

# **AI Playbook for Lawyers**

## **Getting Found on ChatGPT**

Prepared by Brand Gauge

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# Introduction

The way clients find legal help is evolving. For years, Google and word-of-mouth referrals drove most law firm business. But now, clients are asking AI assistants like ChatGPT, Perplexity, Claude, and Gemini for answers. Instead of sorting through ads and directories, people get direct recommendations. Examples include: “Who’s the best criminal defense lawyer in Atlanta?” or “Affordable estate planning attorney in San Diego.” This playbook shows you how to make sure your name shows up in those answers.

# Chapter 1: The Rise of AI Search

Background: Search has changed. Google is built on links. AI is built on answers. Clients no longer want to dig through websites — they want direct guidance.

Why This Matters: If AI is recommending attorneys and you're not one of them, you're invisible to potential clients.

Real Example: A client asks ChatGPT: "Best personal injury lawyer in Denver?" It gives three names. One gets the call. If it's not you, you never knew the lead existed.

Quick Win Task: Search ChatGPT or Perplexity for "best [your practice] lawyer in [your city]." If you don't appear, mark this as your #1 visibility gap.

77% of consumers say they'd use AI to find professional services (Statista, 2024).

ChatGPT reached 100M weekly active users in 2024.

## Chapter 2: What AI Looks For in Lawyers

Background: AI scans the web and cross-checks credibility signals before recommending a lawyer.

Why This Matters: It's not just about having a website anymore — it's about how your entire online presence fits together.

Real Example: Two family law attorneys in Phoenix. One has reviews, updated Google profile, and a clear website. The other does not. Only the first appears in AI results.

Quick Win Task: Google yourself. Check if your name, address, and phone are consistent across your website, Google Business Profile, and directories.

68% of AI-generated recommendations cite Google Business Profile data.

Lawyers with consistent listings are 3x more likely to appear in AI answers.

## Chapter 3: The Visibility Gap

Background: Many skilled lawyers are losing leads to competitors with stronger digital presence.

Why This Matters: You could be the most qualified attorney, but if you don't show up in AI search, competitors get the call first.

Real Example: A corporate attorney in NYC lost a lead when ChatGPT listed competitors instead of him.

Quick Win Task: Ask: "Who are the top-rated [practice area] lawyers in [your city]?" If you're missing, note which firms do appear. That's your benchmark.

Attorneys lose 2–4 leads per day by not being visible in AI search.

That equals 700–1,400 potential clients per year.

## Chapter 4: Fixing Your Digital Presence

Background: AI reads the entire web. One weak link can hurt your visibility.

Why This Matters: If your site, profiles, and directories don't align, AI assumes you're less trustworthy.

Real Example: A Dallas estate planning firm doubled leads in 90 days by optimizing Google profile, adding FAQs, and fixing directory inconsistencies.

Quick Win Task: Update your Google Business Profile with photos, services, and 2–3 FAQs.

89% of clients say they won't hire a lawyer with an outdated website.

AI pulls heavily from Google Business Profile and Avvo.

## Chapter 5: Reviews & Authority Matter

Background: AI values reputation just as much as people do. Reviews directly affect ranking.

Why This Matters: A lawyer with 20 five-star reviews will beat one with none, even with more years of experience.

Real Example: Two Miami immigration lawyers. One has 25 reviews, one has 3. AI lists the first every time.

Quick Win Task: This week, ask 3 recent clients for reviews.

90% of people trust online reviews as much as referrals.

Lawyers with 10+ reviews are 70% more likely to appear in AI search.



## Chapter 6: Using AI to Your Advantage

Background: Lawyers can use AI to audit their presence and create content faster.

Why This Matters: Instead of being left behind, use AI to strengthen visibility.

Real Example: A Chicago family lawyer asked ChatGPT: “What does ChatGPT say about me?” She discovered her LinkedIn was outdated. After updating, she appeared in results within 60 days.

Quick Win Task: Ask ChatGPT: “Who are the best [practice area] lawyers in [your city]?” Track results every 30 days to monitor improvement.

52% of law firms plan to use AI in marketing in 2025.

Firms using AI for FAQs see 35% more traffic.

## Chapter 7: The Future of Client Acquisition

**Background:** Referrals will remain important, but AI is the new trust-checker. Clients use it to confirm referrals.

**Why This Matters:** If someone refers you, but ChatGPT doesn't list you, that referral can be lost.

**Real Example:** A probate client was referred to Attorney X. Before calling, she asked ChatGPT who the top probate lawyers were. Attorney X wasn't listed, so she chose someone else.

**Quick Win Task:** Ask ChatGPT: "Tell me about [Your Name], attorney." See what's accurate, missing, or outdated.

65% of referrals are double-checked online.

1 in 3 clients consider alternatives if AI suggests another lawyer.

## Closing

AI search is here. Clients are using it now to choose lawyers. The question is: will they find you, or your competitor?

Run a Brand Gauge AI Audit for Lawyers today to see how you appear in ChatGPT, Perplexity, Claude, and Gemini.