

The AI Citation Checklist for Law Firms

Twenty-two things ChatGPT, Perplexity, Gemini and Google AI Overviews check before they name a firm. Work top to bottom; the order is the order they pay off.

AI engines cite firms they can verify (consistent entity data and schema), that answer the client's question directly (answer-first pages), and that other people talk about (reviews, mentions on sites the engines trust). Rankings alone do not carry over.

1. Entity: can a model confirm who you are?

- ☐ Firm name is identical on your site, the State Bar, Google Business Profile, Avvo, Martindale, Justia and Yelp
- ☐ Same phone number and address everywhere, same formatting
- ☐ Same practice-area list everywhere, in the same words
- ☐ Each attorney has a profile on the site with bar number, education and a photo
- ☐ Google Business Profile primary category matches the practice you want cited for

2. Schema: does the site say what it is?

- ☐ `LegalService` or `ProfessionalService` on the firm with `sameAs` links to every profile
- ☐ `Person` for every attorney with `sameAs` to LinkedIn, Avvo, State Bar
- ☐ `FAQPage` on every page with questions
- ☐ `Article` with author and dates on every guide
- ☐ `BreadcrumbList` on every inner page
- ☐ The deprecated `Attorney` type is not the only type used

3. Content: is the answer in the first paragraph?

- ☐ Every practice page opens with a question heading and a 40-to-60-word direct answer
- ☐ Costs, timelines, statutes and deadlines are stated as numbers, not "it depends"
- ☐ City pages name the courthouse, neighborhoods and communities
- ☐ Each page shows a visible "last updated" date and is refreshed quarterly
- ☐ Pages exist in every language your clients search in

4. Signals: is anyone talking about you?

- ☐ Four to eight new reviews a month across Google, Avvo and Martindale
- ☐ Every review answered within two business days, no case details
- ☐ Attorney LinkedIn profiles are complete and publish articles
- ☐ Listed with the local bar association and community organizations
- ☐ At least one YouTube video per practice area

5. Access: can the engines read you?

- ☐ robots.txt allows GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Google-Extended
- ☐ XML sitemap is current and submitted; no orphan pages
- ☐ Core Web Vitals pass on mobile

How to score yourself

Checked	Where you stand
0-7	Invisible to AI engines regardless of Google rankings. Start with entity and schema.
8-15	Cited occasionally for long-tail queries. Content structure and reviews are the gap.
16-22	Cited consistently. Expand to more cities, languages and fact patterns.

Want this done for your firm?

The AI citation audit is free for Los Angeles law firms: forty-plus client questions through four engines, a written report, a thirty-minute walkthrough. isonn.com/free-ai-visibility-check