibility golden visa
10	Family reunification under the new rules — housing, income and integration proofs	BOTH	01, 03	Service	reagrupamento familiar portugal 2026

#	PIECE	LANG	SEGMENT	TYPE	PRIMARY QUERY IT TARGETS
11	Transcribing a foreign marriage into the Portuguese registry	BOTH	01, 02	Service	transcrição de casamento portugal
12	Divorce by mutual consent in Portugal for foreign residents	BOTH	01, 02	Service	divórcio mútuo consentimento estrangeiros
13	Getting a NIF and establishing tax residency	BOTH	02, 03	Service	how to get nif portugal
14	Nationality by descent: parent, grandparent and the new great-grandchild route	EN	02	Service	portuguese citizenship by descent grandparent
15	The qualified job-seeker visa: who now qualifies	EN	03	Service	visto procura trabalho qualificado
16	When an AIMA delay becomes actionable — what the options are and what they are not	BOTH	01, 03	Article	aima atraso processo o que fazer
17	Buying property in Portugal as a non-resident: the legal checks	EN	02, 04	Service	property lawyer portugal due diligence
18	Registering as self-employed or opening a company in Portugal	BOTH	05	Service	abrir empresa portugal estrangeiro
19	Recognition of foreign judgments in Portugal	EN	02	Service	recognition foreign judgment portugal
20	Recognition of civil partnerships before the Portuguese courts	EN	02	Service	civil partnership recognition portugal
21	Document checklist: every certificate you need for a nationality application — downloadable	BOTH	01, 02	Lead magnet	documentos para nacionalidade portuguesa

#	PIECE	LANG	SEGMENT	TYPE	PRIMARY QUERY IT TARGETS
22	What Navi charges, and why — a real fee page	BOTH	A11	Trust page	advogado imigração portugal preço
23	Diana Silva Andrade — author and credentials page with bar registration	EN	A11	Entity page	brand + E-E-A-T
24	Portugal immigration & nationality: what changed in 2025–26 — a maintained running timeline, updated on every change	BOTH	A11	Evergreen hub	portugal immigration law changes 2026

Priority content queue. EN English · PT Portuguese · BOTH published in both, PT first where the segment is PT-speaking.

Piece 24 is the strategic one

A single maintained page that tracks every change to Portuguese immigration and nationality law, dated, sourced to the instrument, and updated within days of each development. It is cheap to maintain once built, it accumulates links and mentions from journalists and forums, it carries a genuinely fresh `dateModified` for as long as the law keeps moving — and it is exactly the kind of page Perplexity and ChatGPT reach for when asked "what are the current rules". Most competitors publish dated one-off articles that rot. A maintained timeline beats them on the one signal that matters most for this topic.

The page template that gets cited

Every service page and article follows the same skeleton. This is designed so one asset serves organic ranking, AI extraction and paid landing simultaneously.

1. **H1 as the question or the service, in the client's words.** Not "Civil Registry" but "Transcribing a foreign marriage into the Portuguese registry".
2. **A 40–60 word direct answer, immediately below the H1.** Self-contained, containing at least one specific number, date or named instrument. This paragraph is the citation candidate — around 44% of AI citations come from the first 30% of a page.
3. **Last reviewed date and author byline,** visible, with matching `dateModified` in schema.
4. **Who this applies to / who it does not.** Bulleted. Exclusions build more trust than inclusions.
5. **Eligibility criteria,** as a list, citing the article and instrument.
6. **Documents required,** as a checklist.
7. **Process,** numbered, with realistic stage-by-stage timing — described as observed ranges, never as a promise, per wall one.
8. **Costs** — official fees separately from professional fees. A range is fine; silence is not.
9. **What can go wrong,** and what happens then. Almost nobody publishes this and it converts better than anything else on the page.

0. FAQ, 6–10 questions, with FAQPage markup.

1. A neutral, non-soliciting call to action and links to the pillar and sibling pages.

Operating cadence

Two substantive pieces per month is enough and is sustainable for a practice this size; four is better if a writer supports the lawyer. The non-negotiable is that Diana reviews everything — legal content published without lawyer review is both a liability and, in a market full of consultancy content, a wasted differentiator. Alongside that: one review request at every case closure, one monthly newsletter, one LinkedIn post per week, and an update to piece 24 within 72 hours of any legal development.

Implementation

The structured data to deploy, the ninety-day sequence, and the numbers to judge it by.

Structured data pack

Paste into the `<head>` of every page, with the bracketed values replaced. This addresses SCH-01 and does more for AI citation than any other forty minutes of work available.

```

<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": ["LegalService", "Attorney"],
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  "legalName": "[registered firm name]",
  "vatID": "[NIPC]",
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  "image": "https://navi.pt/office.jpg",
  "description": "Portuguese law firm advising foreign nationals on immigration,
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  "email": "info@navi.pt",
  "telephone": "[+351 ...]",
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    "streetAddress": "[street]",
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    "postalCode": "[code]",
    "addressCountry": "PT"
  },
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  }],
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  "priceRange": "€€",
  "founder": { "@id": "https://navi.pt/diana-silva-andrade/#person" },
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    "Golden Visa", "D7 visa", "D8 visa", "family reunification",
    "IFICI", "civil registry", "marriage transcription"
  ],
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    "@type": "OfferCatalog", "name": "Legal services",
    "itemListElement": [
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      { "@type": "Offer", "itemOffered": { "@type": "Service", "name":
"Residency permits and visas" } },
      { "@type": "Offer", "itemOffered": { "@type": "Service", "name": "Civil
registry and marriage transcription" } }
    ]
  },
}

```

```

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  }
</script>

```

```

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  "@context": "https://schema.org",
  "@type": "Person",
  "@id": "https://navi.pt/diana-silva-andrade/#person",
  "name": "Diana Silva Andrade",
  "jobTitle": "Founder and lead lawyer",
  "worksFor": { "@id": "https://navi.pt/#organization" },
  "knowsLanguage": ["pt", "en"],
  "alumniOf": [
    { "@type": "CollegeOrUniversity", "name": "Universidade Católica Portuguesa, Porto" },
    { "@type": "CollegeOrUniversity", "name": "Católica Porto Business School" }
  ],
  "hasCredential": [{
    "@type": "EducationalOccupationalCredential",
    "credentialCategory": "Bar admission",
    "recognizedBy": { "@type": "Organization", "name": "Ordem dos Advogados" },
    "identifier": "[cédula profissional number]"
  }],
  "knowsAbout": ["Immigration law", "Portuguese nationality law", "Tax law", "Civil registry"]
}
</script>

```

Add `FAQPage` to every page carrying an FAQ block, `BreadcrumbList` to every child page, `Article` with `author` and `dateModified` to every insight, and `Review` once testimonials exist. Validate in Google's Rich Results Test and Schema.org validator before shipping.

Ninety-day sequence

Stop the bleeding

DAYS 1-30 • FIXES WHAT IS ACTIVELY COSTING MONEY

1. Correct the `og:title` typo and the "Transparecy" misspelling. (MET-01, CNT-05 — thirty minutes)
2. Publish an address and a phone number. Claim and verify the Google Business Profile. (LOC-01)
3. Publish the Ordem dos Advogados registration, firm legal name and NIPC in the footer. (LOC-02)
4. Fix or ship `/news`; fix the `/contact` versus `/contacts` mismatch and the relative privacy link. (TEC-02, TEC-03, TEC-04)
5. Migrate media off `site.navi.pt`; lock or redirect the staging host. (TEC-01)
6. Deploy the schema pack above. (SCH-01)
7. Write unique titles and descriptions for all six existing pages; produce proper 1200×630 share images. (MET-02, MET-03, MET-05)
8. Replace the booking link with a tracked scheduler; rebuild the contact form categories; install analytics and consent management. (CNV-01, CNV-02, CNV-03)
9. Publish content pieces 01 and 02 — the two reform explainers. *This is the time-sensitive one.*

Build the surface area

DAYS 31-60 • GIVES SEARCH AND AI SOMETHING TO FIND

1. Split `/service` into six pillar pages with the template from section 10. (CNT-01)
2. Publish content pieces 03 through 09, including the nationality pillar and the Golden Visa and IFICI pages.
3. Build the author page for Diana with credentials and bar registration. (AEO-03)
4. Collect and publish five to eight testimonials with `Review` markup; begin systematic Google review requests. (CNT-04)
5. Submit to the Ordem register, Lawzana and the expat and legal directories. (LOC-03)
6. Fix alt text sitewide and the viewport tag. (CNT-06, TEC-05)
7. Launch the first Google Search campaign — Portuguese-language nationality terms only, tightly matched, information-led creative per section 9.

Compound it

DAYS 61-90 • TURNS THE ASSET INTO A CHANNEL

1. Launch the `/pt/` tree with `hreflang` reciprocity; translate the nationality, CPLP, family reunification and marriage-transcription pages. (LOC-04, MET-04)
2. Publish content pieces 10 through 24, including the maintained timeline hub.
3. Record the first six YouTube explainers; publish with full descriptions and transcripts.
4. Start the monthly newsletter, seeded from the document-checklist lead magnet.
5. Add Meta retargeting and a broad PT-BR educational campaign, creative pre-checked against wall two.
6. Run the first AEO measurement pass: twenty target questions across ChatGPT, Perplexity, Gemini and Google AI Mode, recorded in a spreadsheet. Repeat monthly.

What to measure

METRIC	BASELINE TODAY	90-DAY TARGET	WHY THIS ONE
Indexed pages	6	30+	Direct proxy for how many queries the firm can compete for at all.
Structured data coverage	0%	100%	The main lever on AI citation eligibility.
Google Business Profile	absent	verified, 10+ reviews	Unlocks the local pack, which is where the highest-intent local traffic converts.
AI citation rate	0 of 20	4+ of 20	Twenty fixed questions, four engines, checked monthly. The only honest way to track this in 2026.
Tracked enquiries	unmeasurable	measured, by source	Fixing attribution matters more than raising volume, because it makes every later decision rational.
Cost per signed matter	unknown	established	The only paid-media number that means anything. Cost per lead flatters campaigns that generate unqualified enquiries.
PT-language traffic share	0%	25%+	Progress against the largest and most neglected segment.

Leading indicators in the first ninety days; lagging indicators from month four. Do not judge organic on a ninety-day window — it will not have arrived yet.

Method, limits and sources

What was checked, what could not be, and where the numbers came from.

What was examined

All six reachable pages on `navi.pt` were retrieved and inspected on 6 August 2026: *home*, *About*, *Services*, *Contacts*, *Privacy*, and the linked-but-missing *News*. Analysis covered response headers and status codes, meta and Open Graph tags, canonical declarations, heading structure, internal link targets, asset hostnames, visible body copy and form construction. Market, competitor and platform-policy research was conducted across public sources in the same session.

What could not be verified

- `robots.txt` and the XML sitemap could not be fetched directly by the retrieval tooling. Their contents are assumed unknown, not assumed absent — check both manually, particularly for AI crawler directives.
- `site.navi.pt` could not be reached, so its index status is unconfirmed. TEC-01 describes a confirmed asset-hosting problem and a probable, unconfirmed duplication problem.
- No access to Google Search Console, Google Analytics, ad accounts or rank-tracking data. All traffic and performance statements are inferred from what is publicly observable.
- Keyword volumes and CPCs for Portugal are not available in any reliable public dataset. Figures given are US benchmarks adjusted downward and flagged as directional.
- Page speed, Core Web Vitals and mobile rendering were not measured. Run PageSpeed Insights on all six pages as part of the day-one work.

Two disclaimers worth stating plainly

This is a marketing and technical analysis, not legal advice. The Ordem dos Advogados material in section 9 describes deontological constraints as they appear in public sources and General Council commentary; because breach carries disciplinary consequences, confirm the current position directly with the Ordem before launching any paid campaign. Similarly, the summaries of Law 61/2025 and Lei Orgânica 1/2026 are given as market context for content planning — Navi's own published legal content should be written from the instruments themselves.

Scores in section 1 are a weighted judgement, not an algorithmic output. They are intended to make relative priority legible, and the findings behind them are what actually matter.

Sources

1. navi.pt — all pages retrieved 6 August 2026.
2. AIMA, *Relatório de Migrações e Asilo 2024*, published 16 October 2025 — foreign resident totals, nationality and district breakdowns, permit issuance.
3. Lei Orgânica n.º 1/2026 — Nationality Law reform, in force 19 May 2026. Reporting via Clark Hill, The Next Passport, Global Citizen Solutions, Portugalist.
4. Lei n.º 61/2025 — 19th amendment to Law 23/2007, published 22 October 2025, in force 23 October 2025. Reporting via Jobbatical and Global Citizen Solutions.
5. Portuguese Constitutional Court decision of 15 December 2025; parliamentary re-approval 1 April 2026; presidential signature 3 May 2026.
6. Ordem dos Advogados — *Estatuto* arts. 88, 89, 90; General Council opinion on lawyer advertising as reported December 2024 / January 2025 via portal.oa.pt.
7. Meta Transparency Center — Advertising Standards; Privacy Violations and Personal Attributes policy. Enforcement commentary from 2026 industry analyses.
8. Ahrefs brand study (~75,000 brands) — correlation of unlinked brand mentions and YouTube mentions with AI citations.
9. SE Ranking 2026 — structured data prevalence among ChatGPT and Google AI Mode citations.
10. Profound — analysis of ~680m citations, August 2024 to June 2025, source-mix by engine.
11. Princeton / IIT Delhi GEO study, arXiv 2311.09735 (KDD '24) — generative engine optimisation interventions.
12. Gartner 2026 search forecast — share of search interactions using AI-generated answers.
13. CPC benchmarks: cpctools.com legal services report (July 2026), LocaliQ / WordStream legal benchmarks, and 2026 immigration-vertical PPC analyses. US medians, directional only.
14. IFICI / NHR successor regime — Immigrant Invest, Fresh Legal, Get Golden Visa, 2025–26.
15. Competitive set observed in live search results, August 2026.

Prepared 6 August 2026 · Diagnostic and growth strategy for navi.pt · Figures cited are third-party measurements and should be re-verified before being used in client-facing material.