

Schema Markup for Law Firms: What Still Matters in 2026

The structured data AI engines use to confirm what your firm is, with copy-ready examples.

Google dropped the FAQ rich result and deprecated the Attorney type; here is what to use instead.

Use `LegalService` (or `ProfessionalService`) for the firm, `Person` for each attorney, `FAQPage` on question content, `Article` on guides and `BreadcrumbList` on inner pages. Link everything with `@id` and `sameAs` so engines resolve one entity.

The firm

```
{
  "@context": "https://schema.org",
  "@type": ["LegalService", "ProfessionalService"],
  "@id": "https://yourfirm.com/#organization",
  "name": "Sample Family Law, APC",
  "url": "https://yourfirm.com",
  "telephone": "+1-818-555-0142",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 N Brand Blvd",
    "addressLocality": "Glendale",
    "addressRegion": "CA",
    "postalCode": "91203",
    "addressCountry": "US"
  },
  "areaServed": [{ "@type": "City", "name": "Glendale" }, { "@type": "City", "name": "Burbank" }],
  "knowsLanguage": ["English", "Armenian"],
  "sameAs": ["https://www.avvo.com/...", "https://www.martindale.com/...", "https://apps.calbar.ca.gov/..."]
}
```

Each attorney

```
{
  "@type": "Person",
  "@id": "https://yourfirm.com/attorneys/jane-doe#person",
  "name": "Jane Doe",
  "jobTitle": "Founding Attorney",
  "worksFor": { "@id": "https://yourfirm.com/#organization" },
  "alumniOf": "Loyola Law School",
  "sameAs": ["https://www.linkedin.com/in/...", "https://www.avvo.com/attorneys/..."]
}
```

Question content

```
{
  "@type": "FAQPage",
  "mainEntity": [{ "@type": "Question", "name": "How is child custody decided in California?",
    "acceptedAnswer": { "@type": "Answer", "text": "California courts decide custody on the child's best interest..." } }]
}
```

Google no longer shows FAQ rich results for most sites, but AI engines still use the markup to extract question-and-answer pairs. Keep it on every page that has questions, with the answer text matching what is visible.

Guides and articles

```
{
  "@type": "Article",
  "headline": "How Long Does a Divorce Take in LA County?",
  "datePublished": "2026-09-01", "dateModified": "2026-09-18",
  "author": { "@type": "Person", "@id": "https://yourfirm.com/attorneys/jane-doe#person" },
  "publisher": { "@id": "https://yourfirm.com/#organization" }
}
```

Rules that matter

- One `@id` per entity, reused everywhere. Two different ids for the firm reads as two firms.
- `sameAs` must point at profiles that carry the same name and phone. Fix the profiles first.
- Do not mark up what is not visible on the page. Engines compare.
- Validate with Google's Rich Results Test and the Schema.org validator after every change.
- Do not repeat the organization block on every page with different data.

What to skip

- `Attorney` as the only type: deprecated in 2024.
- `Review` or `AggregateRating` written by the firm itself: Google treats self-serving reviews as spam.
- Sitelinks search box markup: deprecated November 2024.

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