



ATTORNEY VISIBILITY AI

— THE FIELD GUIDE · A FREE GUIDE

10 Rules of Marketing *for Law Firms*

How today's firms get found — in search, on the map, and in AI — then turn that visibility into signed cases.

Marketing isn't about being everywhere. It's about being *found* *the moment someone* *needs you.*

People don't shop for a lawyer the way they shop for shoes. They search in a moment of stress — after the arrest, the accident, the notice in the mail. They compare two or three names, and they decide fast.

That changes everything about how a firm should market itself. The ten rules in this guide separate firms that grow from firms that wait on referrals and luck. No fluffy theory — just the things that move signed cases.

01

Your next client is searching right now.

When someone needs a lawyer, the journey almost always starts in a search bar: “immigration lawyer near me,” “DUI attorney in [city].” The local map results — those three listings beside the little map — capture most of that high-intent traffic. Your Google Business Profile decides whether you’re in them.

It’s also the most neglected asset you own. Most firms claim the profile once and never touch it again. The ones that win treat it like a storefront: the exact primary category, every practice area listed as a service, real photos, current hours, and a steady drip of posts.

QUICK WIN

Set your primary category to the precise practice (“Immigration attorney,” not just “Attorney”), add every practice area as a service, and post once a week.

02

Reviews are the new word of mouth — and they rank you, too.

Reviews do double duty. They convince the human reading them, and their volume, recency, and wording signal relevance to Google's map rankings. For a law firm, few things move the needle harder.

Lawyers have one extra layer to respect: bar rules on testimonials and client confidentiality. So build a system, not a stunt. Ask every satisfied client at the right moment, respond to every review — including the hard ones, without ever revealing client details — and never buy or incentivize a single one.

QUICK WIN

Send a review request by text 24–48 hours after a good outcome. Small and consistent beats a one-time spike.

Compliance note. *Never respond with confidential client information, and check your state bar's rules on testimonials before you ask.*

03

Speed to lead is the case you're already losing.

The data is brutal and consistent: reach a new lead within five minutes and your odds of connecting soar; wait an hour and they fall off a cliff. A client in crisis calls three or four firms and signs with the one that answers first — and answers with calm.

Most firms let leads go cold. The front desk is busy, the contact form lands in an inbox nobody watches, and nights and weekends are dead air. That gap is signed cases walking out the door.

QUICK WIN

Aim to respond in under five minutes during the day, and cover nights and weekends with an intake service or a chatbot that captures and qualifies. Then measure your average response time.

04

Your website is your hardest-working associate.

A website isn't a brochure — it's a team member working every hour you're not, with one job: turn a stranger in distress into a booked consult. To do that it has to load fast (speed drives both conversion and ranking), work first on a phone, and say what you do, where, and how to reach you within five seconds.

And it has to earn trust — real results, real credentials, real faces from your team, not stock photos of gavels. A beautiful site that doesn't convert is just an expensive business card.

QUICK WIN

On mobile, your phone number should be tappable and visible without scrolling, and the page should name your practice and city in the first five seconds.

05

Answer the questions your clients are actually asking.

Before anyone hires you, they search questions: “what happens after a DUI in [state],” “how much does a divorce cost,” “can I still get a green card if...” Content that answers those clearly does three things at once — it ranks, it builds trust, and it feeds the AI tools in the next rule.

The trap is thin, generic, mass-produced content with no real expertise behind it. Google discounts it and clients see through it. Genuine experience wins; volume for its own sake doesn't.

QUICK WIN

Write down the ten questions clients ask most in a first consult, and answer each one on its own clear page. That's the best legal SEO content there is.

06

Show up where people now ask: AI search.

Search is shifting. More people are asking ChatGPT, Gemini, Perplexity, and Google's own AI answers things like "best immigration lawyer in [city]" or "what should I do after a car accident." Those answers cite sources — and Generative Engine Optimization (GEO) is the work of making your firm the source they cite.

It runs on structured, factual content, consistent citations across the web, schema markup, and recognizable authority. The firms that move early will own this the way early movers owned SEO a decade ago.

QUICK WIN

Ask ChatGPT or Gemini, "best [your practice] lawyer in [your city]." If you're not there, that's your visibility gap — and your opportunity.

07

Track signed cases, not vanity metrics.

Impressions, traffic, and likes don't pay the bills. Qualified leads, booked consults, and signed cases do — along with what each one costs you. Without tracking where clients actually come from, you're spending blind: cutting what works and feeding what doesn't.

Legal cases carry real value, so the math matters. Knowing that a channel brings in cases worth thousands at a few hundred dollars each changes every decision you make.

QUICK WIN

Turn on call tracking and record the source of every new case for 90 days. What's really bringing clients in will surprise you.

08

Paid ads amplify a foundation — they don't replace one.

Paid ads can bring cases fast. Google's Local Services Ads — the “Google Screened” listings for attorneys — sit at the very top, charge per lead, and carry a verification badge clients trust. Used well, they're powerful.

Used without a foundation, they're a leak. You pay for the click and lose the client on a slow site or a phone nobody answers. Ads amplify what already works; they don't fix what's broken.

QUICK WIN

Before you scale ads, get Rules 3 and 4 right — fast intake and a site that converts. Then start with Local Services Ads for the trust that Google Screened badge brings.

09

Be unmistakably you.

In a crowded market, “we fight for you” and “experienced and aggressive” are interchangeable — and forgettable. Clear positioning wins: what you’re known for, who you serve, and the thing a competitor couldn’t copy — a language, a community, a niche, an approach.

Then make it consistent. The same name, colors, and voice across your site, your profile, your social, and your ads builds recognition over time. People hire the firm they feel they already know.

QUICK WIN

Finish this sentence in a way a competitor couldn’t steal: “We’re the firm that ____.” Then use it everywhere.

10

Marketing is a system, not a spark.

The most expensive mistake in legal marketing is treating it like a switch — flipped on when things are slow, off when you're busy. That feast-and-famine cycle throws away your momentum, because SEO, reviews, content, and authority compound over time. Stop, and the interest resets to zero.

The firms that grow treat marketing as an always-on system: consistent presence, consistent follow-up, consistent investment. It isn't what you do once. It's what you do every week.

QUICK WIN

Pick three marketing actions you'll do every single week for the next six months — no exceptions. Consistency beats intensity.



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PUT THIS TO WORK

You don't have to do this alone.

Knowing the rules is one thing. Running them — week after week, while you're also practicing law — is another.

That's what we do. Attorney Visibility AI helps firms get found: in search, on the map, and now in AI. Websites that convert, local SEO, GEO, and intake that answers fast — built and run for you.

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Get *hired.*

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