



WTF is AI SEO? – What Law Firms Need to Know

Where visibility comes from online, bilingual opportunities, and attracting more leads from informational queries

ELEVATION
LABS CONSULTING

Made with **GAMMA**

 SPEAKER

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Owner, Elevation Labs Consulting

Legal SEO + growth strategy for law firms with focus on organic visibility and strategies that actually work.



Today's Agenda

01

What changed in SEO + how AI platforms fit in

02

Changes in web traffic post AI Overview rollout

03

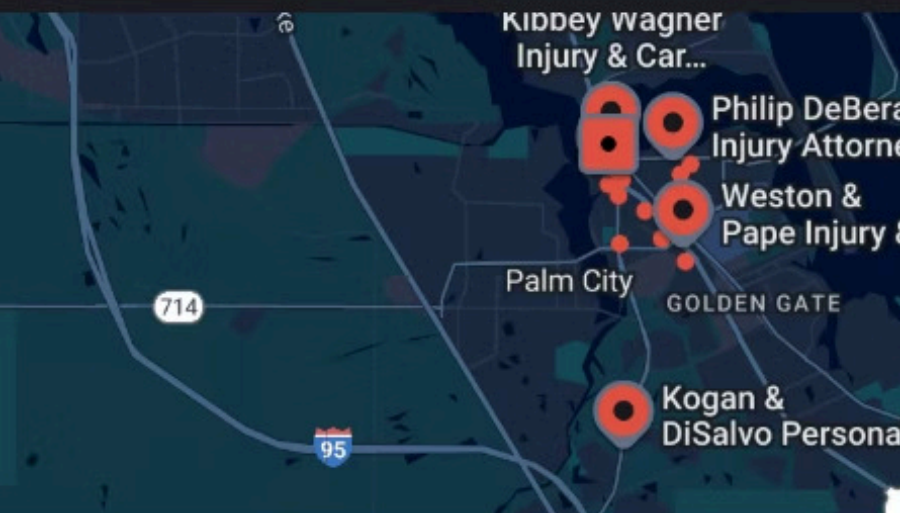
Bilingual SEO strategy for Hispanic communities

04

What your marketing team should be working on

de accidentes de auto stuart

sses



Law Group :

★ ★ (6) · Personal injury attorney

business · 759 Southwest Federal Highway

ours · (772) 777-7700

hible ahora) - Accidente reciente? Llame hoy para consult

sa legal experta.

Wagner Injury & Car Accident Lawyers Stuart

★ ★ (173) · Personal injury attorney

n business · 73 SW Flagler Ave

ours · (772) 303-1173

website mentions **accidente de auto**

DeBerard Injury Attorney

★ ★ (161) · Personal injury attorney

n business · 900 SE Ocean Blvd Suite F150

ours · (772) 879-5668

es: **Auto accident litigation**

& Partners - Stuart

★ ★ (113) · Personal injury attorney

n business · 729 SW Federal Hwy #212

ours · (772) 333-3333

website mentions **abogados de**

2025 CHANGES

What Changed in SEO This Past Year



AI Overviews

More answers happen directly on Google with fewer clicks to websites



Intent Filtering

Search results are more precisely matched to user intent



Local Signals

Local + trust signals matter more than ever before



Early Influence

AI influences decisions earlier in the client journey

"Google is keeping more people on their page. Your job is to show up where decisions actually get made."

AI Platforms to Be Familiar With



ChatGPT

Research, summaries, and recommendations for potential clients



Bing/Copilot

Search + AI blend integrated into Microsoft ecosystem



Perplexity

Answer engine with citations and source verification

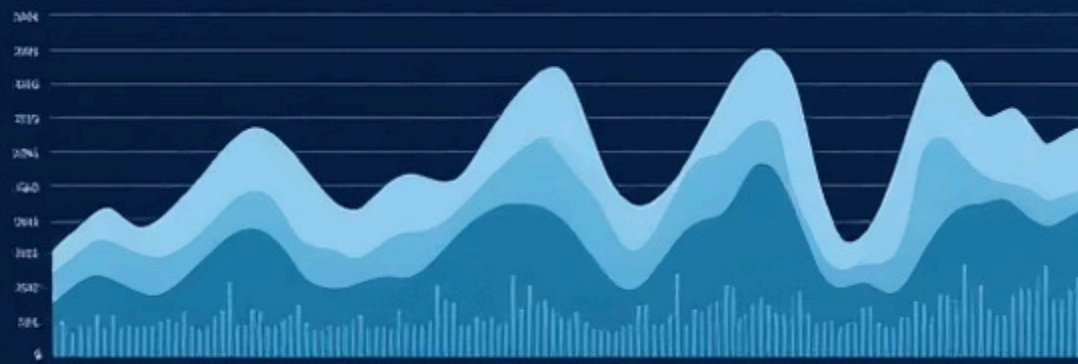


Gemini

AI tied directly to Google's search ecosystem

📌 **Key Message:** These don't replace Google, but they do influence those who have not yet made the decision to reach out to an attorney.

- Content Position
- Ad-ID Points
- Clicks To Fund
- Drifts



Traffic Impact: The Numbers

Understanding how AI Overviews changed click behavior



High Intent Queries

Clicks from users ready to hire remain strong



Informational Queries

Reduction in clicks post AI Overview for research-focused searches



High Impressions, Low Clicks

Ranking for content that doesn't get as many click-throughs anymore

How to Track It (Simple)

1

GA4 Setup

Track referral traffic from AI platforms

2

Search Console

Monitor branded queries + impressions vs clicks

3

Intake Questions

"How did you find us?" + call tracking implementation

4

GBP Tracking

Calls, direction requests, UTM parameter tracking

Event name	+	↑ Event count
◇ SHOW ALL ROWS		
Total		2,814 vs. 1,449 ↑ 94.2%
1	Call_or_text_now	
	Jan 1 - Jan 21, 2026	30 (1.07%)
	Jan 1 - Jan 21, 2025	23 (1.59%)
	% change	30.43%
2	Contact_us	
	Jan 1 - Jan 21, 2026	57 (2.03%)
	Jan 1 - Jan 21, 2025	32 (2.21%)
	% change	78.13%

Example UTM structure:

```
/?utm_source=googlebusinessprofile  
&utm_medium=organic  
&utm_campaign=gbp_[city]
```

"Tell your marketers to implement tracking across all intake mediums, then integrate it to a dashboard to help you manage all of it."

Hispanic Community Opportunity

Beyond Auto-Translation

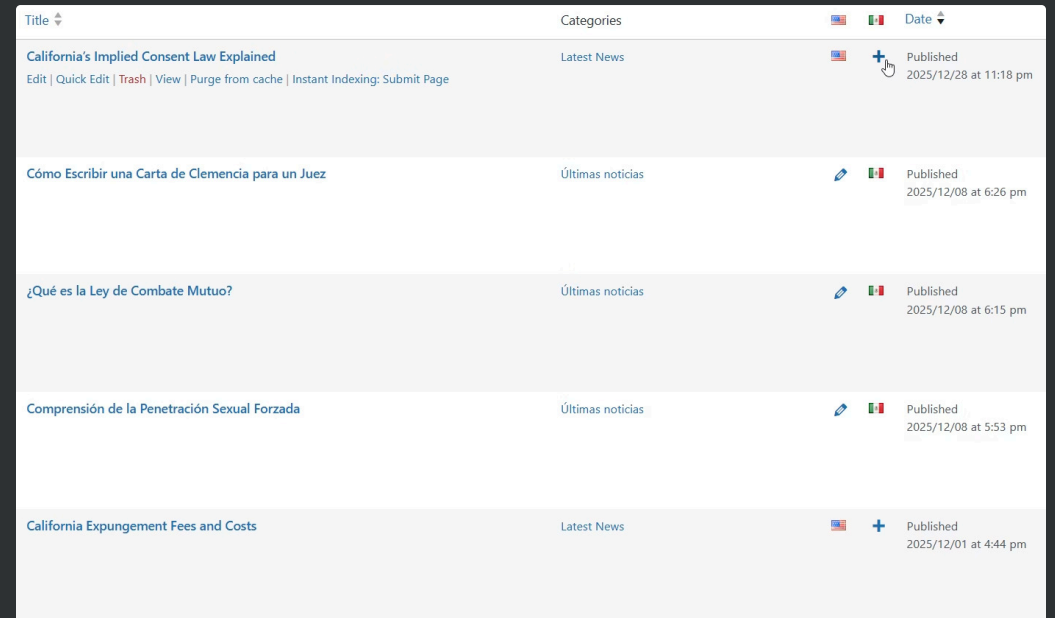
Build Spanish pages that feel complete and trustworthy, not just translated

Hreflang Implementation

Helps Google understand Spanish vs English versions correctly

Intake Alignment

Spanish-speaking intake + fast response wins trust and converts leads



Title	Categories	Date
California's Implied Consent Law Explained <small>Edit Quick Edit Trash View Purge from cache Instant Indexing: Submit Page</small>	Latest News	Published 2025/12/28 at 11:18 pm
Cómo Escribir una Carta de Clemencia para un Juez	Últimas noticias	Published 2025/12/08 at 6:26 pm
¿Qué es la Ley de Combate Mutuo?	Últimas noticias	Published 2025/12/08 at 6:15 pm
Comprensión de la Penetración Sexual Forzada	Últimas noticias	Published 2025/12/08 at 5:53 pm
California Expungement Fees and Costs	Latest News	Published 2025/12/01 at 4:44 pm

Workflow: English to Spanish Content

1

Find English keywords by practice area using tools like Ahrefs

2

Filter by intent: who needs a lawyer vs general info

3

Translate to Spanish, adjust to how people actually search

4

Build clusters: 1 practice page + supporting FAQs in both languages

"Your marketer should handle hreflang implementation. You need to know: do we have real Spanish pages, not just English pages with a translate feature?"



Practice Pages vs Informational Content

Understanding the difference and how they work together

Practice Area Pages

"Hire us" intent, conversion-focused content designed to capture ready clients

Informational Pages

"Learn" intent, awareness and trust-building content for early-stage research

 **Connect Them:** Informational guides qualify readers and lead them to practice pages when they're ready.

"LLMs are actually doing you a favor—they're answering the 'I don't need a lawyer yet' questions for free. Your content needs to catch people when they DO need help."

30-Day Action Plan

Week 1: Baseline Tracking

1

- Set up Google Analytics website conversions
- Configure GBP conversions via URL field
- Implement CallRail phone tracking
- Add intake question: "How did you hear about us?"

2

Week 2: Content Audit

- Review Spanish content quality
- Audit GBP and key practice area pages
- Implement hreflang using PolyLang or WPML plugin

Week 3: Content Creation

3

Publish 2 topic clusters in English + Spanish

Example: "What to do after a car accident" + "Qué hacer después de un accidente automovilístico"

4

Week 4: Optimization

Internal linking + new content + review acquisition process

"This isn't technical work YOU do. This is strategic direction you give your team or agency."

What Attorneys Need to Remember



Bilingual = Opportunity

Real bilingual content is a competitive advantage, not just translation



AI Influences Early

AI platforms shape decisions before people ever Google you

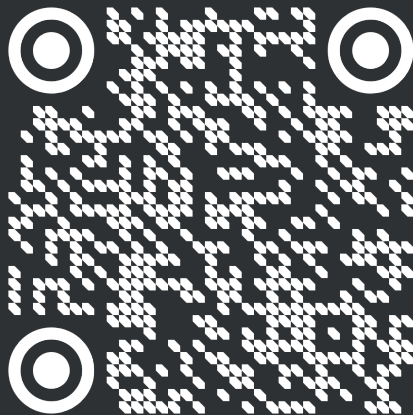


Track Conversions

Label and track conversions, not just traffic numbers

Thanks

Audit your site's content & your online presence to identify opportunities.



Connect with Victor:

