



THE LAW FIRM GUIDE TO DOMINATING AI SEARCH

Give AI tools exactly what they need
to recommend your law firm over
others to future clients

*(works for ChatGPT, Gemini,
Perplexity, and more)*

How You USED to Get Potential Clients from Searches:

Your web and SEO team built a strong website that helped Google recommend you to people looking for lawyers in your practice area and location.

Your New Problem:

More people are asking AI programs like ChatGPT for recommendations without searching Google at all. That means other law firms may be getting your ideal clients simply because AI tools are recommending them—not you.

Why That's Happening:

Other law firms are making their websites “AI-friendly,” making it easier for AI tools to recommend them. The good news is, you can do this, too.

How To Make Your Website "AI-Friendly"

This list of 10 recommendations gives AI tools exactly what they need to recommend your firm over others to future clients.

Each recommendation includes:

- **What to do**
- **Why it matters**
- **How to do it**

Have your web and SEO team implement these changes now, and you'll start seeing your visibility—and your inbound call volume—start to climb.

1 CREATE AI-READABLE LEGAL ANSWERS (Q&A BLOCKS)

WHY:

AI tools like ChatGPT & Gemini prefer **concise, well-structured answers** to legal questions. They often summarize content directly from sites with **FAQ** or **Q&A** formatting.

HOW:

- Add an FAQ section to every major legal service page.
- Use schema: `<script type="application/ld+json">` with `FAQPage` markup.
- Start pages with a **"What is..."** or **"Do I need..."** style question and short answer.

Q: Do I need a personal injury lawyer after a car accident?

A: Yes, a personal injury lawyer can help you secure fair compensation, navigate insurance claims, and represent your interests in court.

2 USE PRACTICE AREA "ANSWER HUBS" WITH INTERNAL LINKING

WHY:

AI models are more likely to cite content from **deep, semantically related hubs** – not isolated pages.

HOW:

- Create pillar pages for each legal category (e.g., "Criminal Defense").
- Link out to child pages like:
 - "How Much Does a Criminal Lawyer Cost?"
 - "What Happens After a DUI Arrest?"
- Use internal linking with keyword-rich anchors:
 - "Learn more about DUI defense strategies here."

3 TARGET LEGAL QUERIES THAT AI ASSISTANTS GET ASKED

WHY:

AI models train on **real user queries**, so you should write content that mirrors those phrased questions.

HOW:

- Use tools like:
 - [AlsoAsked](#)
 - [Answer the Public](#)
 - [Google's People Also Ask](#)
- Build content around these phrases:
 - "Can I be sued for defamation on social media?"
 - "What does a real estate attorney do during closing?"
- Answer these with real-world context, not vague legalese.

4 USE NAMED ATTORNEYS WITH CREDENTIALS (EAT)

WHY:

AI favors **expert-authored legal content**. Gemini, Perplexity, and ChatGPT weigh trust signals like bio, experience, and citations.

HOW:

- Add a named attorney author to each page.
- Include a full bio page with:
 - Bar certification
 - Experience (years, practice areas)
 - Media mentions or awards
- Use schema markup for Person and Organization.

5 GET CITED ON PUBLIC, TRUSTED SOURCES

WHY:

AI models heavily trust sources like **Reddit**, **Quora**, **news outlets**, and **law blogs**. If you're quoted there, you're more likely to be used in AI answers.

HOW:

- Use HARO (Help a Reporter Out) to respond to legal questions from journalists.
- Answer niche questions on:
 - Reddit (r/legaladvice) – carefully, ethically.
 - Quora – link back to your articles as sources.
- Get listed on law directories that AI scrapes (Avvo, Justia, Nolo).

6 WRITE FOR AI PARSING –NOT JUST HUMANS

WHY:

AI doesn't "read" – it parses text structure and summarizes based on patterns, not style.

HOW:

- Keep sentences short (~15-20 words).
- Use simple, readable terms when possible.
- Organize with:
 - **H2:** Main legal question/topic
 - **H3:** Scenarios, state-specific info, examples
 - Bullet points for legal rights, processes, deadlines

7 CREATE STATE & LOCATION –SPECIFIC LEGAL PAGES

WHY:

AI models prefer geographically relevant results when the user asks state-specific questions.

HOW:

- Create state-specific landing pages:
 - "DUI Laws in Florida – 2025 Guide"
 - "Divorce Process in California"
Add legal citations or statutes directly to the page (but explain them in plain English).
- Include local schema: PostalAddress, LegalService, etc.

8 USE SCHEMA MARKUP FOR LEGAL SERVICES

WHY:

Structured data helps AI understand your site's **services**, **location**, and **reputation**, especially when feeding from Google/Bing.

HOW:

- Add schema for:
 - LegalService
 - Attorney
 - Organization
 - FAQPage
 - LocalBusiness
 - Review (if permitted in your jurisdiction)
- Use tools like [Schema Markup Generator](#).

9 BUILD PAGES THAT “LOOK LIKE CITATIONS”

WHY:

ChatGPT and Gemini often cite clean, fact-based pages with high authority tone.

HOW:

- Use titles like:
 - “What Are the Penalties for DUI in Texas? (2025)”
 - “Your Rights If You Were Wrongfully Terminated”
- Include citations of official law, but summarize it for laypeople.
- Keep your pages static and linkable — no popups or hard-gated content.

10 TRACK AND TEST AI ASSISTANT RESULTS

WHY:

If you don't see where or how you're mentioned, you can't improve. AI search is dynamic — you need to test visibility.

HOW:

- Ask ChatGPT/Gemini: “What are the best personal injury law firms in [City]?”
- Ask Perplexity: “What does a family lawyer do?” —See citations
- Test your own site's questions and answers to check inclusion.

WANT EVEN MORE PROFIT—DRIVING WINS?

BOOK A CALL WITH OUR TEAM OF LAW FIRM GROWTH EXPERTS TO LEARN ABOUT MORE PROFIT—GROWING IMPROVEMENTS AND INNOVATIONS 

BOOK A CALL NOW

