JP MARKETING

GUIDE + CHECKLIST

15 Ways to Show Up in ChatGPT, Google AI & Other AI Search Tools

A step-by-step, plain-English guide for law firms

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Read this first

More and more people don't just Google things anymore. They ask an **AI tool**. They type something like:

> "Who is a good truck accident lawyer in Edison, NJ?"

And the AI writes back an answer. Sometimes it names businesses. Sometimes it names your competitors.

This guide shows you **15 ways** to make it easier for AI tools to find you, understand you, and trust you. Each way has:

- **What it is** (in plain words)
- **Why it matters**
- **How to do it** (step by step)
- **An example** for law firms
- **What to watch out for**
- **How long it takes**
- **A box to check** when you're done

> **The honest truth:** Nobody can promise that ChatGPT or Google will name your business. Anyone who promises that is fibbing. What you CAN do is make it really easy for these tools to pick you. These 15 ways do that.

Words to know

Word	What it means
AI search tool	A computer helper you can ask questions, like ChatGPT, Gemini, or Perplexity. It writes an answer for you.

Word	What it means
Google AI Overview	The AI answer box at the top of some Google searches.
Google Business Profile	Your free listing on Google Maps. People also call it GMB.
Directory	A website that lists lots of businesses, like Yelp or a phone book online.
Review	When a customer writes about you and gives you stars.
Service page	A page on your website about ONE thing you do.
FAQ	Short for 'frequently asked questions.' A list of questions and answers.
Schema	Hidden code on your website that labels your info so computers can read it fast.
Crawler / bot	A computer program that reads websites for Google or an AI company.
N.A.P.	Your business Name, Address, and Phone number.

How AI tools pick who to name

Think of an AI tool like a new kid in town. Someone asks the new kid, "Who's a good lawyer around here?" The new kid doesn't know anyone yet. So they look for clues:

1. **Is this business easy to understand?** (Clear pages about what they do and where)
2. **Do other people talk about them?** (Reviews, directories, local websites)
3. **Do they answer my exact question?** (A page about that exact service, price, or problem)
4. **Can I trust them?** (Real people, real licenses, real photos)
5. **Is the info fresh?** (New reviews, new posts, updated pages)

Every way in this guide helps with one or more of these clues.

The 15 ways

Way #1: Fill out your Google profile all the way

What it is: Your Google Business Profile is your free listing on Google Maps. It has your name, hours, photos, services, and reviews.

Why it matters: Google's own AI reads your profile when it answers questions. Google Maps now has an AI 'Ask' button too. It uses your profile, your reviews, and your website to answer. If a box is empty, the AI has less to say about you.

How to do it:

1. Go to google.com/business and log in.
2. Check your main category. For most law firms, it should be: Pick the one that matches your main practice: Personal Injury Attorney, Estate Planning Attorney, Family Law Attorney, Criminal Justice Attorney, Bankruptcy Attorney, Immigration Attorney, or Law Firm.
3. Add every service you offer, one by one. Give each one 2 or 3 sentences.
4. Fill in your hours, holiday hours, phone, website, and booking link.
5. Write your 750-letter description. Say who you help, what you do, and where.
6. Add at least 10 real photos. Add a few more every week.

> **Example:** Before: Garden State Law Group had 1 category and 3 services listed. After: 4 categories, 11 services with short descriptions, 25 photos, and a booking link.

Watch out for:

- Stuffing extra words into your business name (Google can suspend you for this)
- Picking a category that is not really your main thing
- Leaving holiday hours wrong

Time it takes: 1 to 2 hours the first time. 15 minutes a week after that.

- ☐ **Done when:** Every box in your profile is filled in, and you have 10+ real photos.

Way #2: Make your name, address, and phone match everywhere

What it is: Your Name, Address, and Phone (N.A.P.) show up on lots of websites. They should look exactly the same on every one.

Why it matters: AI tools check many websites to make sure you are real. If one site has an old phone number and another has a different name, the AI gets confused. Confused AI tools often just pick someone else.

How to do it:

1. Write down your one official version. Example: name, street, suite, city, state, ZIP, phone.
2. Google your business name. Open the first 20 results.
3. Write down every site that has wrong info.
4. Log in to each one and fix it. If you can't log in, use the 'suggest an edit' or 'claim this business' button.
5. Keep a list of every site, the login email, and the date you fixed it.

> **Example:** Garden State Law Group found an old address on 6 sites from before they moved. They fixed all 6 in one afternoon.

Watch out for:

- Using 'Ste' on one site and 'Suite' on another is fine. Different phone numbers or old addresses are NOT fine.
- Making new listings when old ones already exist (fix the old one instead)

Time it takes: 2 to 3 hours.

- ☐ **Done when:** Your top 20 listings all match your official version.

Way #3: Give every service its own page

What it is: A service page is a page on your website about ONE thing you do. Like a page just for Car Accident Lawyer, and another page just for Truck Accident Lawyer.

Why it matters: When someone asks an AI tool about car accident lawyer in Edison, the AI looks for a page that is all about that. One big page that lists everything is much harder for the AI to use.

How to do it:

1. Make a list of every service you offer.
2. Circle the 3 that bring you the most money or the most calls.
3. Make one page for each of those 3 first.
4. On each page, answer: What is it? Who is it for? How does it work? How much does it cost? Why pick you?
5. Add a button to book a free consultation at the top and bottom.
6. Do the rest of your services, 2 a month.

> **Example:** Pages for Garden State Law Group: /car-accident-lawyer/, /truck-accident-lawyer/, /construction--workplace-injury-lawyer/ and so on.

Watch out for:

- Copying one page and only changing the service name
- Pages with just 2 sentences on them

Time it takes: 2 to 3 hours per page.

- [ ] **Done when:** Your top 3 services each have their own full page.

Way #4: Make one deep page per case type and answer real questions in short paragraphs (deadlines, fees, steps)

What it is: This one is special for law firms. Make one deep page per case type and answer real questions in short paragraphs (deadlines, fees, steps).

Why it matters: This is one of the biggest wins for law firms.

How to do it:

1. Write down the facts first, as a simple list. No fancy words.
2. Turn the list into a page or a section on your website. Use headings so it's easy to skim.
3. Link to it from your homepage and from the service pages it goes with.
4. Add the same facts to your Google Business Profile (services, description, or a post) where they fit.
5. Make sure the facts match on the other big sites you're listed on.

6. Ask someone outside your business to read it. Can they find the answer in 1 minute?

> **Example:** Someone asks an AI tool: "Who is a good truck accident lawyer in Edison, NJ?" The AI looks for clear facts like this. If you have them and others don't, you have a better shot.

Watch out for:

- Making claims you can't prove
- Hiding the info deep in a PDF or a picture (AI reads text best)

Time it takes: 1 to 3 hours.

- [ ] **Done when:** The info is live on your site and easy to find in 1 click from your homepage.

Way #5: Build strong attorney bios: bar admissions, years, case types, languages, awards (bar-compliant)

What it is: This one is special for law firms. Build strong attorney bios: bar admissions, years, case types, languages, awards (bar-compliant).

Why it matters: This is one of the biggest wins for law firms.

How to do it:

1. Write down the facts first, as a simple list. No fancy words.
2. Turn the list into a page or a section on your website. Use headings so it's easy to skim.
3. Link to it from your homepage and from the service pages it goes with.
4. Add the same facts to your Google Business Profile (services, description, or a post) where they fit.
5. Make sure the facts match on the other big sites you're listed on.
6. Ask someone outside your business to read it. Can they find the answer in 1 minute?

> **Example:** Someone asks an AI tool: "Which estate planning attorneys near New Brunswick offer free consultations?" The AI looks for clear facts like this. If you have them and others don't, you have a better shot.

Watch out for:

- Making claims you can't prove
- Hiding the info deep in a PDF or a picture (AI reads text best)

Time it takes: 1 to 3 hours.

- [ ] **Done when:** The info is live on your site and easy to find in 1 click from your homepage.

Way #6: Get listed and reviewed on Avvo, Justia, and Google

What it is: This one is special for law firms. Get listed and reviewed on Avvo, Justia, and Google.

Why it matters: AI answers often cite these.

How to do it:

1. Write down the facts first, as a simple list. No fancy words.
2. Turn the list into a page or a section on your website. Use headings so it's easy to skim.
3. Link to it from your homepage and from the service pages it goes with.
4. Add the same facts to your Google Business Profile (services, description, or a post) where they fit.
5. Make sure the facts match on the other big sites you're listed on.
6. Ask someone outside your business to read it. Can they find the answer in 1 minute?

> **Example:** Someone asks an AI tool: "Best construction accident lawyer in Middlesex County?" The AI looks for clear facts like this. If you have them and others don't, you have a better shot.

Watch out for:

- Making claims you can't prove
- Hiding the info deep in a PDF or a picture (AI reads text best)

Time it takes: 1 to 3 hours.

- [ ] **Done when:** The info is live on your site and easy to find in 1 click from your homepage.

Way #7: Publish local data pages (dangerous roads, local courts) that other sites will cite

What it is: This one is special for law firms. Publish local data pages (dangerous roads, local courts) that other sites will cite.

Why it matters: This is one of the biggest wins for law firms.

How to do it:

1. Write down the facts first, as a simple list. No fancy words.
2. Turn the list into a page or a section on your website. Use headings so it's easy to skim.
3. Link to it from your homepage and from the service pages it goes with.
4. Add the same facts to your Google Business Profile (services, description, or a post) where they fit.
5. Make sure the facts match on the other big sites you're listed on.
6. Ask someone outside your business to read it. Can they find the answer in 1 minute?

> **Example:** Someone asks an AI tool: "How much does a living trust cost in New Jersey and who can do it?" The AI looks for clear facts like this. If you have them and others don't, you have a better shot.

Watch out for:

- Making claims you can't prove
- Hiding the info deep in a PDF or a picture (AI reads text best)

Time it takes: 1 to 3 hours.

- [ ] **Done when:** The info is live on your site and easy to find in 1 click from your homepage.

Way #8: Keep firm name, address, and phone the same everywhere

What it is: This one is special for law firms. Keep firm name, address, and phone the same everywhere.

Why it matters: This is one of the biggest wins for law firms.

How to do it:

1. Write down the facts first, as a simple list. No fancy words.
2. Turn the list into a page or a section on your website. Use headings so it's easy to skim.
3. Link to it from your homepage and from the service pages it goes with.
4. Add the same facts to your Google Business Profile (services, description, or a post) where they fit.
5. Make sure the facts match on the other big sites you're listed on.
6. Ask someone outside your business to read it. Can they find the answer in 1 minute?

> **Example:** Someone asks an AI tool: "Is there a Spanish-speaking injury lawyer near Woodbridge?" The AI looks for clear facts like this. If you have them and others don't, you have a better shot.

Watch out for:

- Making claims you can't prove
- Hiding the info deep in a PDF or a picture (AI reads text best)

Time it takes: 1 to 3 hours.

- [ ] **Done when:** The info is live on your site and easy to find in 1 click from your homepage.

Way #9: Put a short answer at the top of each page

What it is: The first 2 or 3 sentences on a page should answer the main question right away. Then you explain more below.

Why it matters: AI tools like to grab a short, clear answer. If your answer is hiding in paragraph 6, they may skip it.

How to do it:

1. Open one of your service pages.
2. Ask: what question is this page answering?
3. Write the answer in 2 or 3 short sentences.
4. Put that answer right under the main headline.
5. Do this on every service page and blog post.

> **Example:** Page: Car Accident Lawyer. Top answer: "Garden State Law Group offers car accident lawyer in Edison. [One sentence on who it's for.] [One sentence on cost or next step.]"

Watch out for:

- Starting with 'Welcome to our website!' (that answers nothing)
- Long stories before the answer

Time it takes: 15 minutes per page.

- [ ] **Done when:** Every service page starts with a 2 to 3 sentence answer.

Way #10: Add an FAQ to your service pages

What it is: FAQ means 'frequently asked questions.' It's a list of real questions with short answers.

Why it matters: People ask AI tools questions. If your page already has that exact question and a clear answer, the AI can use it.

How to do it:

1. Ask your front desk or team: what do people ask on the phone every week?
2. Write down 10 questions.
3. Write a 2 to 4 sentence answer to each. Start with the answer.
4. Put 5 to 8 of them at the bottom of the matching service page.

> **Example:** Questions for Truck Accident Lawyer: How much does a truck accident lawyer cost?; How long do I have to file a claim in New Jersey?; Who pays my medical bills after a truck crash?

Watch out for:

- Fake questions nobody asks ('Why are we the best?')
- Answers that say 'call us to find out' with no real answer

Time it takes: 1 hour per page.

- [ ] **Done when:** Your top 3 service pages each have 5+ real FAQs.

Way #11: Show prices or price ranges

What it is: Put a price, a 'starting at' price, or what changes the price on your pages.

Why it matters: 'How much does it cost?' is one of the top questions people ask AI tools. If you never say, the AI will use someone else's numbers or say 'call for pricing.'

How to do it:

1. List your 5 most common services.
2. For each, write a real price, a range, or 'starting at.'
3. If price really depends, list the 3 things that change it.
4. Add payment options: insurance, financing, plans.

> **Example:** "Car Accident Lawyer: most clients pay between $___ and $___. It depends on [thing 1], [thing 2], and [thing 3]. Financing available."

Watch out for:

- Prices that are old or wrong
- Making up prices just to have a number

Time it takes: 1 hour.

- [ ] **Done when:** Your top 5 services show a price, range, or what affects it.

Way #12: Get reviews every single week

What it is: Ask every happy client to leave a Google review. Make it easy with a text link.

Why it matters: Reviews are proof. AI answers often say things like 'known for friendly staff' or 'fast service.' Where do they get that? From reviews.

How to do it:

1. Get your review link from your Google profile ('Ask for reviews').
2. Pick a moment: right after a great visit, job, or result.
3. Send the link by text. Texts work much better than emails.
4. Send one reminder 2 days later if needed.

5. Reply to every review within 2 days.

> **Example:** Text: "Hi [Client Name], thank you for trusting Garden State Law Group. If you were happy with how we treated you, we'd be grateful for an honest Google review. Please..."

Watch out for:

- Paying for reviews or giving gifts for reviews (not allowed)
- Only asking some people so you only get good ones (not allowed)
- Ignoring bad reviews

Time it takes: 10 minutes a day.

- [ ] **Done when:** You get new reviews every week and reply to all of them.

Way #13: Make real bio pages for your people

What it is: A page for each important person on your team, with their photo, training, and experience.

Why it matters: AI tools and Google want to see real experts behind a business. A page with a real person, a real license, and real years of experience builds trust.

How to do it:

1. Make a list of your key people.
2. For each one, gather: photo, title, training, licenses, years, what they love about their job.
3. Write a short, friendly bio (200 to 400 words).
4. Link the bio to the services they do.

> **Example:** Trust facts to include for law firms: Bar admissions, Certified attorney status (only if certified by the state), Years in practice, Awards (follow bar rules).

Watch out for:

- Stock photos
- Bios that just say 'John is passionate about excellence'

Time it takes: 30 minutes per person.

- [ ] **Done when:** Every key person has their own page with a real photo.

Way #14: Make sure bots can read your website

What it is: Google and AI companies send 'bots' (computer readers) to read websites. Your site should let them in.

Why it matters: Sometimes a website blocks these bots by mistake. Then Google or AI tools can't read your pages at all.

How to do it:

1. Ask your web person: 'Is our robots.txt file or firewall blocking Google or AI search bots?'
2. Check Google Search Console for pages that are 'not indexed.'
3. Make sure your important info is written as text, not only inside images.

> **Example:** One business found its security plugin was blocking all bots. One setting change fixed it.

Watch out for:

- Putting your whole menu or price list in a picture only
- Ignoring Search Console errors

Time it takes: 30 minutes (plus your web person).

- [ ] **Done when:** Your web person confirms bots are not blocked, and your key pages are indexed.

Way #15: Test AI tools every month and track it

What it is: Once a month, ask AI tools the questions your clients ask. Write down what happens.

Why it matters: You can't fix what you don't check. This shows you if you're getting better, and which websites the AI trusts.

How to do it:

1. Open ChatGPT, Gemini, Perplexity, and Google.

2. Ask each of these questions:
    - Who is a good truck accident lawyer in Edison, NJ?
    - Which estate planning attorneys near New Brunswick offer free consultations?
    - Best construction accident lawyer in Middlesex County?
3. Write down: Did we show up? Who showed up? What websites did the AI mention?
4. Check Google Analytics for visits from chatgpt.com, perplexity.ai, and gemini.google.com.
5. Pick one thing to fix from what you learned.

> **Example:** Month 1: not mentioned. Month 3: mentioned in Perplexity. Month 5: mentioned in ChatGPT and Gemini. (Your results will be different.)

Watch out for:

- Testing once and giving up
- Only checking one AI tool

Time it takes: 30 minutes a month.

- [ ] **Done when:** You have a simple sheet with monthly test results.

Your 30-day plan

Don't try to do all 15 at once. Here's an easy order:

Week	Do these ways	Why first
Week 1	#1, #2, and the review habit	Fast wins and the base for everything else
Week 2	#3 and the short-answer way	Gives AI tools clear pages to use
Week 3	The industry ways (#4 to #8)	These matter most for law firms
Week 4	The rest + your first monthly AI test	Fill gaps and see where you stand

Score yourself

Count your checked boxes:

Boxes checked	Where you are	Do this next
0 to 5	Just getting started	Do Ways #1, #2, and #3 this week
6 to 10	Good start	Focus on reviews, FAQs, and prices
11 to 15	Strong	Keep testing every month and keep content fresh

A few rules to always follow

- Follow your state bar's advertising rules. No promises of results. Add required disclaimers. Don't give individual legal advice in comments. Never share client info.
- Never buy fake reviews or fake links.
- Never make up facts, prices, or awards.
- Don't make tons of copy-and-paste pages with AI. Quality beats quantity.

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.