

Cosenza Law

From Broad Family Law to High-Value Client Acquisition

Multi-Location · Gonzales + Baton Rouge

How a strategic repositioning and AEO foundation generated a high-end client within 6 weeks — before paid ads launched.

6 Weeks

Time to First Result

2 Locations

Gonzales + Baton Rouge

AEO

Foundation Implemented

Before Ads

No Paid Ads Running

THE SITUATION

A Practice Built for Volume, Not Value.

Cosenza Law was operating as a general family law firm, handling a wide range of cases including lower-value custody and routine matters.

While lead flow existed, the firm was not consistently attracting the type of high-value clients needed to scale effectively.

The website, messaging, and visibility did not reflect a premium positioning or clearly communicate a differentiated focus.

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THE CHALLENGE

Misalignment Between Visibility and Ideal Clients.

Broad Practice Positioning

The firm was positioned as a general family law provider, diluting perceived expertise.

Low-Value Case Attraction

Messaging and services attracted lower-value custody and routine cases.

Lack of Niche Authority

No defined specialization to separate the firm from competitors.

Weak Website Positioning

The website did not communicate authority or guide high-value client decisions.

No AEO or Structured Visibility

The firm was not optimized for AI-driven discovery or modern search behavior.

Underutilized Multi-Location Presence

Offices in Gonzales and Baton Rouge were not fully leveraged for visibility.

THE APPROACH

A Structured Repositioning and Visibility System.

Cornerstone designed a targeted strategy to reposition Cosenza Law, build niche authority, and implement an AEO foundation — all before a single paid ad ran.

0 Website Audit & Rebuild

1 Rebuilt the website to reflect authority, clarity, and a high-value client journey.

0 Niche Repositioning

2 Shifted from general family law to a defined, higher-value niche.

0 Messaging Overhaul

3 Removed low-value case language and aligned messaging with ideal client intent.

0 AEO Foundation

4 Structured content and positioning for AI-driven search and answer-based discovery.

0 Schema Implementation

5 Implemented structured data to define services, locations, and entity relationships.

0 Multi-Location Optimization

6 Aligned visibility and positioning across Gonzales and Baton Rouge.

STRATEGY IN DETAIL

How the Foundation Was Built.

Website Rebuild

The site was restructured to guide users toward high-value actions, eliminate noise, and establish authority immediately upon entry.

Positioning Shift

The firm transitioned from a generalist model to a focused niche, allowing for clearer differentiation and stronger perceived expertise.

AEO & Content Structure

Content was aligned with how clients search and how AI platforms interpret legal services, increasing discoverability in modern search environments.

Technical Infrastructure (Schema)

Structured data was implemented to define services, locations, and relationships, improving how search engines and AI systems understand the firm.

RESULTS

What Changed Within 6 Weeks.

High-Value Client Acquisition

Secured a high-end client aligned with the new niche positioning within 6 weeks of implementation.

Improved Lead Quality

Inbound opportunities became more aligned with ideal case types and the firm's repositioned focus.

Shift Away from Low-Value Cases

Reduced attraction of lower-value custody and routine matters through intentional messaging alignment.

Stronger Market Positioning

The firm began presenting as a premium option within its niche, with clearer authority signals across all touchpoints.

This result happened before the Google Ads campaign even launched.

THE TAKEAWAY

Positioning Drives Client Quality.

Growth did not come from increasing traffic.

It came from aligning three things that most firms treat as separate:

Messaging

Speaking directly to the clients you want — not every client who might call.

Visibility

Being found in the right places by the right people, including AI-driven discovery.

Target Audience

Positioning the firm so that ideal clients self-select in — and low-value cases self-select out.

A properly structured AEO foundation, combined with clear positioning and technical infrastructure, changes who finds you — and why they choose you.

This result happened before the Google Ads campaign even launched.

A repositioned firm with the right AEO foundation attracts better clients — before spending a dollar on ads.

Cornerstone Marketing Agency specializes in AEO strategy, AI visibility, and the positioning systems that change who finds your firm — and why they choose you.

Cornerstone Marketing Agency

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AEO Strategy · AI Visibility · Multi-Location Marketing