

Directory Consistency Checklist: 20 Listings AI Engines Trust

AI engines cross-check your firm's name, address, phone and practice areas across directories before naming you. One mismatch reads as two low-confidence firms. Audit these twenty, in this order.

Pick one canonical version of your firm name, address, phone and practice list. Make every listing below match it character for character, then link them all from your site's schema with `sameAs` .

Legal authorities

- ☐ State Bar of California attorney profiles (every attorney)
- ☐ Avvo firm and attorney profiles
- ☐ Martindale-Hubbell
- ☐ Justia
- ☐ FindLaw
- ☐ Lawyers.com
- ☐ Super Lawyers (if listed)
- ☐ Local bar association directory (LACBA, Glendale Bar, etc.)

General and local

- ☐ Google Business Profile
- ☐ Bing Places
- ☐ Apple Business Connect
- ☐ Yelp
- ☐ Better Business Bureau
- ☐ Facebook page
- ☐ LinkedIn company page + every attorney profile



Community and language

- ☐ Community directories for your language (Armenian, Spanish, Korean, Persian, Mandarin)
- ☐ Chamber of commerce for your city
- ☐ Consulate-adjacent or cultural organization listings where you serve that community
- ☐ Local news or community paper business listings

What "consistent" means

Field	Rule
Name	Exactly as on the State Bar. "Law Offices of Jane Doe" and "Jane Doe Law" are two entities.
Address	Same suite formatting everywhere ("Ste 200" vs "Suite 200" counts).
Phone	One primary number. Tracking numbers only on ads, never on directories.
Categories	Same primary practice everywhere; secondary practices in the same order.
Hours	Match Google; update holidays.
Attorney names	Same spelling and credentials on every profile.

Then

1. Add every listing URL to the firm's `sameAs` array in your schema.
2. Re-check quarterly; directories change fields on their own.
3. Log the check date next to your AI citation rate. Entity fixes show up in engines within two to six weeks.

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