

Law Firm AEO and Intake Checklist

How to use this checklist

Work through each item as Yes, Partly, No or Not applicable, reviewing the site as a prospective client would. A No does not mean the firm cannot be found; it marks an area worth reviewing. Fix the items that block everything else first: clarity, then content, then technical foundations, then intake.

1. Firm clarity

- | | |
|--|-------------------------|
| ☐ The homepage states, in visible text, what the firm does and who it serves. | Yes / Partly / No / N/A |
| ☐ The firm name, address and phone number are identical on every page and profile. | Yes / Partly / No / N/A |
| ☐ Offices, jurisdictions and remote-consultation availability are named explicitly. | Yes / Partly / No / N/A |
| ☐ Languages the firm can serve clients in are stated. | Yes / Partly / No / N/A |

2. Practice-area pages

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|--|-------------------------|
| ☐ Each core practice area has its own page, not a shared list. | Yes / Partly / No / N/A |
| ☐ Each page explains the matters handled, the process and the likely next step. | Yes / Partly / No / N/A |
| ☐ Page titles use the words a prospective client would use, not internal terms. | Yes / Partly / No / N/A |
| ☐ Matters the firm does not take on are stated where useful. | Yes / Partly / No / N/A |
| ☐ Fee approach and engagement models are described honestly. | Yes / Partly / No / N/A |

3. Attorney and team credibility

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|--|-------------------------|
| ☐ Every attorney has an individual profile page. | Yes / Partly / No / N/A |
| ☐ Roles, admissions, jurisdictions and languages are listed and verifiable. | Yes / Partly / No / N/A |
| ☐ Profiles link to the practice areas the attorney actually handles. | Yes / Partly / No / N/A |
| ☐ No credential, award or result appears that the firm cannot support. | Yes / Partly / No / N/A |

4. Answer-ready content

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|--|-------------------------|
| ☐ The ten questions clients ask most are answered on the site. | Yes / Partly / No / N/A |
| ☐ Each answer sits directly under a heading that asks the question. | Yes / Partly / No / N/A |
| ☐ Answers are short, direct and free of unnecessary legal jargon. | Yes / Partly / No / N/A |
| ☐ Disclaimers make clear that content is general information, not legal advice. | Yes / Partly / No / N/A |

5. Technical foundations

- | | |
|--|-------------------------|
| ☐ Every page has a unique title and meta description. | Yes / Partly / No / N/A |
| ☐ Every page has exactly one H1 and a logical heading order. | Yes / Partly / No / N/A |
| ☐ Key content renders without requiring clicks, tabs or scripts. | Yes / Partly / No / N/A |
| ☐ Sitemap is current and robots rules allow public pages. | Yes / Partly / No / N/A |
| ☐ Organization, Attorney and Service markup matches visible page content. | Yes / Partly / No / N/A |

6. Intake path

- | | |
|--|-------------------------|
| ☐ Each key page offers one clear next action. | Yes / Partly / No / N/A |
| ☐ The intake form asks only for what is genuinely needed at first contact. | Yes / Partly / No / N/A |
| ☐ The page states what happens after submission, and when. | Yes / Partly / No / N/A |
| ☐ An alternative contact method (phone or email) is visible. | Yes / Partly / No / N/A |
| ☐ Confidentiality and no-attorney-client-relationship notices appear at the form. | Yes / Partly / No / N/A |

7. Intake follow-through

- | | |
|---|-------------------------|
| ☐ Every submission triggers an internal notification to a named owner. | Yes / Partly / No / N/A |
| ☐ A response-time standard exists and is measured. | Yes / Partly / No / N/A |
| ☐ Conflicts and qualification steps happen before a consultation is scheduled. | Yes / Partly / No / N/A |
| ☐ Inquiries that are declined receive a clear, respectful reply. | Yes / Partly / No / N/A |
| ☐ Inquiry volume, source and outcome are recorded in one place. | Yes / Partly / No / N/A |

8. AI-platform observations

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|--|-------------------------|
| ☐ Ask several AI assistants the questions your clients ask. | Yes / Partly / No / N/A |
| ☐ Record whether the firm is mentioned and whether the description is accurate. | Yes / Partly / No / N/A |
| ☐ Note which competitors appear and what their pages explain better. | Yes / Partly / No / N/A |
| ☐ Log the date, platform and exact wording of every observation. | Yes / Partly / No / N/A |

NEXT STEP

Want a second pair of eyes on your answers?

Request the free AEO Score review at aiaskready.com/free-aeo-score
Or discuss a defined law firm project at aiaskready.com/contact