How AI sees your firm.

Vantage Accident Attorneys

Chandler, Arizona · Measured Aug 19, 2026

EXAMPLE: Fictional firm and competitors. Real report arithmetic, fixture data, and no live AI systems queried.

THE BIG PICTURE

Getting found is your biggest opportunity. Your firm was absent from 57% of the completed test answers. Start by making your relevant services easier to find and verify.

AI DISCOVERY INDEX

Does AI mention your firm?

43 %

How often AI names your firm in the completed test answers.

Answers naming your firm ÷ completed test answers × 100. Rounded to a whole percentage from 13 of 30 completed test answers.

AI SELECTION INDEX

When mentioned, is your firm recommended first?

15 %

Of the test answers that name your firm, how often AI recommends it first.

First recommendations ÷ test answers naming your firm × 100. Rounded to a whole percentage from 2 of 13 test answers naming your firm.

RECOMMENDED FIRST OVERALL

7% of completed test answers. How often AI recommends your firm first across all completed test answers, not only the answers that name it. 90% recommended another firm first. 3% gave no single first recommendation.

First recommendations ÷ completed test answers × 100. Rounded to a whole percentage from 2 of 30 completed test answers. Of 30 test answers, 13 named your firm and 2 of those recommended it first.

Practice area tested: Personal injury law firm. Results apply to this tested scope, not your entire firm.
30 client situations × 1 AI model: 30 planned test answers; 30 completed.

OWNER REPORT / 01

Start with these 3 priorities.

The 12 recommended changes in this report, grouped into what to work on first. Every change is listed under the priority it belongs to, with a success check.

01 / CRITICAL / 9 CHANGES

Make your services easier for AI to understand

Pages and wording that match what a client actually asks for.

Improve your Car Accident page: Not named in 4 of 4 car accident test answers.

INTENDED BENEFIT: DISCOVERY / MEDIUM EFFORT

Improve your Car Accident page

What qualifies as a car accident case. How this differs from the neighbouring kind of case. Who at the firm handles it, and what they have done

Focus on: Car Accident

WHAT THIS SHOULD HELP

Help AI connect more relevant client situations to your firm.

HOW WE WILL CHECK

Found rises from 0 of 4 by at least 2 test answers on the re-test.

INTENDED BENEFIT: DISCOVERY / MEDIUM EFFORT

Create a page: Slip and Fall

What qualifies as a slip and fall case. How this differs from the neighbouring kind of case. Who at the firm handles it, and what they have done

Focus on: Slip and Fall

WHAT THIS SHOULD HELP

Help AI connect more relevant client situations to your firm.

HOW WE WILL CHECK

Found rises from 1 of 3 by at least 1 test answer on the re-test.

INTENDED BENEFIT: DISCOVERY / MEDIUM EFFORT

Expand your Truck Accident section

What qualifies as a truck accident case. How this differs from the neighbouring kind of case. Who at the firm handles it, and what they have done

Focus on: Truck Accident

WHAT THIS SHOULD HELP

Help AI connect more relevant client situations to your firm.

HOW WE WILL CHECK

Found rises from 0 of 3 by at least 1 test answer on the re-test.

6 further changes in this priority: Create a page: Aviation and Boating Accidents; Create a page: Catastrophic Injury; Create a page: Birth Injury; Create a page: Bicycle Accident; Choose where to add Motorcycle Accident; Create a page: Burn Injury. Each is printed in full in the appendix.

02 / CRITICAL / 1 CHANGE

Appear in the sources AI reads

The records and profiles assistants consult instead of your site.

Review directory listing options: Contributed to 17 test answers.

INTENDED BENEFIT: DISCOVERY / MEDIUM EFFORT

Review directory listing options

Review the cited sources. Update a profile only on a relevant directory that accepts your firm; competitor websites are context, not places to claim a listing.

Confirm where this belongs before writing; the brief says what the crawl found.

WHAT THIS SHOULD HELP

Help AI connect more relevant client situations to your firm.

HOW WE WILL CHECK

Found rises from 0 of 17 by at least 2 test answers on the re-test.

03 / MEDIUM IMPACT / 1 CHANGE

Give AI something independent to cite

Corroboration that does not come from your own website.

Add permitted results with supporting sources: Recommended first in 0 of 6 burn injury, defamation, hit and run, mass tort, negligent security, nursing home abuse test answers.

INTENDED BENEFIT: SELECTION / HIGH EFFORT

Add permitted results with supporting sources

Individually readable results — case type, what was achieved, venue, year — only where permitted. Tagged to the case type each belongs to. The disclaimer your jurisdiction requires

Focus on: Burn Injury, Defamation, Hit and Run, Mass Tort, Negligent Security, Nursing Home Abuse

WHAT THIS SHOULD HELP

Give AI clearer, verifiable reasons to recommend your firm.

HOW WE WILL CHECK

Recommended first rises from 0 of 6 by at least 2 test answers on the re-test.

The rest of the plan: Make your experience easy to verify (1 change). Every one of these changes is printed in full in the appendix.

Intended benefits are not forecasts. The full implementation briefs and any further opportunities follow in the appendix. Action reach can overlap; do not add it together.

Effort levels: Low — A change to pages or settings you already have; Medium — Writing or reworking pages, or updating your profiles on other sites; High — Ongoing work, such as earning reviews or publishing original material. A task's level is the one that describes the artifact it makes, never lower than the findings behind it declared; it describes the kind of work, not how long it takes.

OWNER REPORT / 02

Did the changes help?

Your starting point is saved. Re-run the same client situations after the work is live to see what moved.

PUBLISH · WAIT · RE-TEST

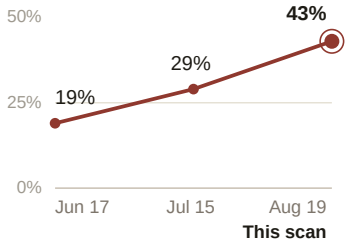
Re-test after the changed pages have been re-crawled and indexed. Google documents that crawling can take anywhere from a few days to a few weeks (Google Search Central, Ask Google to recrawl your URLs, updated 2025-12-10).

YOUR PROGRESS

DISCOVERY

% of all test answers

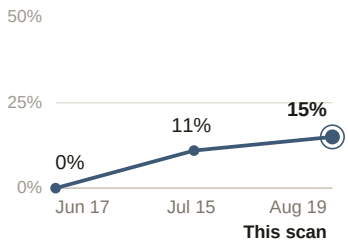
43%



SELECTION

% of answers naming you

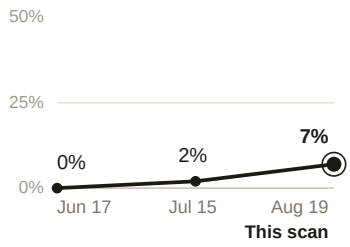
15%



RECOMMENDED FIRST

% of all test answers

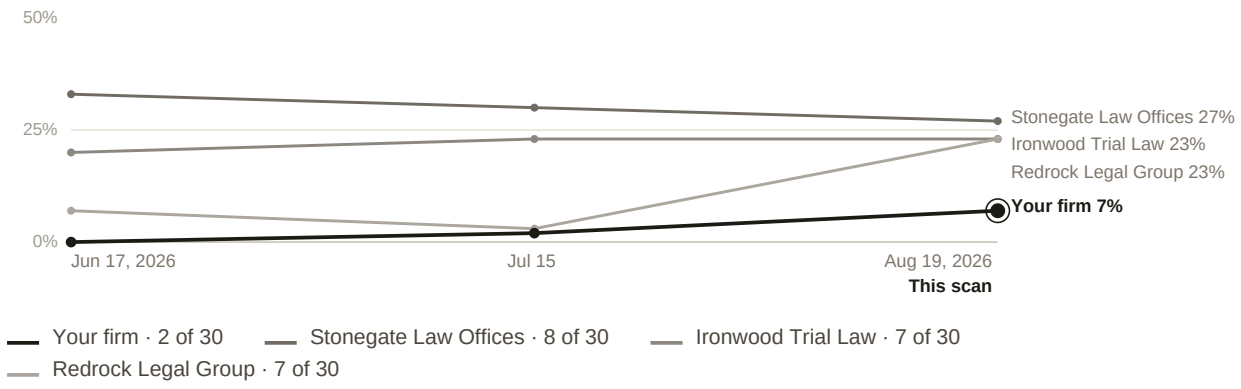
7%



3 comparable scans, Jun 17, 2026 to Aug 19, 2026.

COMPETING FIRMS

Answers in which AI recommended each firm first, as % of all test answers



Your firm · 2 of 30 — Stonegate Law Offices · 8 of 30 — Ironwood Trial Law · 7 of 30
Redrock Legal Group · 7 of 30

AI answers and search systems change. A before/after difference does not prove that your changes caused it. These indexes are rounded ratios over simulated client situations, not forecasts of enquiries or revenue.

The owner brief ends here. The appendix contains the full implementation plans, decision records, sources and methodology.

APPENDIX / COMPLETE RECORDS

CONDUCTED BY AGENTSIGNAL.WEBSITE · AI CLIENT ACQUISITION AUG 19, 2026

Vantage Accident Attorneys

Chandler, Arizona · vantageaccidentlaw.com

Practice area tested: Personal injury law firm

Case type: Aviation And Boating Accidents · Bicycle Accident · Birth Injury · Burn Injury · Car Accident · Catastrophic Injury · Construction Accident · Defamation and 15 more

30 client situations · 1 AI model · tested Aug 19, 2026 · Pro run report

Results apply to this tested scope, not your entire firm.

NEEDS ATTENTION

AI does not find Vantage Accident Attorneys often enough.

The loss happens before comparison. AI cannot consistently connect the client's need to your firm.

EXAMPLE REPORT Fictional firm and competitors. Real report arithmetic, fixture data, and no live AI systems queried.

What happened

Over 30 tested client decisions in this scope. The three counts add up to the 30.

Never surfaced you	17 of 30
Surfaced, not recommended first	11 of 30
Recommended first	**2 of 30**

WEAKEST CASE TYPE

Car Accident: surfaced in 0 of 4, recommended first in 0 of 4.

Tested once and therefore not compared: Aviation And Boating Accidents, Bicycle Accident, Birth Injury, Burn Injury, Catastrophic Injury, Defamation, Dog Bite, Drunk Driving Accident, Hit and Run, Mass Tort, Medical Malpractice, Motorcycle Accident, Negligent Security, Nursing Home Abuse, Railroad Worker Injury (FELA), Rideshare Accident, Toxic Torts And Mesothelioma, Wrongful Death, Construction Accident, Sexual Abuse (Civil). One client decision is a count, not a rate.

The three things we would fix first

01 **Competitors' published results are being cited and yours are not**
rests on 6 of 30 decisions · lost after being surfaced in 8 of the 8 it was observed in · Medium effort, a change to a page you already have · /practice-areas

02 **Become discoverable for the requests you are missing entirely**
rests on 17 of 30 decisions · never surfaced in 17 of 17 · High effort, a page to create

03 **Assistants reach competitors through sources the firm is absent from**
rests on 17 of 30 decisions · never surfaced in 17 of 17 · High effort, work on another site

Competitors' published results are being cited and yours are not — ordered first: it rests on 6 of 30 decisions, they were lost after the firm was surfaced in 8 of the 8 it was observed in, and it is a medium-effort change to a page you already have. Rule: sample size × stage of loss × fixability.

02 Who is beating you, and why

One row per client decision not won: what the prospective client asked, who was recommended first and its stated reason, what the assistant said it could not verify about you, and the change that answers it.

28 of 30 client decisions were not won: 27 went to a named competing firm, 1 to nobody. 25 of the 27 carry a reason the assistant stated; 0 of 28 carry something it said it could not verify about you. Every quotation names its run.

Quoted in full: the 3 client decisions where the answer said most about why. Every other one is a row in the table under them.

#1 · Bicycle Accident · Recommended · run 00000000

"A driver turned right across me while I was riding my bicycle to work and I came off hard — I have a broken wrist and a fractured collarbone. I am in Chandler, Arizona. I was in the marked lane and the driver says they simply did not see me. Their insurer has already asked me for a recorded statement about how fast I was going. I need to speak to someone about this today if possible. Ideally I want a local firm. Which personal injury attorneys or firms should I be talking to, and why those ones?"

Recommended first instead	Could not verify about you	The change
Redrock Legal Group "Offices across Arizona and the resources to fund experts against an insurer, and a large team and a name most people here recognize" (run 00000000)	no stated gap Page: none on the crawled site is about Bicycle Accident; it belongs under /practice-areas	Answer what Redrock Legal Group and Stonegate Law Offices are winning on /practice-areas

#2 · Slip And Fall · Never surfaced · run 00000000

"I broke my ankle when I slipped on the icy front steps of a friend's house and I do not know whether that is even a case when it is someone I know. I am in Chandler, Arizona. I had two surgeries and I am off work for at least three months. She has homeowner's insurance but I do not want to sue her personally. I am not in a rush to decide but I do want to get this right. Ideally I want a firm whose claims I can actually verify. Which personal injury attorneys or firms should I be talking to, and why those ones?"

Recommended first instead	Could not verify about you	The change
Stonegate Law Offices "A personal injury page that turns up easily in search, and it is the closest match to your constraints" (run 00000000)	no stated gap Page: none on the crawled site is about Slip And Fall; it belongs under /practice-areas	Become discoverable for the requests you are missing entirely a page to create

#3 · Drunk Driving Accident · Never surfaced · run 00000000

"My husband was hit by a drunk driver on his way home and broke his leg in two places. We are in Chandler, Arizona. The driver was arrested at the scene and is being charged. The insurance company has already offered us a settlement and I do not think it is fair. I am asking on behalf of my family because they are in no state to deal with this themselves. Ideally I want a firm with real resources behind it. Which personal injury attorneys or firms should we be talking to, and why those ones?"

Recommended first instead	Could not verify about you	The change
Ironwood Trial Law "A dedicated practice in wrongful death and catastrophic injury, and multi-million verdicts listed with the year, the court and the injury" (run 00000000)	no stated gap Page: none on the crawled site is about Drunk Driving Accident; it belongs under /practice-areas	Become discoverable for the requests you are missing entirely a page to create

Every other client decision not won (25)

CLIENT DECISION	RECOMMENDED FIRST INSTEAD…	WHAT IT COULD NOT VERIFY…	THE CHANGE
#4 · Mass Tort · Recommended · run 00000000	Hallcrest Injury Law — "published truck accident verdicts and settlements, including a $4.2 million result against a freight carrier" (run 00000000)	no stated gap — Page: none on the crawled site is about Mass Tort; it belongs under /practice-areas	Competitors' published results are being cited and yours are not — /practice-areas — Missing: Case results by case type
#5 · Hit and Run · Recommended · run 00000000	Hallcrest Injury Law — "published truck accident verdicts and settlements, including a $4.2 million result against a freight carrier" (run 00000000)	no stated gap — Page: none on the crawled site is about Hit and Run; it belongs under /practice-areas	Competitors' published results are being cited and yours are not — /practice-areas — Missing: Case results by case type
#6 · Car Accident · Never surfaced · run 00000000	Stonegate Law Offices — "A personal injury page that turns up easily in search, and it is the closest match to your constraints" (run 00000000)	no stated gap — Page: /practice-areas/car-accidents	Become discoverable for the requests you are missing entirely — /practice-areas/car-accidents
#7 · Slip And Fall · Never surfaced · run 00000000	Stonegate Law Offices — "A personal injury page that turns up easily in search, and it is the closest match to your constraints" (run 00000000)	no stated gap — Page: none on the crawled site is about Slip And Fall; it belongs under /practice-areas	Become discoverable for the requests you are missing entirely — a page to create
#8 · Railroad Worker Injury (FELA) · Recommended · run 00000000	Bellweather Injury Law — "You work directly with the attorney rather than a case manager, and a board certified injury attorney whose bio, admissions and case focus are all published" (run 00000000)	no stated gap — Page: none on the crawled site is about Railroad Worker Injury (FELA); it belongs under /practice-areas	Competitors' published results are being cited and yours are not — /practice-areas — Missing: Case results by case type

CLIENT DECISION	RECOMMENDED FIRST INSTEAD…	WHAT IT COULD NOT VERIFY…	THE CHANGE
#9 · Catastrophic Injury · Never surfaced · run 00000000	Redrock Legal Group — “Offices across Arizona and the resources to fund experts against an insurer, and a large team and a name most people here recognize” (run 00000000)	no stated gap — Page: none on the crawled site is about Catastrophic Injury; it belongs under /practice-areas	Become discoverable for the requests you are missing entirely — /practice-areas
#10 · Truck Accident · Never surfaced · run 00000000	Ironwood Trial Law — “A dedicated practice in wrongful death and catastrophic injury, and multi-million verdicts listed with the year, the court and the injury” (run 00000000)	no stated gap — Page: /practice-areas	Become discoverable for the requests you are missing entirely — /practice-areas
#11 · Truck Accident · Never surfaced · run 00000000	Redrock Legal Group — “Offices across Arizona and the resources to fund experts against an insurer, and a large team and a name most people here recognize” (run 00000000)	no stated gap — Page: /practice-areas	Become discoverable for the requests you are missing entirely — /practice-areas
#12 · Motorcycle Accident · Recommended · run 00000000	Stonegate Law Offices — “A personal injury page that turns up easily in search, and it is the closest match to your constraints” (run 00000000)	no stated gap — Page: /practice-areas	Answer what Redrock Legal Group and Stonegate Law Offices are winning on — /practice-areas — Missing: Case types handled; Case results by case type
#13 · Birth Injury · Never surfaced · run 00000000	Stonegate Law Offices — “A personal injury page that turns up easily in search, and it is the closest match to your constraints” (run 00000000)	no stated gap — Page: none on the crawled site is about Birth Injury; it belongs under /practice-areas	Become discoverable for the requests you are missing entirely — /practice-areas
#15 · Dog Bite · Never surfaced · run 00000000	Ironwood Trial Law — “A dedicated practice in wrongful death and catastrophic injury, and multi-million verdicts listed with the year, the court and the injury” (run 00000000)	no stated gap — Page: none on the crawled site is about Dog Bite; it belongs under /practice-areas	Become discoverable for the requests you are missing entirely — a page to create
#16 · Rideshare Accident · Recommended · run 00000000	Ironwood Trial Law — “A dedicated practice in wrongful death and catastrophic injury, and multi-million verdicts listed with the year, the court and the injury” (run 00000000)	no stated gap — Page: none on the crawled site is about Rideshare Accident; it belongs under /practice-areas	Competitors' published results are being cited and yours are not — /practice-areas — Missing: Case results by case type
#17 · Aviation And Boating Accidents · Never surfaced · run 00000000	Stonegate Law Offices — no stated reason	no stated gap — Page: none on the crawled site is about Aviation And Boating Accidents; it belongs under /practice-areas	Become discoverable for the requests you are missing entirely — /practice-areas
#18 · Defamation · Recommended · run 00000000	Ironwood Trial Law — “A dedicated practice in wrongful death and catastrophic injury, and multi-million verdicts listed with the year, the court and the injury” (run 00000000)	no stated gap — Page: none on the crawled site is about Defamation; it belongs under /practice-areas	Competitors' published results are being cited and yours are not — /practice-areas — Missing: Case results by case type
#19 · Nursing Home Abuse · Recommended · run 00000000	Ironwood Trial Law — “A dedicated practice in wrongful death and catastrophic injury, and multi-million verdicts listed with the year, the court and the injury” (run 00000000)	no stated gap — Page: none on the crawled site is about Nursing Home Abuse; it belongs under /practice-areas	Competitors' published results are being cited and yours are not — /practice-areas — Missing: Case results by case type
#20 · Car Accident · Never surfaced · run 00000000	Nobody · the assistant listed options without recommending one first — “Honestly, any of these 4 would work depending on what you care about most” (run 00000000)	no stated gap — Page: /practice-areas/car-accidents	Become discoverable for the requests you are missing entirely — /practice-areas/car-accidents
#21 · Car Accident · Never surfaced · run 00000000	Redrock Legal Group — no stated reason	no stated gap — Page: /practice-areas/car-accidents	Become discoverable for the requests you are missing entirely — /practice-areas/car-accidents
#22 · Medical Malpractice · Never surfaced · run 00000000	Stonegate Law Offices — “A personal injury page that turns up easily in search, and it is the closest match to your constraints” (run 00000000)	no stated gap — Page: none on the crawled site is about Medical Malpractice; it belongs under /practice-areas	Become discoverable for the requests you are missing entirely — a page to create
#23 · Toxic Torts And Mesothelioma · Never surfaced · run 00000000	Redrock Legal Group — “Offices across Arizona and the resources to fund experts against an insurer, and a large team and a name most people here recognize” (run 00000000)	no stated gap — Page: none on the crawled site is about Toxic Torts And Mesothelioma; it belongs under /practice-areas	Become discoverable for the requests you are missing entirely — a page to create

CLIENT DECISION	RECOMMENDED FIRST INSTEAD…	WHAT IT COULD NOT VERIFY…	THE CHANGE
#24 · Truck Accident · Never surfaced · run 00000000	Hallcrest Injury Law — “published truck accident verdicts and settlements, including a $4.2 million result against a freight carrier” (run 00000000)	no stated gap — Page: /practice-areas	Become discoverable for the requests you are missing entirely — /practice-areas
#25 · Slip And Fall · Recommended · run 00000000	Delgado Ruiz Injury Law — “A Spanish-speaking team throughout, attorneys included, not just the front desk, and a local office with evening appointments” (run 00000000)	no stated gap — Page: none on the crawled site is about Slip And Fall; it belongs under /practice-areas	Attorney-level evidence is not retrievable — /attorneys
#27 · Negligent Security · Recommended · run 00000000	Redrock Legal Group — “Offices across Arizona and the resources to fund experts against an insurer, and a large team and a name most people here recognize” (run 00000000)	no stated gap — Page: none on the crawled site is about Negligent Security; it belongs under /practice-areas	Competitors' published results are being cited and yours are not — /practice-areas — Missing: Case results by case type
#28 · Wrongful Death · Never surfaced · run 00000000	Redrock Legal Group — no stated reason	no stated gap — Page: /practice-areas	Become discoverable for the requests you are missing entirely — /practice-areas
#29 · Car Accident · Never surfaced · run 00000000	Stonegate Law Offices — “A personal injury page that turns up easily in search, and it is the closest match to your constraints” (run 00000000)	no stated gap — Page: /practice-areas/car-accidents	Become discoverable for the requests you are missing entirely — /practice-areas/car-accidents
#30 · Burn Injury · Recommended · run 00000000	Ironwood Trial Law — “A dedicated practice in wrongful death and catastrophic injury, and multi-million verdicts listed with the year, the court and the injury” (run 00000000)	no stated gap — Page: none on the crawled site is about Burn Injury; it belongs under /practice-areas	Competitors' published results are being cited and yours are not — /practice-areas — Missing: Case results by case type

Stages are the glossary's: Never surfaced, Surfaced, Shortlisted, Recommended. Parse confidence on every row: Deterministic only. A person named as the winner is resolved to their firm. "no stated reason" and "no stated gap" mean the answer did not say; the report never fills the cell. Every prospective client message is stored verbatim and reachable from the online report.

03 What to change

Per change: the page, the missing content, an example of what to add, its place by the printed rule, the effort, and how the re-test reads it.

Competitors' published results are being cited and yours are not — ordered first: it rests on 6 of 30 decisions, they were lost after the firm was surfaced in 8 of the 8 it was observed in, and it is a medium-effort change to a page you already have. Rule: sample size × stage of loss × fixability.

Re-test after publishing. Re-runs the whole benchmark on the same version; each change is read on the client situations it affected.

01 Publish the outcomes and independent corroboration your jurisdiction permits

Where: https://vantageaccidentlaw.com/practice-areas

Publish verifiable proof for: Burn Injury, Defamation, Hit and Run, Mass Tort, Negligent Security and 1 more.

Missing: Case results by case type

Example: Individually readable results — case type, what was achieved, venue, year — only where permitted

Outline: Individually readable results — case type, what was achieved, venue, year — only where permitted · Tagged to the case type each belongs to · The disclaimer your jurisdiction requires

Reach: 0 of 6 tested client decisions · Priority: #1 by the rule · rests on 6 of 30 decisions · lost after being surfaced in 8 of the 8 it was observed in · Effort: High

Re-test after publishing: Recommended first in 0 of 6 client decisions today. Recommended first rises from 0 of 6 by at least 2 client decisions on the re-test.

02 Strengthen your Car Accident page

Where: https://vantageaccidentlaw.com/practice-areas/car-accidents

Strengthen the pages you already have for: Car Accident.

Missing: nothing specific was recorded as unverifiable for this change

Example: Car Accident cases in Chandler — what qualifies, what happens next, and who handles it at Vantage Accident Attorneys. One title; do not repeat the phrase.

Outline: What qualifies as a car accident case · How this differs from the neighbouring kind of case · Who at the firm handles it, and what they have done · Results where your jurisdiction permits them, with the required disclaimer; otherwise true, specific experience · What the process looks like, step by step · The questions clients in these situations actually asked

Reach: 4 of 4 tested client decisions · Priority: #2 by the rule · rests on 17 of 30 decisions · never surfaced in 17 of 17 · Effort: Medium

Re-test after publishing: Found in 0 of 4 client decisions today. Found rises from 0 of 4 by at least 2 client decisions on the re-test.

03 Publish a page about Slip And Fall

Where: a page to create — link it from the pages the appendix names

Create dedicated pages for: Slip And Fall.

Missing: nothing specific was recorded as unverifiable for this change

Example: Slip And Fall cases in Chandler — what qualifies, what happens next, and who handles it at Vantage Accident Attorneys. One title; do not repeat the phrase.

Outline: What qualifies as a slip and fall case · How this differs from the neighbouring kind of case · Who at the firm handles it, and what they have done · Results where your jurisdiction permits them, with the required disclaimer; otherwise true, specific experience · What the process looks like, step by step · The questions clients in these situations actually asked

Reach: 2 of 3 tested client decisions · Priority: #2 by the rule · rests on 17 of 30 decisions · never surfaced in 17 of 17 · Effort: Medium

Re-test after publishing: Found in 1 of 3 client decisions today. Found rises from 1 of 3 by at least 1 client decision on the re-test.

9 further changes are in the appendix under Every finding, in the same order.

04 Appendix

The complete evidence behind your owner brief: where the assistants read, the competitive ground, what your site declares, what was measured, every decision, and what happens next.

Every case-type index

CASE TYPE	DISCOVERY %	SELECTION %
Car Accident	0%	—
Slip and Fall	33%	0%
Truck Accident	0%	—
Aviation and Boating Accidents	0%	—
Bicycle Accident	100%	0%
Birth Injury	0%	—
Burn Injury	100%	0%
Catastrophic Injury	0%	—
Defamation	100%	0%
Dog Bite	0%	—
Drunk Driving Accident	0%	—
Hit and Run	100%	0%
Mass Tort	100%	0%
Medical Malpractice	0%	—
Motorcycle Accident	100%	0%
Negligent Security	100%	0%
Nursing Home Abuse	100%	0%
Railroad Worker Injury (FELA)	100%	0%
Rideshare Accident	100%	0%
Toxic Torts and Mesothelioma	0%	—
Wrongful Death	0%	—
Construction Accident	100%	100%
Sexual Abuse (Civil)	100%	100%

AI Discovery Index: How often AI names your firm in the completed test answers. AI Selection Index: Of the test answers that name your firm, how often AI recommends it first. A dash means there was no eligible search for that index.

Where the assistants read

101 citations across 30 client decisions: 13 of your own site (vantageaccidentlaw.com, in 13 client decisions) and 88 of 6 other domains, most cited first. A citation is a page the assistant exposed; nothing here says it decided anything.

DOMAIN	KIND	CITATIO…	CITED IN	YOUR FIRM CITED	COMPETING FIRMS CITED
delgadoruizlaw.com	Other firms' own sites	17	17 of 30	No	Delgado Ruiz Injury Law
ironwoodtriallaw.com	Other firms' own sites	17	17 of 30	No	Ironwood Trial Law
hallcrestinjurylaw.com	Other firms' own sites	16	16 of 30	No	Hallcrest Injury Law
redrocklegalgroup.com	Other firms' own sites	16	16 of 30	No	Redrock Legal Group
stonegatelawoffices.com	Other firms' own sites	15	15 of 30	No	Stonegate Law Offices
bellweatherinjurylaw.com	Other firms' own sites	7	7 of 30	No	Bellweather Injury Law

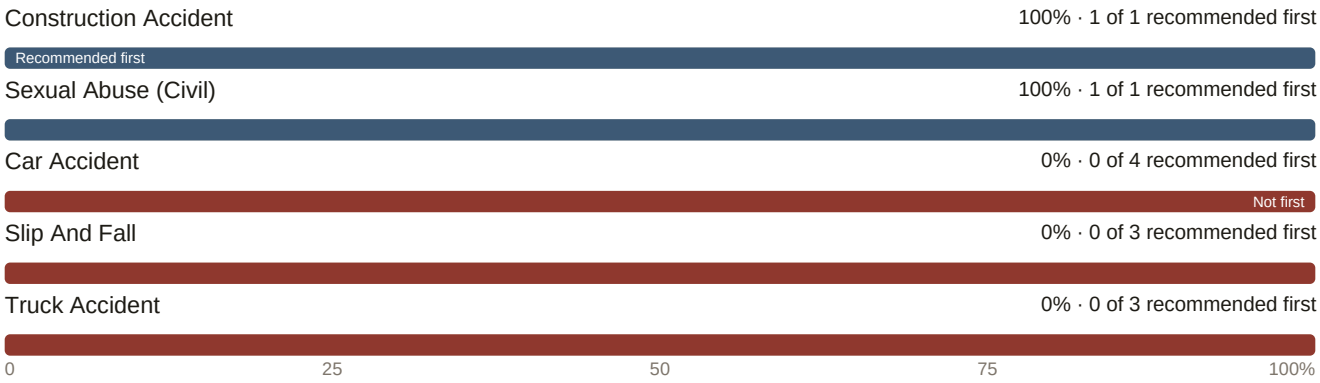
“Profile claimable” means the property publishes a profile a business can claim; whether this business has claimed one was not checked — a scan does not read third-party sites.

Where the ground is

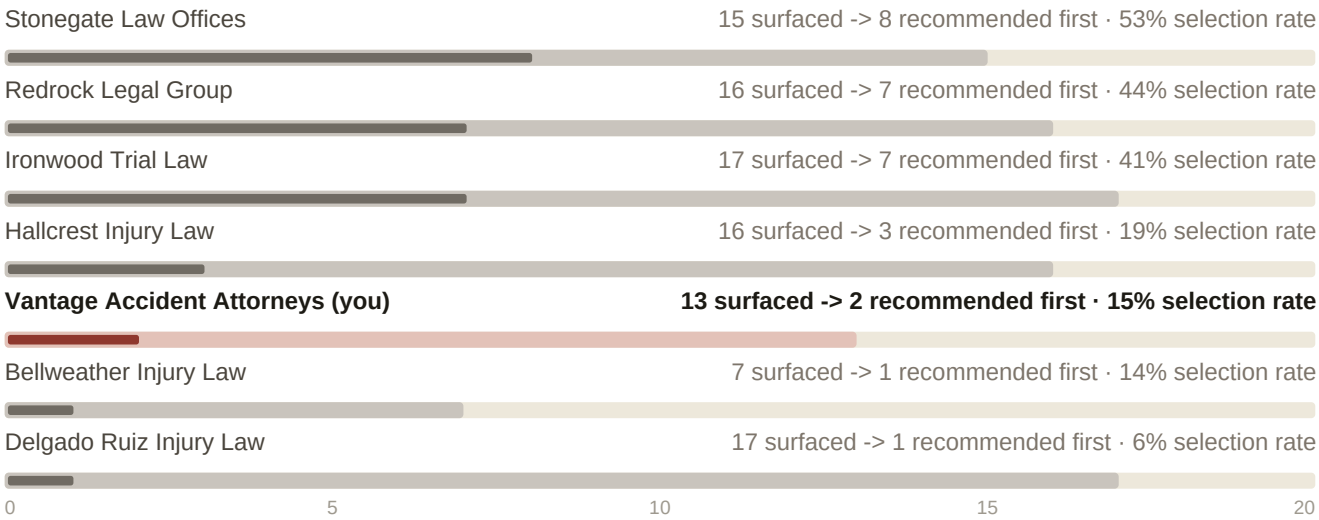
Who AI surfaces, who it recommends first, and what those competing firms do that a machine can see.

Recommended first, by case type

Recommended first and not, over each case type's own client decisions, strongest first — the 5 most tested of 23.



Surfaced, and recommended first



Out of 30 client decisions, 29 of which produced a single winner. The assistants found these themselves — no list was supplied.

What the winners do that AI can see

Stonegate Law Offices — 8 client decisions won

SPECIFIC CASE-TYPE EVIDENCE

Assistants preferred firms that visibly handle this exact kind of matter, not the practice area generally.

> *“A personal injury page that turns up easily in search, and it is the closest match to your constraints.”*

Assistants gave this reason in 7 separate client decisions.

Ironwood Trial Law 7 client decisions won

SPECIFIC CASE-TYPE EVIDENCE

Assistants preferred firms that visibly handle this exact kind of matter, not the practice area generally.

> *“A dedicated practice in wrongful death and catastrophic injury.”*

Assistants gave this reason in 7 separate client decisions.

The assistants’ own words — never our assessment of anybody’s practice.

What your site declares

What a crawler is allowed to read, and what your pages say about themselves. This is the section to forward to whoever maintains the site.

Nothing in 5 pages stops an assistant reading or indexing your site. 4 things below weaken what it finds when it does.

Who can read your site

Good news: every major AI crawler can read your site. This is not a technical blocking problem.

Checked: bingbot, Claude-User, Googlebot, OAI-SearchBot, PerplexityBot, each against your robots.txt and each vendor's own documentation.

WHICH OF THESE SURFACES THIS SCAN MEASURED

- NOT TESTED — platform documentation only: Anthropic Claude with web search, Bing Search, Google AI Mode, Google AI Overviews, Google Search, Microsoft Copilot, OpenAI web search, Perplexity

Needs review

The page at https://vantageaccidentlaw.com/ has 32 words of visible text.

200 characters after navigation and scripts were stripped, against a 150-word floor for a key page.

The page at /attorneys has 24 words of visible text.

143 characters after navigation and scripts were stripped, against a 150-word floor for a key page.

The page at /practice-areas has 103 words of visible text.

645 characters after navigation and scripts were stripped, against a 150-word floor for a key page.

The page at /practice-areas/car-accidents has 103 words of visible text.

601 characters after navigation and scripts were stripped, against a 150-word floor for a key page.

Worth knowing

- The page at https://vantageaccidentlaw.com/ has no meta description.
- The page at /attorneys has no meta description.
- The page at /free-consultation has no meta description.
- The page at /practice-areas has no meta description.
- The page at /practice-areas/car-accidents has no meta description.

What was measured

What this benchmark asked, how precisely it answers at this sample size, and how to interpret the result.

What was tested

Each client situation is one prospective client drawn from a versioned benchmark. The request goes to each model with the web search setting recorded below and never names the firm being measured, its domain or any competitor list — the model finds and judges the options on its own.

CLIENT SITUATIONS TESTED
30

PRIMARY DECISIONS COMPLETED
30 of 30

PHRASINGS PER SITUATION
1

RUNS PER PHRASING
1

DIAGNOSTIC RERUNS (NEVER COUNTED)
2

REPLICATE EXECUTIONS (NEVER COUNTED)
0

PARAPHRASE EXECUTIONS (NEVER COUNTED)
0

BENCHMARK
Personal injury law firm client situation benchmark

Repeatability. Not measured: this scan repeated no cells, so it says nothing about how repeatable its own answers are.

How each model was run

AI MODEL	MODEL ID	SNAPSHOT	WEB SEARCH	TEMPERATURE
Simulated assistant	mock-1	mock-1	on	not set

Primary decisions ran 19 Aug 2026 16:03 to 19 Aug 2026 16:03 (UTC). Parse confidence over completed decisions: 0 full, 30 deterministic only, 0 degraded, 0 failed. Each decision carries its own in the appendix.

Recommended-first rate

7%

Vantage Accident Attorneys: recommended first in 2 of 30 test searches.

95% Wilson score interval 1.8% to 21.3% (n = 30) — moderate interval. Re-running with more client decisions narrows it.

What AI can verify about you

0 of 11 facts were retrieved by an assistant and match your site. Read from 5 crawled pages and 0 readable client decisions.

Every fact below: Check failed. Not checked: no decision carried a readable parse.

Practice focus · Case types handled · Office locations · Service area · Free consultation · Contingency fee · 24/7 availability · Online intake · Case results by case type · Review rating · Practice focus

Note · "Recommended first" is a controlled benchmark result, not a forecast of how real prospective clients behave. Measurement notes follow in this appendix.

Every finding

04 **Expand what your site says about Truck Accident**

Where: https://vantageaccidentlaw.com/practice-areas

Deepen what you already say about: Truck Accident.

Missing: nothing specific was recorded as unverifiable for this change

Example: Truck Accident cases in Chandler — what qualifies, what happens next, and who handles it at Vantage Accident Attorneys. One title; do not repeat the phrase.

OUTLINE

- What qualifies as a truck accident case
- How this differs from the neighbouring kind of case
- Who at the firm handles it, and what they have done
- Results where your jurisdiction permits them, with the required disclaimer; otherwise true, specific experience
- What the process looks like, step by step
- The questions clients in these situations actually asked

Reach: 3 of 3 tested client decisions · Priority: #2 by the rule · rests on 17 of 30 decisions · never surfaced in 17 of 17 · Effort: Medium

Re-test after publishing: Found in 0 of 3 client decisions today. Found rises from 0 of 3 by at least 1 client decision on the re-test.

05 Publish a page about Aviation And Boating Accidents

Where: a page to create — link it from the pages the appendix names

Write a section about: Aviation And Boating Accidents, Birth Injury, Catastrophic Injury.

Missing: nothing specific was recorded as unverifiable for this change

Example: Aviation And Boating Accidents cases in Chandler — what qualifies, what happens next, and who handles it at Vantage Accident Attorneys. One title; do not repeat the phrase.

OUTLINE

- What qualifies as a aviation and boating accidents case
- How this differs from the neighbouring kind of case
- Who at the firm handles it, and what they have done
- Results where your jurisdiction permits them, with the required disclaimer; otherwise true, specific experience
- What the process looks like, step by step
- The questions clients in these situations actually asked

Reach: 1 of 1 tested client decision · Priority: #2 by the rule · rests on 17 of 30 decisions · never surfaced in 17 of 17 · Effort: Medium

Re-test after publishing: Found in 0 of 1 client decision today. Found rises from 0 of 1 by at least 1 client decision on the re-test.

06 Publish a page about Catastrophic Injury

Where: a page to create — link it from the pages the appendix names

Write a section about: Aviation And Boating Accidents, Birth Injury, Catastrophic Injury.

Missing: nothing specific was recorded as unverifiable for this change

Example: Aviation And Boating Accidents cases in Chandler — what qualifies, what happens next, and who handles it at Vantage Accident Attorneys. One title; do not repeat the phrase.

OUTLINE

- What qualifies as a aviation and boating accidents case
- How this differs from the neighbouring kind of case
- Who at the firm handles it, and what they have done
- Results where your jurisdiction permits them, with the required disclaimer; otherwise true, specific experience
- What the process looks like, step by step
- The questions clients in these situations actually asked

Reach: 1 of 1 tested client decision · Priority: #2 by the rule · rests on 17 of 30 decisions · never surfaced in 17 of 17 · Effort: Medium

Re-test after publishing: Found in 0 of 1 client decision today. Found rises from 0 of 1 by at least 1 client decision on the re-test.

07 Publish a page about Birth Injury

Where: a page to create — link it from the pages the appendix names

Write a section about: Aviation And Boating Accidents, Birth Injury, Catastrophic Injury.

Missing: nothing specific was recorded as unverifiable for this change

Example: Aviation And Boating Accidents cases in Chandler — what qualifies, what happens next, and who handles it at Vantage Accident Attorneys. One title; do not repeat the phrase.

OUTLINE

- What qualifies as a aviation and boating accidents case
- How this differs from the neighbouring kind of case
- Who at the firm handles it, and what they have done
- Results where your jurisdiction permits them, with the required disclaimer; otherwise true, specific experience
- What the process looks like, step by step
- The questions clients in these situations actually asked

Reach: 1 of 1 tested client decision · Priority: #2 by the rule · rests on 17 of 30 decisions · never surfaced in 17 of 17 · Effort: Medium

Re-test after publishing: Found in 0 of 1 client decision today. Found rises from 0 of 1 by at least 1 client decision on the re-test.

08 Claim and complete the profiles the assistants actually read

Where: to be decided — see the note below

A profile on somebody else's site, not a page of yours. The sources these decisions cited are named below; claim only the ones that list firms like yours, and nothing here was crawled on your behalf.

Raised across: delgadoruizlaw.com, ironwoodtriallaw.com, hallcrestinjurylaw.com, redrocklegalgroup.com.

Missing: nothing specific was recorded as unverifiable for this change

Reach: Contributed to 17 client decisions · Priority: #3 by the rule · rests on 17 of 30 decisions · never surfaced in 17 of 17 · Effort: Medium

Re-test after publishing: Found in 0 of 17 client decisions today. Found rises from 0 of 17 by at least 2 client decisions on the re-test.

09 Give each attorney a profile stating their admissions, focus and background

Where: https://vantageaccidentlaw.com/attorneys

Strengthen the pages you already have for: Defamation, Hit and Run, Rideshare Accident, Slip And Fall.

Missing: nothing specific was recorded as unverifiable for this change

Example: Name, title and admissions with jurisdictions, matching the bar record

OUTLINE

- Name, title and admissions with jurisdictions, matching the bar record
- The case types this person personally handles
- Work they were responsible for, stated truthfully
- Links to and from the matching practice pages

Reach: 2 of 6 tested client decisions · Priority: #9 in the plan · 2 of 6 tested client decisions · Effort: Medium

Re-test after publishing: Recommended first in 0 of 6 client decisions today. Recommended first rises from 0 of 6 by at least 2 client decisions on the re-test.

10 Publish a page about Bicycle Accident

Where: a page to create — link it from the pages the appendix names

Write a section about: Bicycle Accident, Birth Injury, Burn Injury.

Missing: nothing specific was recorded as unverifiable for this change

Example: Bicycle Accident cases in Chandler — what qualifies, what happens next, and who handles it at Vantage Accident Attorneys. One title; do not repeat the phrase.

OUTLINE

- What qualifies as a bicycle accident case
- How this differs from the neighbouring kind of case
- Who at the firm handles it, and what they have done
- Results where your jurisdiction permits them, with the required disclaimer; otherwise true, specific experience
- What the process looks like, step by step
- The questions clients in these situations actually asked

Reach: 0 of 1 tested client decisions · Priority: #10 in the plan · 0 of 1 tested client decisions · Effort: Medium

Re-test after publishing: Recommended in 1 of 1 client decision today. Recommended holds at 1 of 1 client decision on the re-test. These are already won, so this change is measured by not losing them.

11 Decide where Motorcycle Accident belongs, then write it

Where: https://vantageaccidentlaw.com/practice-areas

Motorcycle Accident is named in passing on https://vantageaccidentlaw.com/practice-areas (1 of 7 lines) and nowhere else the crawl read. A mention is not a page about it — decide whether this belongs there or on a page of its own before anyone writes.

Deepen what you already say about: Motorcycle Accident.

Missing: Case types handled; Case results by case type

Example: Motorcycle Accident cases in Chandler — what qualifies, what happens next, and who handles it at Vantage Accident Attorneys. One title; do not repeat the phrase.

OUTLINE

- What qualifies as a motorcycle accident case
- How this differs from the neighbouring kind of case
- Who at the firm handles it, and what they have done
- Results where your jurisdiction permits them, with the required disclaimer; otherwise true, specific experience
- What the process looks like, step by step
- The questions clients in these situations actually asked

Reach: 0 of 1 tested client decisions · Priority: #11 in the plan · 0 of 1 tested client decisions · Effort: Medium

Re-test after publishing: Recommended in 1 of 1 client decision today. Recommended holds at 1 of 1 client decision on the re-test. These are already won, so this change is measured by not losing them.

12 Publish a page about Burn Injury

Where: a page to create — link it from the pages the appendix names

Write a section about: Bicycle Accident, Birth Injury, Burn Injury.

Missing: nothing specific was recorded as unverifiable for this change

Example: Bicycle Accident cases in Chandler — what qualifies, what happens next, and who handles it at Vantage Accident Attorneys. One title; do not repeat the phrase.

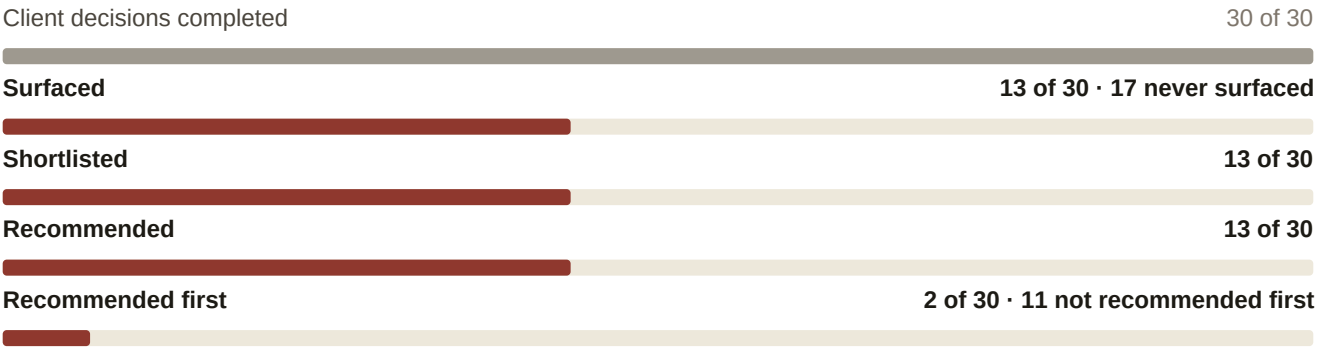
OUTLINE

- What qualifies as a bicycle accident case
- How this differs from the neighbouring kind of case
- Who at the firm handles it, and what they have done
- Results where your jurisdiction permits them, with the required disclaimer; otherwise true, specific experience
- What the process looks like, step by step
- The questions clients in these situations actually asked

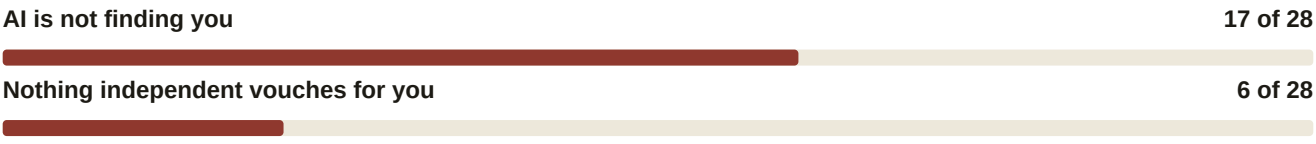
Reach: 0 of 1 tested client decisions · Priority: #12 in the plan · 0 of 1 tested client decisions · Effort: Medium

Re-test after publishing: Recommended in 1 of 1 client decision today. Recommended holds at 1 of 1 client decision on the re-test. These are already won, so this change is measured by not losing them.

Every stage of the decision path



Where the 28 client decisions not won went



The people who would do the work cannot be checked **3 of 28**

You read as a generalist **2 of 28**

Every case type that lost a client decision

CASE TYPE	TESTED	SURFACED	REC. FIRST	WHERE IT WAS LOST
Car Accident	4	0	0	4 never surfaced you
Slip And Fall	3	1	0	2 never surfaced you
Truck Accident	3	0	0	3 never surfaced you
Aviation And Boating Accidents	1	0	0	1 never surfaced you
Bicycle Accident	1	1	0	1 did not recommend you first
Birth Injury	1	0	0	1 never surfaced you
Burn Injury	1	1	0	1 did not recommend you first
Catastrophic Injury	1	0	0	1 never surfaced you
Defamation	1	1	0	1 did not recommend you first
Dog Bite	1	0	0	1 never surfaced you
Drunk Driving Accident	1	0	0	1 never surfaced you
Hit and Run	1	1	0	1 did not recommend you first
Mass Tort	1	1	0	1 did not recommend you first
Medical Malpractice	1	0	0	1 never surfaced you
Motorcycle Accident	1	1	0	1 did not recommend you first
Negligent Security	1	1	0	1 did not recommend you first
Nursing Home Abuse	1	1	0	1 did not recommend you first
Railroad Worker Injury (FELA)	1	1	0	1 did not recommend you first
Rideshare Accident	1	1	0	1 did not recommend you first
Toxic Torts And Mesothelioma	1	0	0	1 never surfaced you
Wrongful Death	1	0	0	1 never surfaced you

Every client decision recorded (30)

CLIENT SITUATION	MODEL	OUTCOME	RECOMMENDED FIRST INSTEAD
A fall on a friend's icy steps (Trust-Sensitive Client)	Simulated assistant	Never surfaced	Stonegate Law Offices
Injured by a drunk driver (Large-Firm Confidence Client)	Simulated assistant	Never surfaced	Ironwood Trial Law
Serious car accident with hospitalisation (Urgency-Driven Client)	Simulated assistant	Never surfaced	Stonegate Law Offices
Serious fall on commercial property (Second-Opinion Client)	Simulated assistant	Never surfaced	Stonegate Law Offices

CLIENT SITUATION	MODEL	OUTCOME	RECOMMENDED FIRST INSTEAD
Catastrophic injury with permanent consequences (Boutique Preference Client)	Simulated assistant	Never surfaced	Redrock Legal Group
Commercial truck collision (Language-Access Client)	Simulated assistant	Never surfaced	Ironwood Trial Law
Who runs the case after the intake call (Expertise-First Client)	Simulated assistant	Never surfaced	Redrock Legal Group
A diagnosis after a difficult delivery (Second-Opinion Client)	Simulated assistant	Never surfaced	Stonegate Law Offices
An offer on the table and nobody to judge it (Trust-Sensitive Client)	Simulated assistant	Never surfaced	Ironwood Trial Law
A brother killed in a charter plane crash (Low-Friction Client)	Simulated assistant	Never surfaced	Stonegate Law Offices
Not sure this is worth anyone's time (Language-Access Client)	Simulated assistant	Never surfaced	Redrock Legal Group
Suspected medical negligence (Large-Firm Confidence Client)	Simulated assistant	Never surfaced	Stonegate Law Offices
A mesothelioma diagnosis after forty years in the trade (Research-Heavy Client)	Simulated assistant	Never surfaced	Redrock Legal Group
Already represented, and unhappy (Expertise-First Client)	Simulated assistant	Never surfaced	Hallcrest Injury Law
Family member killed in an accident (Boutique Preference Client)	Simulated assistant	Never surfaced	Redrock Legal Group
A folder of paperwork and no idea what a lawyer needs (Low-Friction Client)	Simulated assistant	Never surfaced	Stonegate Law Offices
Cyclist struck by a turning driver (Local-Firm Client)	Simulated assistant	Recommended, not first	Redrock Legal Group
Harm from a medication with litigation already running (Low-Friction Client)	Simulated assistant	Recommended, not first	Hallcrest Injury Law
Hit and run by an unidentified driver (Reputation-First Client)	Simulated assistant	Recommended, not first	Hallcrest Injury Law
A railroad worker with a claims agent on the phone (Fee-Transparency Client)	Simulated assistant	Recommended, not first	Bellweather Injury Law
Motorcycle collision with fault dispute (Research-Heavy Client)	Simulated assistant	Recommended, not first	Stonegate Law Offices
Rideshare crash with insurance confusion (Reputation-First Client)	Simulated assistant	Recommended, not first	Ironwood Trial Law
Reviews that say I stole from a client (Boutique Preference Client)	Simulated assistant	Recommended, not first	Ironwood Trial Law
Suspected nursing home neglect (Fee-Transparency Client)	Simulated assistant	Recommended, not first	Ironwood Trial Law
Worried the time limit has already passed (Trust-Sensitive Client)	Simulated assistant	Recommended, not first	Delgado Ruiz Injury Law
Assaulted where the property owner knew security had failed (Local-Firm Client)	Simulated assistant	Recommended, not first	Redrock Legal Group
Two skin grafts after a heater flared (Second-Opinion Client)	Simulated assistant	Recommended, not first	Ironwood Trial Law
Serious injury at work with a third party involved (Local-Firm Client)	Simulated assistant	Recommended first	—

CLIENT SITUATION	MODEL	OUTCOME	RECOMMENDED FIRST INSTEAD
A revival window and a decades-old claim (Reputation-First Client)	Simulated assistant	Recommended first	—
Car accident, injuries emerging (Urgency-Driven Client)	Simulated assistant	No recommendation	Nobody — the assistant listed options without recommending one first

Parse confidence on every decision below: Deterministic only.

2 diagnostic reruns are stored with this scan and excluded from this log and from every figure above.

MEASUREMENT NOTES

- "Recommended first" is measured over a controlled benchmark. It is not a claim about the share of real prospective clients this firm will win.
- Rates are computed over primary decisions that completed successfully, not over planned ones.
- Simulations are independent decisions made by the named models, with the web search setting recorded per model in the run provenance. They are not orderings published by OpenAI, Anthropic, Google or Perplexity.
- Each scenario ran once per provider, so per-scenario variance is not measured. Increase repeats to separate signal from model nondeterminism.
- 2 closed-world diagnostic reruns were used to separate information problems from preference problems. They are excluded from every visibility metric.
- 30 of 30 completed decisions were interpreted by the deterministic parser alone; the reader pass was not enabled for them.

How each headline figure was counted

FIGURE	COUNTED OVER
13 of 30	Over all 30 completed client decisions: 13 named your firm in the answer.
2 of 13	Over the 13 client decisions where you appeared — a narrower denominator than the 30 tested.
15 of 108	15 of the 108 citations came from your own domain. A citation is exposure, not influence.

Why this plan believes what it believes

Support is stated per surface: what one platform documents, another may only make plausible. Nothing here is a claim about what this change will do for this firm.

BEHIND	SUPPORT, BY SURFACE	WHAT WE ARE NOT CLAIMING
Attorney-level evidence is not retrievable	Documented by the platform: Google Search, Google AI Overviews, Google AI Mode. Plausible, not documented: Bing Search, OpenAI web search, Anthropic Claude with web search, Perplexity. Follows from the platform's documented fundamentals: Microsoft Copilot. Strongest evidence platform documentation.	That named attorneys are recommended first because they are named; only that in these decisions the assistant could not answer 'who would handle this' for the firm.
Assistants reach competitors through sources the firm is absent from	Measured on this surface by an outside study, not by the platform: Google AI Overviews, Google AI Mode, OpenAI web search, Perplexity. Plausible, not documented: Microsoft Copilot, Bing Search, Anthropic Claude with web search. Follows from the platform's documented fundamentals: Google Search. Strongest evidence smaller study.	That a directory profile causes citations. The brand-mention correlation (0.66) is a correlation, and the studies say so.
Competitors' published results are being cited and yours are not	Documented by the platform: Google Search. Follows from the platform's documented fundamentals: Google AI Overviews, Google AI Mode. Measured on this surface by an outside study, not by the platform: Perplexity. Plausible, not documented: OpenAI web search, Bing Search, Microsoft Copilot, Anthropic Claude with web search. Strongest evidence platform documentation.	That publishing results makes assistants recommend the firm. We observed assistants quoting competitors' results; comparable, truthful evidence gives them the same thing to quote.

BEHIND	SUPPORT, BY SURFACE	WHAT WE ARE NOT CLAIMING
Become discoverable for the requests you are missing entirely; Answer what Redrock Legal Group and Stonegate Law Offices are winning on	Documented by the platform: Google Search, Google AI Overviews, Google AI Mode. Plausible, not documented: Bing Search, OpenAI web search, Anthropic Claude with web search, Perplexity. Follows from the platform's documented fundamentals: Microsoft Copilot. Strongest evidence platform documentation.	That firms with dedicated pages are recommended first because of them. We observed that firms surfaced for these matters were credited with specific work; the page makes that credit possible for this firm.

Every surface above: NOT TESTED — platform documentation only.

SOURCES

PUBLISHER	URL	READ ON
Ahrefs	https://ahrefs.com/blog/ai-overview-brand-correlation/	2026-09-03
Ahrefs	https://ahrefs.com/blog/ai-overview-citations-top-10	2026-09-03
Federal Trade Commission	https://www.ftc.gov/news-events/news/press-releases/2024/08/federal-trade-commission-announces-final-rule-banning-fake-reviews-testimonials	2026-09-03
Google (The Keyword)	https://blog.google/products/search/google-search-ai-mode-update/	2026-09-03
Google Business Profile Help	https://support.google.com/business/answer/7091	2026-09-03
Google Maps user-generated content policy	https://support.google.com/contributionpolicy/answer/7400114	2026-09-03
Google Search Central	https://developers.google.com/search/docs/appearance/structured-data/review-snippet	2026-09-21
Google Search Central	https://developers.google.com/search/docs/essentials	2026-09-03
Google Search Central	https://developers.google.com/search/docs/essentials/spam-policies	2026-09-03
Google Search Central	https://developers.google.com/search/docs/fundamentals/creating-helpful-content	2026-09-03
Google Search Central Blog	https://developers.google.com/search/blog/2024/11/site-reputation-abuse	2026-09-03
Google Search Central Blog	https://developers.google.com/search/blog/2025/05/succeeding-in-ai-search	2026-09-03
North Carolina State Bar (adopting ABA Model Rule 7.1 and comment)	https://www.ncbar.gov/for-lawyers/ethics/rules-of-professional-conduct/rule-71-communications-concerning-a-lawyers-services/	2026-09-03
Profound	https://www.tryprofound.com/blog/ai-platform-citation-patterns	2026-09-03
Semrush	https://www.semrush.com/blog/most-cited-domains-ai/	2026-09-03

What each source says, quoted, is at /methodology beside the technique it supports.

What we did not recommend, and why

The four you are most likely to be sold. A technique is graded by the evidence for it, never by how often it is repeated. The full list is at /methodology#what-we-do-not-recommend.

TECHNIQUE	VERDICT	WHY NOT, AND ON WHOSE WORD
FAQPage markup on a law firm site	Contradicted or risky	Google restricts FAQ rich results to well-known government and health sites; on a law firm site the markup produces nothing and pads the page. — Google Search Central, read 2026-09-21
Generating a '[service] lawyer in [city]' page per city or neighbourhood	Contradicted or risky	Doorway pages, including region and city variations funnelling to the same destination, are a named Google spam policy, as is scaled content; Bing demotes scraped and keyword-stuffed content. — Google Search Central, read 2026-09-03; Microsoft Bing Webmaster Tools, read 2026-09-03
Buying directory placements or sponsored articles for their ranking signals	Contradicted or risky	Site reputation abuse and link spam are named policies; Rule 7.2 limits what a lawyer may give for a recommendation. — Google Search Central Blog, read 2026-09-03; Google Search Central, read 2026-09-03; North Carolina State Bar (adopting ABA Model Rule 7.1 and comment), read 2026-09-03

TECHNIQUE	VERDICT	WHY NOT, AND ON WHOSE WORD
Publishing /llms.txt	Experimental	Google states no AI system currently uses it and that consumer assistants do not request it; Google's AI features page requires no machine-readable file; llmstxt.org cites adoption by documentation tooling and the AI labs' own docs, not by any search or assistant retrieval system. Harmless, cheap, and not a visibility lever on any documented surface. — Search Engine Roundtable (quoting John Mueller, Google, on Bluesky), read 2026-09-03; Google Search Central, read 2026-09-03; llmstxt.org (Jeremy Howard), read 2026-09-03

Comparability and lineage

The versioned identities that decide whether two scans may be compared, followed by the complete pipeline record.

Both the benchmark and the client situations asked must match. If they do and a number still moved, the difference is the world changing — not the question.

BENCHMARK
bmv_14d08e6ffe261478

CLIENT SITUATIONS ASKED
Every one in the benchmark

Started Aug 19, 4:00 PM UTC · Completed Aug 19, 4:03 PM UTC

PIPELINE VERSIONS

personal-injury-law@5 · surface/1.0.0 · prompt/1.1.0 · parser/1.6.0 · resolver/1.4.0 · diagnostic/1.2.0 · metric/1.3.0 · score/1.0.0 · extraction/1.0.0 · recommendation/1.2.0 · outcome/1.1.0

What happens next

Comprehensive analysis

- Comprehensive AI visibility analysis
- Competitive insight
- A walkthrough of the findings
- Prioritized recommendations
- A follow-up analysis
- Early access to what we build next

COST
No price list while the program runs: scope and cost are agreed on the call. What we ask in return is 30–45 minutes of candid feedback.

TURNAROUND
This analysis ran in 3 minutes from crawl to report; the walkthrough call is 30–45 minutes.

GET A COMPREHENSIVE ANALYSIS
https://www.agentsignal.website/design-partner

TALK TO US
https://www.agentsignal.website/contact

Example report: there is no live scan to quote.

Re-test after publishing: from the online report. The re-test re-runs this benchmark version on the same client situations, so a difference between the two scans is measured on the same questions, not on a different set of them.

Benchmark and pipeline versions are in the appendix under Comparability and lineage.