

Three flat retainers. Every number published.

AI search visibility and SEO for Los Angeles law firms. No setup fee. Month to month with thirty days notice. A free citation audit before you pay anything.

FOUNDATION

\$2,000 /mo

For solos who need to exist in AI answers.

- ✓ AI citation audit, 4 engines
- ✓ LegalService + FAQ schema on every page
- ✓ Google Business Profile & directory alignment
- ✓ Monthly citation report

GROWTH

\$3,500 /mo

For firms competing in one practice area, one region.

- ✓ Everything in Foundation
- ✓ Four answer-first content pieces per month
- ✓ Review program: Google, Avvo, Martindale
- ✓ City and practice-area landing pages
- ✓ Quarterly strategy call

COMMUNITY

\$5,000 /mo

For firms serving a language community.

- ✓ Everything in Growth
- ✓ Bilingual content: Spanish, Armenian, Korean, Mandarin or Persian
- ✓ Community directory & press placement
- ✓ Weekly citation monitoring with alerts
- ✓ Dedicated account lead

Included	Foundation	Growth	Community
AI citation audit (ChatGPT, Perplexity, Gemini, AI Overviews)	✓	✓	✓
LegalService + FAQ schema on every page	✓	✓	✓
Google Business Profile & directory alignment	✓	✓	✓
AI crawler access, llms.txt, technical SEO fixes	✓	✓	✓
Citation report	Monthly	Monthly	Weekly + alerts
Answer-first content pieces	—	4 / month	4 / month + bilingual
Practice-area and city landing pages	—	✓	✓
Review program (Google, Avvo, Martindale)	—	✓	✓
Native-language content (ES, HY, KO, ZH, FA)	—	—	✓
Community directory & press placement	—	—	✓
Strategy call	On request	Quarterly	Monthly
Account lead	Shared	Shared	Dedicated

What is not included

Paid ads and ad spend, website rebuilds beyond the pages we write, video production, and PR retainers. We scope any of those separately and tell you when one is a better use of money than what we do.

Who each tier is for

Foundation. Solo and two-attorney firms with a working website who have never had schema, a clean Google Business Profile or an AI citation check. Most see their first AI citation within six to ten weeks.

Growth. Firms competing for one practice area in one region who need content and reviews to compound. Where family, estate and employment firms usually land.

Community. Firms whose clients search in Spanish, Armenian, Korean, Mandarin or Persian. Native-language pages and community placement are the whole lever.

How this compares

Published law firm SEO benchmarks put the national average retainer near \$7,500 a month, with AI search work sold separately at \$3,000 to \$6,000. Isonn folds the AI layer into every tier.

Is there a setup fee or a minimum term?

No setup fee. The audit is free. Retainers are month to month with thirty days notice.

Can I start on Foundation and move up?

Yes. Tier changes take effect at the next billing date.

Do you take personal injury firms?

No. Los Angeles personal injury is a \$20,000-a-month market and our tiers would underfund it.

How do you report results?

Monthly: citation rate across four AI engines for your tracked queries, entity score, review velocity, content shipped, Google rankings. Community adds weekly alerts.

What happens first?

The free audit: 40 to 60 client questions for your practice area and city through four engines, a written report and a thirty-minute walkthrough. Request it at isonn.com/free-ai-visibility-check or audits@isonn.com.