



SMBTeam

AI SEO Checklist for Law Firms

(ChatGPT, Gemini, Perplexity, etc.)

Goal:

Appear in AI-generated answers when users ask legal questions such as:

- “Do I need a lawyer after a car accident?”
- “How much does a divorce lawyer cost in Texas?”
- “What are my rights if I was fired unfairly?”

Each recommendation below includes:

- **What to do**
- **Why it matters (specific to AI and law)**
- **How to do it**

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.

Example:

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.”*

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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.

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Use Named Attorneys with Credentials (EEAT)

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**.

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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).

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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

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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.

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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](#).

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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.

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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.