PEXNET.

CHECKLIST + TRACKER · LAW FIRM SEO

AI Overview Readiness Checklist

Check your most important pages against the 7 steps in our guide, then log every month whether AI answers name your firm.

7	10	3
Steps to check	Client questions	AI tools tested

START HERE

How to Use This Checklist

AI Overviews are the AI answers Google shows above the regular results. Legal questions trigger them often, and if the answer doesn't name your firm, you lose the lead. Check your most important pages here, then track every month whether AI cites you.

FOUR STEPS

1. Pick your 3 most important pages
2. Check each one against the 7 steps
3. Fix every box you couldn't tick
4. Test 10 client questions monthly

01

Answer First, Explain Second

AI lifts the short answer at the top of your page. Put it in the first two or three sentences.

02

Rankings Still Come First

An Ahrefs study found 76% of pages AI Overviews cite already rank in Google's top 10.

03

Start With Money Pages

Your top practice areas first. Doing every page at once spreads you thin and slows results.

What AI Skips

- Intros about your commitment to justice
- Headings that don't match real questions
- Claims with no statute or source linked
- Thin pages that skip cost or timeline
- Content with no named attorney
- Different NAP on different sites

YOUR 3 MONEY PAGES

Page 1 _____

Page 2 _____

Page 3 _____

Your city _____

STEPS 1 TO 5

Check Every Page

Tick a box for each page that passes. Leave it blank if it doesn't.

Steps 1 to 3: The Answer

WHAT AI READS FIRST

CHECK		PAGE 1	PAGE 2	PAGE 3
1	**Question Heading** Top heading is the client's real question	☐	☐	☐
1	**Answer Up Top** Answered in the first 2 to 3 sentences	☐	☐	☐
1	**No Firm Intro First** Skip the commitment-to-justice opener	☐	☐	☐
2	**Full Coverage** Process, cost, timeline, what to expect	☐	☐	☐
2	**Follow-Up Questions** Answers the next questions a client asks	☐	☐	☐
3	**Question Subheads** Subheads match how clients really ask	☐	☐	☐
3	**FAQ Section** 5 or 6 questions from real intake calls	☐	☐	☐

Steps 4 and 5: Trust

WHO WROTE IT

CHECK		PAGE 1	PAGE 2	PAGE 3
4	**Attorney Name** A named attorney on the page	☐	☐	☐
4	**Credentials** Photo, bar admission, years of practice	☐	☐	☐
4	**Bio Link** Links to a full, up-to-date bio page	☐	☐	☐
5	**Firm Schema** LegalService code on your homepage	☐	☐	☐
5	**Attorney Schema** Person code, not the old Attorney type	☐	☐	☐
5	**Article Schema** Blog posts name a real attorney author	☐	☐	☐
5	**Code Tested** Passes Google's Rich Results Test	☐	☐	☐

STEPS 6 AND 7

Prove It and Get Mentioned

Then add up your ticks. Each page can score up to 21.

Steps 6 and 7: Proof

SOURCES AND MENTIONS

CHECK	PAGE 1	PAGE 2	PAGE 3
6 **Statute Linked** — Every deadline links to the real statute	☐	☐	☐
6 **State Named** — Says which state the rule applies to	☐	☐	☐
6 **Stats Sourced** — Numbers link to government or research	☐	☐	☐
6 **Facts Current** — Laws and dates checked this year	☐	☐	☐
7 **Directory Listings** — State bar and legal directories done	☐	☐	☐
7 **Outside Mentions** — Local news, guest articles, sponsorships	☐	☐	☐
7 **Same NAP** — Name, address, phone identical everywhere	☐	☐	☐

YOUR SCORES (OUT OF 21)

Page 1 score	Page 2 score	Page 3 score	Fix this first
_____	_____	_____	_____

Quick Rules From the Guide

- Ranking work still comes first
- Fix NAP before chasing new mentions
- Link the statute, not a random blog
- Schema won't fix a thin page
- Start with money pages, then expand
- Name the state on every deadline

MONTHLY TRACKER

Is AI Citing You?

Print a fresh copy every month and keep them together.

HOW TO TEST

1. Write 10 questions clients ask before hiring
2. Add your city where it fits
3. Run each one in Google, ChatGPT, Perplexity
4. Tick the tool if it names or links your firm

This Month: 10 Questions

MONTH: _____

CLIENT QUESTION	GOOGLE AI	CHATGPT	PERPLEXITY	PAGE CITED
e.g. How long do I have to sue in Texas?	☐	☐	☐	/injury-lawyer
1.	☐	☐	☐	
2.	☐	☐	☐	
3.	☐	☐	☐	
4.	☐	☐	☐	
5.	☐	☐	☐	
6.	☐	☐	☐	
7.	☐	☐	☐	
8.	☐	☐	☐	
9.	☐	☐	☐	
10.	☐	☐	☐	

Page cited = the page on your site the AI linked. Watch which topics you keep losing.

THIS MONTH'S TOTALS

Questions cited	Pages cited	Branded searches	Vs last month
_____	_____	_____	_____

WHAT TO DO NEXT

Reading Your Results

Your tracker shows you exactly where to spend your time next.

01

Not Cited Anywhere

Check the page ranks in Google first. Most pages AI cites already sit in the top 10.

02

Google Yes, ChatGPT No

ChatGPT and Perplexity lean more on outside mentions. Put your time into Step 7.

03

The Wrong Page Is Cited

Strengthen the page you want cited. Move the answer higher and cover the topic in full.

04

Branded Searches Rising

More people searching your firm by name is a good sign AI is putting you in front of them.

0 → 5,000+

Kayrouz & Associates, a law firm in Dubai, went from zero to 5,000+ monthly visitors in 6 months. Rankings like that are what AI answers pull from.

Want a Free AI Search Audit?

We'll show you where your firm shows up in AI answers today and what to fix first.

Get My Free Audit

pexnet.com/contact-us