JP MARKETING

EBOOK

The Complete SEO & AI Search Visibility Blueprint

How law firms can show up on Google, Maps, ChatGPT, and other AI tools

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Search changed. Here's what's going on.

A few years ago, people typed "car accident lawyer edison nj" into Google and clicked a blue link.

Now they do that **and** a lot more:

Where people search	What they see
Google search	AI answer at the top (AI Overview), then the map, then links
Google Maps	The Map Pack, reviews, and a new AI 'Ask' button
ChatGPT	A written answer that often names businesses and links to sites
Gemini, Perplexity, Copilot	Same idea: AI answers that pull from websites, directories, and reviews
Apple Maps / Siri	Business info from Apple Business Connect
Social and video	TikTok, YouTube, Instagram searches

The good news: AI tools don't make things up out of nowhere (most of the time). They read the web. They read **your website, your Google profile, your reviews, and other sites that mention you.**

So the same basics that win on Google also help you show up in AI answers. You just need to do them really well, and make your info super clear.

> **Honest note:** Nobody can promise you'll show up in ChatGPT or Google's AI. Anyone who guarantees that is not being straight with you. What you CAN do is make it easy for these tools to find, understand, and trust you. That's what this blueprint covers.

Words to know

Word	What it means
SEO	Search Engine Optimization: doing things so Google shows you more.

Word	What it means
Map Pack	The 3 businesses on the map at the top of a local Google search.
Service page	A page about ONE thing you do.
Backlink	A link from another website to yours. Like a vote of trust.
AI search	Tools like ChatGPT, Gemini, Perplexity, and Google's AI answers.
Schema	Hidden code that labels your info for computers.
AI Overview	Google's AI answer at the top of some searches.
Entity	A 'thing' Google knows about, like your business. Clear, matching info helps Google know you.
Referral	A visit that came from another website, like chatgpt.com.

How AI tools decide who to mention

Think of an AI tool like a smart new neighbor who just moved to Edison. Someone asks them, "Who's a good lawyer around here?" They'd look around for clues:

1. **Is this business real and clear?** (Same name, address, phone everywhere. Clear pages about what they do.)
2. **Do other people talk about them?** (Reviews, directories, news, local sites, partners.)
3. **Do they answer my exact question?** (Pages about the exact service, place, price, or problem.)
4. **Can I trust them?** (Licenses, experience, real people, real photos.)
5. **Is the info fresh?** (Recent reviews, updated pages, active profile.)

The 9 building blocks

1. A complete Google Business Profile

This is still the #1 thing for local search, and Google's AI uses it too. Get the right category, every service, real photos, posts, and lots of reviews. (See our GBP Setup guide.)

2. A website built the right way

Your site needs a clear page for every important thing. For law firms, that means:

- Home
- One page per practice area
- One page per case type (car, truck, construction, wills, trusts)
- Attorney bio pages
- Results/Testimonials (with required disclaimers)
- Free Consultation / How It Works
- Fees
- Location pages for real offices
- Seminar/Events page (estate)
- Blog/Resources
- Contact

3. Service pages that answer real questions

Each service page should answer: What is it? Who is it for? How does it work? How much does it cost? Why you? What do people ask? Short, clear answers are what AI tools like to use.

4. Clear facts about your business

AI tools love facts they can compare. Put these on your site in plain words:

- Bar admissions
- Certified attorney status (only if certified by the state)
- Years in practice
- Awards (follow bar rules)
- Memberships (state trial lawyers, NAELA, etc.)
- Languages spoken
- Hours, areas served, and how to book a free consultation

5. Reviews, reviews, reviews

Reviews are proof. AI answers often say things like "known for friendly staff" because that's what reviews say. Get reviews on Google first, then on the other big sites for law firms.

6. Mentions on other sites

The sites that matter most for Law Firms:

- **Avvo** (Legal directory)
- **Justia Lawyer Directory** (Legal directory)
- **FindLaw / Lawyers.com / Martindale-Hubbell** (Legal directories)
- **Super Lawyers / Best Lawyers** (Recognition sites)
- **Your state bar and county bar association** (Bar directory)
- **Practice-area groups (state trial lawyers association, NAELA, etc.)** (Association)
- **Law school alumni pages** (Education)
- **Local chamber of commerce** (Local)

7. Helpful content (blogs and guides)

Write posts that answer the questions clients really ask. Examples:

- How are settlements paid out?
- What is pain and suffering?
- Does an estate plan expire?
- How do I find a good truck accident lawyer?
- What documents do I need for estate planning?
- Can a trust protect assets from nursing home costs?

8. Technical basics

You don't need to be a tech expert. Just make sure:

- Your site loads fast and works great on phones
- Google can see your pages (check Google Search Console)
- Your site isn't blocking search and AI crawlers by mistake (ask your web person to check your robots.txt file)

- Every page has a clear title and heading
- You use schema markup (hidden code that labels your info). For you: LegalService or Attorney for the firm, Person schema for each attorney (with bar admissions), and question-and-answer sections on practice-area pages.
- Your important info is written in text, not only inside pictures

9. Tracking

You can't grow what you don't measure. Set up:

- Google Analytics 4 (watch for visits from chatgpt.com, perplexity.ai, gemini.google.com and similar sites under 'referrals')
- Google Search Console
- Call tracking
- A simple monthly check where you ask AI tools your top questions

The AI visibility test (do this every month)

Open ChatGPT, Gemini, Perplexity, and Google. Ask these questions (change the city to yours):

1. Who is a good truck accident lawyer in Edison, NJ?
2. Which estate planning attorneys near New Brunswick offer free consultations?
3. Best construction accident lawyer in Middlesex County?
4. How much does a living trust cost in New Jersey and who can do it?
5. Is there a Spanish-speaking injury lawyer near Woodbridge?

Write down the answers in a simple sheet:

Question	Tool	Did we show up?	Who showed up?	Sites the AI mentioned
Who is a good truck accident lawyer in E...	ChatGPT			
	Gemini			
	Google AI			
	Perplexity			

If competitors show up and you don't, look at the sites the AI mentions. That's your to-do list. Get listed there, get reviews there, or make a better page than theirs.

Top moves for Law Firms

1. Make one deep page per case type and answer real questions in short paragraphs (deadlines, fees, steps).
2. Build strong attorney bios: bar admissions, years, case types, languages, awards (bar-compliant).
3. Get listed and reviewed on Avvo, Justia, and Google. AI answers often cite these.
4. Publish local data pages (dangerous roads, local courts) that other sites will cite.
5. Keep firm name, address, and phone the same everywhere.

Your 30-day starter plan

Week	Do this
1	Fix Google profile + start reviews + set up tracking
2	Rewrite your top 3 service pages with FAQs and prices
3	Make your info match on the top directories for lawyers
4	Write 2 question-style blog posts + run the AI visibility test

What NOT to do

- Don't buy fake reviews or fake links
- Don't make tons of thin AI-written pages that all say the same thing
- Don't hide prices and key facts if you can share them
- Don't stuff city names into every sentence
- Don't trust anyone who guarantees AI rankings

Sources used for the platform facts in this guide (checked November 2026):

- Google Maps Q&A replaced by AI "Ask" feature: Search Engine Roundtable
- What Ask Maps reads (website FAQs, reviews, profile): Whitespark

Common questions

Is SEO dead because of AI?

No. AI tools read websites, profiles, and reviews to answer. Good SEO is how you get into those answers.

Can I pay to show up in ChatGPT?

Some AI tools are testing ads, but you can't pay to be the 'recommended' answer. Earn it with the steps in this guide.

Which AI tool matters most?

Google's AI answers reach the most people today. ChatGPT, Gemini, and Perplexity are growing. The same steps help with all of them.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.