

DIGITAL STRATEGY FOR LEGAL PROFESSIONALS

AI SEO & AI Marketing Checklist for Law Firms

AI is now an Answer Engine. Are you cited? Use this checklist to produce content that ranks high in AI-powered search — and converts visitors into clients.

⚖️ **The guiding principle:** AI marketing is not producing 60 blog posts in 60 minutes. It is offering **new, unique information** that is well-organized and **cited by other websites**. Always keep a human in the loop.

01 Third-Party Citations

AUTHORITY

To be mentioned in AI search results, your firm must be cited across other websites. AI engines treat external citations as credibility signals — the more authoritative the source, the better.

CORE CITATION SOURCES

- Listed in legal directories (Avvo, Martindale-Hubbell, FindLaw, Justia)
- Featured in "best lawyers in [city]" listicles and comparison articles
- Mentioned or linked to on Reddit (especially r/legaladvice threads)
- Cited or referenced on Wikipedia, LinkedIn, and YouTube
- Quoted in local news articles or legal trade publications

LOCAL & REVIEW SIGNALS

- Google Business Profile is claimed, accurate, and regularly updated
- NAP (Name, Address, Phone) is consistent across all directories
- Strong volume of Google reviews, Avvo ratings, and Martindale peer reviews

02 New & Unique Information

CONTENT

Is your content genuinely unique, or is it an AI-rehashed version of your competitors'? AI answer engines favor content that adds something new to the conversation.

- Content contains information not found anywhere else on the web
- Original data, case statistics, or firm-specific outcomes are included
- Includes fresh insights or commentary on recent legal changes
- Competitor content was audited to identify gaps you can fill
- Content reflects a real attorney's perspective, not generic AI output

03 E-E-A-T & Attorney Authority

TRUST

Experience, Expertise, Authoritativeness, and Trustworthiness are critical signals for legal content. AI engines heavily weight author credibility for YMYL topics like law.

- Each attorney has a bio page with bar admissions and credentials
- Blog posts have a named attorney byline — not just "admin"
- Person schema markup links author profiles to published content
- Case results or verdicts documented where ethically permissible
- Awards, recognitions, and bar memberships cited on the site

04 FAQs & Topic Completeness

CONTENT

FAQs help ensure you cover a topic completely — a strong signal of topical authority. Pages that answer every related question are far more likely to be cited by AI.

- Each practice area page includes a robust FAQ section
- FAQs address the full range of questions a potential client might ask
- FAQ schema markup is implemented for rich result display
- Practice area pages link to related FAQs and supporting content

05 Technical On-Page SEO

TECHNICAL

A clean, well-structured codebase ensures your content is properly indexed by AI crawlers. Structure matters as much as substance.

- Clear, keyword-relevant H1 on every page (one H1 only)
- Logical H2/H3 heading hierarchy used throughout all content
- LegalService, Attorney, and LocalBusiness schema markup in place
- Content organized using tables, ordered lists, and structured formats
- Site loads fast on mobile — Core Web Vitals are in the green
- Internal linking connects practice areas, bios, and blog posts

06 Social & Community Engagement

SOCIAL

Social platforms are increasingly scraped by AI engines for signal. Active, helpful participation builds the citation trail that AI search depends on.

HIGH-PRIORITY PLATFORMS

- Reddit — answer questions in relevant legal subreddits
- LinkedIn — regular thought leadership posts and articles
- YouTube — attorney Q&A videos and legal explainer content

SUPPORTING PLATFORMS

- Wikipedia — cited or linked from relevant legal topic pages
- Podcast appearances or guest articles on reputable legal media

07 Content Freshness

CONTENT

AI engines penalize stale content. Legal information changes — statutes, case law, and procedures evolve. Keep your content current to maintain authority.

- Core practice area pages reviewed and updated at least once per year
- High-traffic pages updated within the last 3 months
- "Last reviewed by [Attorney Name]" date visible on legal content
- New blog posts address recent changes to local or state law

08 Conversion & Intake Experience

UX / CRO

Visibility without conversion is wasted effort. Once AI search surfaces your firm, your site needs to move visitors toward a consultation — quickly and confidently.

- Clear call-to-action (phone number, "Free Consultation" button) is visible above the fold on every page
- Contact forms are short, mobile-friendly, and tested to confirm they are working correctly
- Phone tracking is in place to attribute inbound calls to specific pages or campaigns
- Live chat or callback option available for after-hours visitors
- Client testimonials and notable results are visible on high-traffic landing pages

Remember: AI marketing is not about volume — it is about quality, originality, and authority. Producing 60 AI-generated blog posts in 60 minutes will not move the needle. What will: **new information**, organized well, cited by others, and tied to real attorneys who demonstrably know what they're talking about. A human must remain in the loop at every step.