

CASE STUDY · AEO STRATEGY

TEMPLE INJURY LAW

From Zero AI Visibility to AI Discoverable

A 90-Day AEO Engagement by Cornerstone Marketing Agency

90 Days

Engagement Duration

3 Platforms

AI Visibility Gained

0 → Active

AEO Presence

01

Overview

Temple Injury Law engaged Cornerstone Marketing Agency to implement a focused 3-month AEO (Answer Engine Optimization) strategy — improving visibility, positioning, and discoverability across Google and AI-driven search platforms.

The objective was to transform the firm's digital presence into a structured, high-intent client acquisition system built for modern search behavior.

02

Initial Position

Gaps Identified at Engagement Start

- › Underutilized Google Business Profile
- › No structured AEO strategy in place
- › No visibility across AI platforms (ChatGPT, Perplexity, Gemini)
- › No defined or structured positioning differentiating the firm in the market
- › Messaging not aligned with how real clients search or how AI interprets authority

Result:

Strong potential — weak execution. High-intent traffic with limited conversion impact.

03

Strategic Positioning Developed

Cornerstone developed and structured two category-level positioning strategies for Temple Injury Law — built to differentiate the firm, align with how real clients search, and support visibility across Google and AI-driven platforms.

Insurance Defense Insider Advantage	Tesla / High-Tech Accident Specialization
<p>Developed and positioned as the core differentiator. Built around 20+ years of insurance defense experience to create a category-level authority advantage in the Las Vegas market.</p>	<p>Developed and elevated as a high-value niche positioning. Structured to capture premium, high-growth accident cases in a Tesla-dense metro — differentiated from generic personal injury firms.</p>

These positioning strategies were created and structured to:

- › **Align with real client search behavior**
- › **Differentiate from generic personal injury firms**
- › **Support visibility across both Google and AI-driven platforms**

04

AEO Strategy Implemented

The following five pillars were executed over the 90-day engagement:

- 01 Positioning & Messaging Overhaul**

Rebuilt messaging around the insurance insider advantage. Aligned language with real client questions and AI-driven search behavior.
- 02 Google Business Profile Transformation**

Rewrote business description for authority and clarity. Expanded and refined service categories. Strengthened geographic targeting in Southwest Las Vegas.
- 03 Service & Offer Restructuring**

Shifted from generic services to high-intent case types. Positioned Tesla strategy and insider advantage as premium differentiators.

04 AI Visibility — AEO Execution

Structured content and entity signals for discoverability across ChatGPT, Gemini, and Perplexity. Established presence where none previously existed. Built entity consistency across services, location, and authority.

05 Content Strategy Deployment

Created and published 4 strategic Google posts: Insurance Insider Advantage, What to Do After an Accident, Local Authority Positioning, and Tesla Accident Specialization — each designed to capture high-intent searches and drive consultations.

04 CONT.

Technical Foundation

Structured Data (Schema) Implementation

Implemented structured schema to support AI and search visibility, aligned with how AI platforms evaluate expertise, relevance, and authority:

- › **LocalBusiness schema**
- › **Service schema**
- › **FAQ schema**

05

Results & Impact

- › **Established presence across AI platforms where none previously existed**
- › **Strengthened local visibility in Southwest Las Vegas**
- › **Elevated authority through insurance insider positioning**
- › **Activated high-value case positioning (Tesla + insider strategy)**
- › **Improved engagement pathways within Google Business Profile**

BEFORE: No AI visibility and a passive online presence.

AFTER: A structured, AEO-optimized digital asset positioned for modern search and AI-driven discovery.

06

Key Takeaway

***AEO is not about rankings.
It is about becoming the answer.***

Temple Injury Law is now positioned to be found across:

Google Search	Google Business Profile	ChatGPT	Perplexity	Google Gemini
---------------	-------------------------	---------	------------	---------------

07

Closing

This engagement demonstrates how a focused AEO strategy can transform a law firm from zero AI visibility into a structured, discoverable presence across modern search ecosystems — within a defined timeframe and without waiting for algorithmic recovery.

The foundation has been built. The authority signals are in place. The firm is now positioned where its ideal clients are actively searching.

Prepared by Cornerstone Marketing Agency cornerstone-marketing.agency

**Most law firms are invisible
in AI search.**

Temple Injury Law is now part of the answer.
