AI Search Ranking Checklist for Law Firm Websites

This checklist is for law firms to evaluate how well their website content is structured and positioned to be selected and cited by Google's AI search.

Scoring Key (Score Yourself Out of 3):

- **0 (Not Ready):** No efforts have been made, or the item is completely absent. High priority for action.
- **1 (Basic Effort):** The item exists but is incomplete, inconsistent, or poorly optimised (e.g., outdated information, minimal schema). Needs substantial revision.
- **2 (Good Performance):** The item is in place and generally accurate, but lacks strategic depth or flawless execution. Needs refinement.
- **3 (AI-Optimised):** The item is strategically complete, flawlessly executed, and regularly maintained. Ready for AI citation.

Audit Item	Status (Y/N/NA)	Score (0-3)	Notes / Action Items
I. Foundational Authority & Trust (E-E-A-T)			
1.1 Lawyer Expertise: Do lawyer profiles clearly list specific legal credentials, relevant awards, and professional association memberships to establish authority?			
1.2 Demonstrated Experience: Are specific, non-confidential case results, detailed practice areas, or			

client success stories used to showcase real-world experience?			
1.3 Clear Ownership: Is the firm's complete contact information (Name, Address, Phone—) consistent across the website and external directories?			
1.4 Reputation Signals: Are client testimonials, peer reviews, and verifiable third-party endorsements easily visible on key service pages?			
II. Technical Structure & Speed			
2.1 Page Speed: Does the website load quickly across all devices (mobile and desktop) to meet Google's Core Web Vitals standards?			
2.2 Secure Connection (HTTPS): Is the website secured with an SSL certificate (HTTPS) across all pages?			
2.3 Structured Data (Schema): Is appropriate legal-specific Schema Markup (e.g., LegalService, FAQPage, Organisation) used to explicitly tell the AI what the page is			

about?			
2.4 Mobile First: Does the website offer a flawless and fast experience on mobile devices, which is Google's primary ranking factor?			
III. Content Answerability & Clarity			
3.1 Direct Answers: Does key content provide specific, factual, and non-promotional answers to common legal questions (e.g., defining a legal term or describing a process)?			
3.2 Q&A Format: Have we utilised H-tags (like <h2> or <h3>) to clearly format content in a Question-Answer structure that the AI can easily extract?			
3.3 Content Depth: Do we offer comprehensive, deep-dive articles or guides on specific, narrow legal topics to establish complete subject matter authority?			
3.4 Clarity Over Jargon: Is the language as simple and accessible as possible, avoiding unnecessary legal jargon or overly complex sentence structures?			
IV. Visibility & Indexing			

4.1 Internal Linking: Do key service pages and articles link heavily and intelligently to related content within the site, defining the site's network of expertise?			
4.2 Crawlability: Is the website's structure easy for search engine bots to navigate and is the sitemap accurately submitted to Google Search Console?			
4.3 Metadata Accuracy: Are all page titles and meta descriptions accurate, compelling, and free of misleading language or clickbait?			
4.4 AI Blocked Content: Are we certain that no important content is accidentally being blocked from Google's crawlers (e.g., via robots.txt or noindex tags)?			

Overall Score Interpretation (Total Score out of 48):

- **40-48 (High Readiness):** Excellent. Focus on maintenance.
- **25-39 (Moderate Readiness):** Good foundation. Focus on refinement.
- **0-24 (Low Readiness):** Requires fundamental review. Address low-scoring sections immediately.