JP MARKETING

PROMPT PACK

AI Prompts to Audit Your Website for SEO & AI Search

Copy-and-paste prompts for law firms

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What this pack does

These prompts help you check your website and Google profile the way an SEO expert would, then turn what you find into a simple fix plan. Great to run every 3 months.

Words to know

Word	What it means
Prompt	The instructions you type into an AI tool.
[Blank]	A spot you fill in with your real info.
Chat	One conversation with the AI. It remembers what you said earlier in the same chat.
Tone	How the writing sounds: friendly, serious, fun.

How to use these prompts

1. Open ChatGPT, Claude, or Gemini (free plans work).
2. Paste your business info block first (Step 1).
3. Copy a prompt. Swap the **[BLANKS]** for your real info.
4. Read what it gives you. **Fix anything that's wrong.** AI makes mistakes.
5. Ask it to change things: "shorter," "simpler words," "more friendly," "add a local example."

> **Important:** AI doesn't know your real prices, reviews, licenses, or results. Never let it make those up. Give it the real facts, or leave those spots blank and fill them in yourself.

Step 1: Fill in your business info

Every prompt below uses these blanks. Fill them in once, then copy them into each prompt.

Blank	What it means	Example (Law Firms)
[BUSINESS]	Your business name	Garden State Law Group
[CITY]	Your main city	Edison, NJ
[AREAS]	Nearby areas you serve	New Brunswick, Woodbridge, Piscataway, Metuchen, all of Middlesex County
[SERVICES]	Your services	car accidents, truck accidents, construction injuries, wills, living trusts, power of attorney, probate
[AUDIENCE]	Who you help	injured workers, drivers, and families planning for the future
[USP]	Why people pick you	free consults 7 days a week, no fee unless we win, Spanish spoken, free estate planning workshops
[TONE]	How you want to sound	calm, clear, plain English, no legal jargon

Pro move: Paste this "business info" block at the top of your AI chat before you use any prompt. Then the AI remembers it for the whole chat.

```
MY BUSINESS INFO
BUSINESS: Garden State Law Group
CITY: Edison, NJ
AREAS: New Brunswick, Woodbridge, Piscataway, Metuchen, all of Middlesex
County
SERVICES: car accidents, truck accidents, construction injuries, wills,
living trusts, power of attorney, probate
AUDIENCE: injured workers, drivers, and families planning for the future
USP: free consults 7 days a week, no fee unless we win, Spanish spoken, free
estate planning workshops
TONE: calm, clear, plain English, no legal jargon
Industry: Law Firms
Rules: 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.
```

The prompts

Prompt 1: Full site check (big picture)

Start here.

```
Act as a local SEO and AI search expert. I'll paste text from my website for
[BUSINESS], a law firm in [CITY].
[PASTE HOMEPAGE + TOP 3 SERVICE PAGES]
Grade 1 to 10 on: clear message, local signals, trust signals, page
coverage, answers to real questions, calls to action, and AI-friendliness.
Then list the top 10 fixes in order. Simple words.
```

Prompt 2: Find missing pages

Missing pages = missed searches.

```
Here is a list of every page on my website: [PASTE PAGE LIST OR SITEMAP].
I'm a law firm in [CITY] with these services: [SERVICES].
Which pages are missing that a law firm should have to rank on Google and
show up in AI answers? Here is a typical list: 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.
Give me the missing pages, in priority order, with a one-line reason for
each.
```

Prompt 3: Check one page deeply

Use this on your most important pages.

```
Audit this page for SEO and AI search: [PASTE PAGE TEXT + TITLE + META DESCRIPTION].
The search phrase I want it to rank for: [PHRASE].
Check: title, meta description, H1, first paragraph answer, headings, FAQ, internal links, trust facts, local mentions, call to action, length, and copy-paste/thin content.
Give a fix list and rewrite the title, meta description, and first paragraph.
```

Prompt 4: Check trust and E-E-A-T

Experience, expertise, authority, trust.

```
Look at my About page, team pages, and one service page: [PASTE].
What proof of experience and trust is missing for a law firm? Think about: 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.
List what to add and exactly where to put it.
```

Prompt 5: Check my Google Business Profile

Paste your profile info.

```
Here is my Google Business Profile info: name, categories, description, services, attributes, hours, number of photos, reviews count and rating, last post date: [PASTE].
I'm a law firm in [CITY]. Compare it to best practices and tell me the top 8 fixes.
Note: the best primary category for most law firms is usually 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.
```

Prompt 6: Test how AI sees you

Run in ChatGPT, Gemini, and Perplexity.

```
Answer as if a customer asked you: "Who is a good truck accident lawyer in
Edison, NJ?"
Then tell me:
1) Which businesses you'd recommend and why.
2) What sources or websites you're getting that info from.
3) What [BUSINESS] would need to have online for you to recommend it.
(Run this in a few AI tools and compare.)
```

Prompt 7: Check facts AI says about you

Find wrong info before customers do.

```
What do you know about [BUSINESS] in [CITY]? List our services, hours,
location, reviews, and anything else you can find, and where you found each
fact.
(Then compare to your real info. Fix wrong facts at the source: your site,
Google profile, and directories.)
```

Prompt 8: Build my 30-day fix plan

Turn the audit into action.

```
Here are my audit findings: [PASTE FIX LISTS FROM ABOVE].
Turn them into a 30-day plan: 4 weeks, 3 to 5 tasks per week, most important
first. Say who should do each (me, my web person, my staff). Keep it
realistic for a busy owner.
```

Check before you use it

- [ ] Every fact is true (prices, hours, licenses, years, results)
- [ ] No made-up reviews, stats, or awards
- [ ] Sounds like us (read it out loud)
- [ ] Simple words, short sentences
- [ ] Our city and service areas are right

- [ ] Clear next step for the reader
- [ ] Double-check AI audit claims with Google Search Console and PageSpeed Insights
- [ ] State bar advertising rules (ABA Model Rules 7.1-7.3 and your state's version).
- [ ] 'Attorney Advertising' labels where your state requires them.

How to tell if the AI did a good job

Good answer	Bad answer
Short sentences, plain words	Big fancy words
Uses YOUR facts	Makes up prices, reviews, or awards
Sounds like a real person	Sounds like an ad robot
Answers the question first	Long intro before the point
Mentions your city naturally	Says the city 20 times

How to fix a bad answer

Just reply to the AI with one of these:

- "Make it simpler. Use words a 10-year-old knows."
- "Shorter. Cut it in half."
- "Sound more like a friendly local business, less like a robot."
- "You made up [thing]. Remove anything I didn't give you."
- "Add a local example from [CITY]."
- "Start with the answer, then explain."
- "Give me 3 different versions so I can pick."

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.