



The AI Visibility Guide for Law Firms

A practical, 5-step guide for law firms wishing to write content that AI systems can read, summarize, and cite.

The Shift

More users are relying on AI systems like Google's AI Overviews or LLMs such as ChatGPT and Claude to answer questions they used to find in Google's organic results.

The Opportunity

The principles of good content make it easy for AI systems to retrieve, summarize, and cite your law firm's content. The problem is, many law firms' content doesn't follow those principles.

What This Guide Covers

Five practical changes you can make to improve your law firm's content and increase the likelihood AI systems understand, retrieve, and recommend your firm. Each includes the why, the how, a real example, and a self-audit question.

Good content earns AI visibility. Here's how We Do Web does it.



Why AI Visibility Matters

Your potential clients are changing how they search, especially when seeking answers to common legal questions. Instead of typing keywords into Google and clicking through 10 blue links, a growing number are asking AI systems directly: "What should I do after a car accident in Florida?" or "Who's the best personal injury lawyer near me?"

And some are even outright asking AI systems for law firm recommendations: "Recommend me a car accident lawyer in West Palm Beach" or "Who is the best car accident lawyer in DC?"

AI Retrieval Is Different from Search Engines

AI systems don't rank websites in the same way Google does. They read, understand, and summarize content, and may even mention law firms directly. Even Google returns AI Overviews for some queries.

Your law firm's visibility to searchers could depend on whether the AI system can parse and summarize your content. If your content is vague, generic, or poorly structured, AI systems will skip your firm and move on to a competitor with clearer content.

The bottom line: AI systems reward websites that clearly answer the questions your potential clients are asking. These five changes will help you create content to do exactly that.

1

Share New Information or Unique Insight

Why?

AI systems scan thousands of pages about personal injury, criminal defense, or family law. Most say the same thing. When your page echoes what's already out there, AI has no reason to surface yours. But when your content includes real insight that only someone who's handled these cases would know, AI treats it as a higher-value source.

How?

Have someone interview you with specific, experience-based questions. Don't just define negligence; everybody does that. Instead, explain where claims commonly succeed or fall apart in practice. What do insurance adjusters push back on? What documentation do clients almost always forget? Where do cases stall?

Example: Before vs. After

BEFORE

If you've been injured in a car accident, you may be entitled to compensation. Our attorneys have handled thousands of cases and will fight for the maximum settlement you deserve. Contact us today.

AFTER

Most claims in Hillsborough County settle for \$8,000 to \$35,000, depending on treatment length. The biggest factor insurers dispute is the gap between the accident and your first doctor visit. If it exceeds 14 days, expect questions.

The first version could appear on any law firm's website. The second contains specific, experience-based insight that AI systems can extract and cite.

Ask before you publish: *"If I swapped in another firm's name, would this still work?"*

2 Cover Relevant Entities

Why?

Entities (people, places, laws, courts, institutions, etc.) anchor your website in a specific legal and geographic context. When AI processes your DUI defense page, entities can help it confirm relevance to DUI representation in the state of Florida, e.g., the Florida statute number, the local courthouse, the state's diversion program, the DMV hearing process.

How?

For each market and each case type your firm represents, identify the key entities your ideal client would encounter. But don't just mention it. Explain each entity's role. For example, don't just name the statute; explain how it applies. Don't just reference the courthouse; describe what happens there.

Entity List: DUI Defense in Broward County

Type	Entity	Content Idea
Statute	Fla. Stat. § 316.193	Explain the penalties.
Court	Broward Co. Courthouse	Describe the arraignment process.
Program	DUI Diversion	Outline eligibility, timeline, and impact on record.
Agency	FL DHSMV	Explain the license suspension & hearing process.
Process	DMV Formal Review	Walk through 10-day window, what to bring, and possible outcomes.

When a potential client asks AI, "What happens after a DUI arrest in Broward County?" content that not only names but also explains these entities provides something unique and helpful, while others share just the generic.

Ask before you publish: *"Am I explaining how each entity functions in this legal context?"*

3 Every Section Has a Main Idea

Why?

AI systems don't always read your entire page. They often extract a single section that best answers a user's question. If your sections meander or blend multiple ideas, AI can't identify the point, and it might retrieve and summarize content from a competitor whose sections are clearer and better defined.

How?

Before writing a section, define three things: the H2 heading, the question it answers, and the one main point. Everything in that section should support that point. If a second idea appears, that's a new section.

Section Planning Template

Component	Example
H2 Heading	What Happens at a DMV Hearing After a DUI Arrest?
Question It Answers	What should I expect at the formal review hearing?
Main Point	You have 10 days to request, and what you do at the hearing affects your license.
Supporting Detail 1	Timeline: arrest, 10-day window, hearing request, hearing date.
Supporting Detail 2	What to bring: police report, witness info, proof of enrollment in DUI school.
Example / Insight	Cases where clients request the hearing within the first 3 days see strong outcomes.

Use this framework for every section on every practice area page. One main idea per section is the simplest change, but could have a big impact on AI retrieval.

Ask before you publish: *"Can this section stand on its own as a complete answer?"*

4

Be Clear, Not Clever

Why?

AI surfaces content it can understand and summarize. Clever marketing language might impress fellow marketers or might work in some forms of advertising, but it could cloud your message to AI systems.

How?

Read every sentence and ask: Does this explain something, answer a question, or move the reader forward? If it only exists to sound clever, cut it. Replace marketing language with specific, useful information.

Red-Line Edit Example

BEFORE

When life throws you a curveball, you need a team that knows how to knock it out of the park. At John Smith Law, our attorneys possess a strategic, results-driven mindset, helping our clients round the bases toward a stronger tomorrow. Your case is the whole ballgame.

AFTER

If you were injured in a car accident in Hillsborough County, here's what typically determines your settlement: severity of injury, total medical costs, treatment duration, and missed work. Most cases resolve in 6-12 months. Surgery cases take longer and settle higher.

These Phrases Obscure Meaning and Don't Say Much

- "Built at the intersection of grit and grace..."
- "Our attorneys raise the bar, not just pass it..."
- "We'll take you from order in the court to order in your life..."
- "Your lawyer will balance the scales of justice so you can balance your budget..."

Replace each of these with a sentence containing a specific fact, number, process, or answer.

Ask before you publish: *"Does every sentence make the idea clearer?"*

5 Make the Pages Easy to Skim

How?

Apply the skim test: If you only read the intro paragraph, the headings, bulleted lists, and bolded text, would you understand the full story the page tells? If not, restructure until you can.

Why?

A clear structure highlights key ideas or information. It's not that bolded text or bullet lists alone lead to greater AI visibility. It's that content formatted for humans to skim is typically easier for AI systems to parse.

Structure Checklist

- H2 headings are questions or clear topic labels, not clever or vague
- Paragraphs are 2-4 sentences, each making a clear point
- Bullet lists organize multi-part info, steps, and other list-oriented details
- Tables present comparative or structured information or data
- Bold text highlights key terms sparingly so it retains emphasis

Page Layout Anatomy

Element	Purpose	Example
H1	Defines page topic	DUI Defense in Broward County, FL
Intro	Summarizes the page	Brief. Addresses pain points & positions your services.
H2 Sections	Each answers one question	What Are the Penalties for a First DUII?
Content	Facts, process, insight	Statute, penalty table, attorney insight.
CTA	Drives action	Call to secure representation now.

A well-structured practice area page follows a predictable pattern that both humans and AI systems can navigate efficiently

Ask before you publish: *"Can I understand the story just by skimming the page?"*

Audit Your Own Pages

Pick any practice area page on your website and score it against these five criteria. Be honest, because this exercise is for you, not us.

#	Criteria	Question to Ask	1	2	3	4	5
1	Insight	Only our firm would know this?					
2	Entities	Specific laws, courts, programs?					
3	Main Ideas	Each section has one clear answer?					
4	Clarity	Every sentence has a purpose?					
5	Structure	Story or main ideas are clear to skimmers?					

Reading Your Score

20-25: Your content is written to facilitate AI visibility. Focus on expanding coverage.

13-19: Solid foundation. Prioritize improving the lowest-scoring areas first.

5-12: Significant gaps. Competitors are likely being surfaced instead of you.

What Comes Next?

This guide provides a framework. But auditing and rewriting every page takes time and expertise, especially when the goal is content that potential clients find valuable, and that is optimized for visibility in all types of search, from traditional organic results to AI systems and LLMs.

If your score revealed gaps or if you want a professional audit of your firm's AI visibility and website content, we can help. We work exclusively with law firms and specialize in making your firm visible wherever your next client searches.

Request a Free AI Visibility Audit: wedoweb.com/free-site-audit/