enosta

FREE GUIDE FOR LAW FIRMS

Help AI tools & Google find, trust and name your law firm.

A plain-English playbook for small US law firms. No jargon, no technical background needed.

Prepared by Enosta Digital Studio · 2026

90

days, one step at a time

A practical plan to make your firm easier for AI tools and Google to find, trust and name.

ChatGPT · Gemini · Google · Copilot

Some clients now ask AI before they call a lawyer.

Not everyone does this. Many people still start with a Google search or a friend’s referral. But a growing number now type a full question into Google or an AI chat and get a short answer that names a few firms. When that happens, being named in the answer helps you get considered.

The good news

Google says there are no secret tricks or special markup for its AI answers. The same solid basics that help you on Google also help you everywhere else.

Source: Google Search Central, “AI features and your website”.

1 **Google Maps & local results**

The map with three firms, ratings and a call button. Often the first thing a client sees.

2 **Google AI answers**

AI Overviews and AI Mode: a written summary at the top of Google that links to the sources it used.

3 **AI assistants**

ChatGPT, Gemini, Claude, Microsoft Copilot and others. Clients ask “who should I call?” and get a short list in a chat.

How AI decides who to name.

Nobody outside these companies knows the exact formula. But the same three questions show up again and again in Google's guidance and in how AI answers are built.

01

Is this firm real?

Your name, address and phone number are the same everywhere. Your Google and Bing profiles are verified. There is a real office and real attorneys with public bio pages.

02

Do others trust it?

Steady, genuine reviews. Listings in respected legal directories. Mentions in local news, bar associations and community groups.

03

Is it the right fit?

Clear pages for each type of case and each city you serve, written in plain language that answers what clients actually ask.

The rest of this guide shows how to strengthen each one, step by step.

What it looks like when it works.

We searched “the best 10 personal injury lawyer in Texas”. One Houston firm, Zehl & Associates, was named on all three platforms.

Signals you can see in these results

- Specialties named clearly (truck, offshore, wrongful death)
- Third-party recognition (Chambers USA)
- 5.0 rating from about 1.4K Google reviews
- Clear location, website and phone number

Screenshots taken from ChatGPT, Gemini and Google. Results change over time and between users. We cannot see inside AI tools, so this shows the signals in action, not proof of cause.

ChatGPT

Ranked #4



4. Zehl & Associates

Houston, Texas

- Specialties: Truck accidents, offshore accidents, maritime injuries, catastrophic injuries, wrongful death.
- Notable: Recognized by Chambers USA for its Houston personal injury practice.
- Website: zehllaw.com ↗

Gemini

Ranked #3

3. **Zehl & Associates Injury & Accident Lawyers** (Houston / Midland / Statewide) – Highly successful firm specializing in severe industrial, oilfield, and plant explosions, as well as commercial vehicle wrecks, with a strong record of record-breaking verdicts.

Google Search

Business profile

Zehl & Associates - Houston

5.0 ★★★★★ (1.4K) · Personal injury attorney

20+ years in business · Houston, TX, United States

Open 24 hours · +1 713-322-3878

Schedule Website Directions

1 Claim and polish your Google Business Profile

HIGH IMPACT · LOW EFFORT

This is your firm's free listing on Google Search and Maps. It is the first place Google and AI tools look to confirm that you exist.

Do this

- Claim and verify it at business.google.com.
- Pick the most specific main category (for example, "Personal injury attorney").
- Add every practice area, your hours, phone, website, and real photos of the office and team.
- Post a short update or photo each month.

AVOID

- Adding keywords to your firm's name.
- Using an address or virtual office where nobody works. Google can suspend these.

2 Make your details identical everywhere

HIGH IMPACT · LOW EFFORT

If your name, address or phone differ from site to site, AI tools cannot be sure which is correct, and may skip you.

Do this

- Choose one exact version of your firm name, address and phone number.
- Match it on your website, Google profile, Bing Places, state bar profile, Avvo, Justia, FindLaw, Yelp and social pages.
- Keep a simple spreadsheet and fix the 10 biggest listings first.

AVOID

- Leaving an old address or number online after a move.
- Using "Smith LLP" in one place and "Smith & Associates" in another.

3 Give every attorney a real bio page

HIGH IMPACT · MEDIUM EFFORT

Choosing a lawyer is a trust decision. Google advises showing who is behind your content, and clients look for attorneys whose credentials they can check.

Do this

- One page per attorney: name as on the bar profile, a recent photo, contact details.
- Credentials: law school and year, bar and court admissions with years.
- Experience: years in practice, case types, earlier roles.
- Proof you can link to: awards (with year and giver), articles, talks, bar roles. Link each bio from that attorney's practice pages.

AVOID

- Stock photos, invented attorneys or inflated credentials. Google warns against fake author profiles.
- Saying "specialist" or "board certified" without the certification. Many state bars restrict this.

4 Earn real reviews, steadily

HIGH IMPACT · MEDIUM EFFORT

Reviews show a firm is trusted by real clients. They also feed the star rating people see in Google and in AI answers.

Do this

- Ask happy clients at the end of a good case, with a direct link to your Google review page.
- Reply to every review politely and briefly.
- Aim for a steady flow each month rather than a burst.

AVOID

- Buying reviews, writing your own, or giving gifts for them. Google bans this and bar rules may too.
- Revealing case details or confirming someone was a client in a reply.

5 Build a page for each practice area and city

HIGH IMPACT · MEDIUM EFFORT

AI can only recommend you for what your website clearly says you do. One broad “Services” page is not enough.

Do this

- Create one page per case type (for example, truck accidents) and one per city or office you serve.
- On each page explain who you help, how it works, what to do first, how fees work, and who the attorney is.
- Add local detail and real photos so every page is genuinely different.

AVOID

- Dozens of near-identical city pages with only the name swapped.
- Promising results or guarantees.

6 Answer the questions clients really ask

MEDIUM IMPACT · MEDIUM EFFORT

People talk to AI in full questions. Pages that answer those questions directly are easier for AI and Google to use.

Do this

- List the 10 questions you hear most on first calls.
- Answer each in 2 to 4 plain sentences on a page, with the attorney’s name and date.
- Add a short video or photos where helpful.

AVOID

- Publishing AI-written text without an attorney reading it for accuracy.
- Legal jargon. Write the way you would explain it to a neighbor.

7 Get listed and mentioned in trusted places

MEDIUM IMPACT · MEDIUM EFFORT

AI answers often rely on what other sites say about you. Being described well by respected sources builds trust.

Do this

- Complete profiles on the main legal directories, plus your state and local bar associations.
- Pursue honest recognition such as peer awards and press features.
- Join local chambers, sponsor community events, and share useful articles or talks.

AVOID

- Paying for dozens of low-quality directories.
- Leaving profiles half-empty or outdated.

8 Cover Bing too (it takes under an hour)

MEDIUM IMPACT · LOW EFFORT

Microsoft Copilot is built on Bing's search foundation. OpenAI says ChatGPT search uses its own index plus outside search providers, and its help page names Microsoft. The exact mix is not public, so treat Bing as a free extra layer.

Do this

- Bing Places for Business (bing.com/forbusiness): free. Import your verified Google profile, then check every detail.
- Bing Webmaster Tools: add your site (you can import it from Google Search Console) and submit your sitemap.
- Open its AI Performance report to see how often pages are cited in Copilot and Bing AI summaries. It does not cover ChatGPT.
- Allow OAI-SearchBot, OpenAI's search crawler, so your site is eligible for ChatGPT search.

AVOID

- Assuming a Bing listing guarantees a ChatGPT mention. Nobody has published how it works.

9 Check the basics and track results.

MEDIUM IMPACT · LOW EFFORT

Ask your web team to confirm these. If Google cannot read your site, AI cannot either.

Website checklist

- Google is allowed to crawl the site (nothing blocks it in “robots.txt”).
- Key pages show up in Google Search Console under “Pages” and in Bing Webmaster Tools.
- robots.txt allows OAI-SearchBot, OpenAI’s search crawler.
- The site loads fast and looks good on a phone.
- Every page can be reached by links from other pages.
- Optional: “LegalService” structured data. It helps, but Google says nothing special is required.

What to watch each month

- Calls, directions and website clicks in your Business Profile.
- Search performance in Google Search Console and Bing Webmaster Tools, including Bing’s AI Performance report.
- Ask every new client: “How did you find us?” Add “AI chat” as an option.

The 10-minute self-test

Run these on ChatGPT, Gemini, Google and Copilot. Replace the brackets with your own details.

- best [practice area] lawyer in [city]
- who should I call after a [type of accident] in [city]?
- top 10 [practice area] attorneys in [state]
- is [your firm name] a good law firm?

Write down, once a month:

- Were you named? At what position?
- Is what it says about you correct?
- Which sites did it point to as sources?

Answers vary from one try to the next, so repeat each question a few times.

Stay on the right side of bar rules.

Everything above counts as lawyer advertising in most states. Check your own state bar's rules before publishing.

Websites are advertising

Websites, bios, blogs, directories and social posts are usually covered. Avoid guarantees, misleading claims, unverifiable "best" or "top" language, and credentials you cannot document.

Example: Texas

Rule 7.04 requires certain advertisements to be filed with the State Bar of Texas Advertising Review Committee. For websites, generally only the homepage must be filed.

Protect client privacy

Never share case details or confirm someone is a client when replying to a review.

A lawyer reviews all content

If you use AI to draft pages, an attorney must check every fact and every claim.

Beware of guarantees

Nobody can promise a spot in ChatGPT or Google AI answers. Be wary of anyone who does.

Please note

This guide is general marketing information, not legal advice. Rules differ by state and change over time.

Source: Texas Disciplinary Rules of Professional Conduct, Rules 7.04 and 7.05 (Texas Center for Legal Ethics).

Your first 90 days.

Small, steady steps beat a big push. Tick them off as you go.

DAYS 1 – 30

Foundation

- [ ] Claim and complete your Google profile, then import it to Bing Places
- [ ] Make name, address and phone match everywhere
- [ ] Start asking for reviews after good outcomes
- [ ] Run the 10-minute self-test and save the results

DAYS 31 – 60

Content

- [ ] Update every attorney bio page
- [ ] Publish or improve your top 3 practice-area pages
- [ ] Add a page for your main city or office, and answer 5 common client questions
- [ ] Fix the technical checklist, including Bing Webmaster Tools

DAYS 61 – 90

Authority

- [ ] Complete the main legal directory profiles
- [ ] Reach out to local press and community groups
- [ ] Re-run the self-test and compare
- [ ] Keep what works and plan the next 90 days

You can start today. Here is where help pays off.

Most of the first 30 days is work only your firm can do: claiming profiles, collecting reviews, writing attorney bios and gathering real facts. Start there, in-house.

After that, most firms run into the same five walls. Those are the parts worth handing to a specialist.

A common split

You supply the facts, photos, client stories and approvals. A specialist handles technical fixes, page production, listing clean-up and reporting.

1. **It never ends**
   Listings, reviews, new pages and checks need attention every month, and billable work usually wins the calendar.
2. **Problems hide**
   Blocked crawlers, pages that are not indexed and slow mobile pages only show up in tools like Search Console and Bing Webmaster Tools.
3. **Content takes craft**
   Unique pages for each case type, city and attorney are hard to write at scale without copying the same text.
4. **Results are hard to read**
   AI answers change from one try to the next, so progress shows in patterns over months, not in a single search.
5. **Mistakes cost more**
   A suspended Google profile or a page that breaks bar rules can set you back, and the cause is often hard to spot.

Where Enosta can help.

Search Growth is Enosta's service for being found on Google and AI search. It covers the parts of this guide that are hardest to keep up in-house, with technical foundations, useful content and an "entity-first" approach.

"Entity-first" simply means making sure search engines and AI tools clearly understand who your firm is, what you do and where you work.

Our approach

Like this guide, we do not promise rankings or placements in AI answers. We focus on the fundamentals, keep your attorneys in control of every claim, and measure what changes.

Technical SEO

Crawling, indexing, mobile speed and structured data, checked in Google Search Console and Bing Webmaster Tools.

Search Content

Attorney, practice-area and city pages, plus plain-language answers to real client questions.

GEO / AEO

Optimizing for AI answers: your firm's name, services and credentials made clear and consistent across your site and trusted sources.

Measurement

Regular tracking of search data and repeated AI tests, with clear reporting on what is changing.

How we work

01
Audit
Find the opportunities

02
Build
Turn insights into pages and fixes

03
Grow
Launch and scale what works

04
Measure
Track, learn, improve

enosta

NOT SURE WHERE YOUR FIRM STANDS?

Get a free AI Visibility Audit.

Tell us about your firm and website. We will look at how you appear in Google and AI search, and reply within 1 business day.

Request your free audit →

digital.enosta.com/free-audit-inquiry

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