

The law firm *playbook*

How to become a firm ChatGPT names when clients ask who to instruct



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ChatGPT recommends law firms it can match to a client's problem and then check elsewhere. Go deep on two or three practices, give your solicitors profiles that show real experience, and make your SRA record, Find a Solicitor, the Legal 500 and Chambers UK agree. Publish your prices for fixed-fee and subscription work, because cost is one of the commonest questions clients ask.

For managing partners and heads of business development at firms in England and Wales regulated by the SRA.

Legal work still arrives through referrals from accountants, bankers and past clients. What has changed is the step in between. A client referred to you now checks your name with an AI assistant, and a new client with no referral starts there. Forrester found in January 2026 that 94% of business buyers use AI in their buying process, and that they are four times as likely as consumers to use Microsoft Copilot.

For example, a founder with an offer for her software company asks ChatGPT which Manchester firms are best for selling a tech company. She gets four names and a note on which are ranked in the Legal 500. Your corporate team completed three similar sales last year, and you are not one of the four. A firm that is thinly described online loses work at both stages, and rarely finds out.

94%

of business buyers use AI in their buying process

FORRESTER, JANUARY 2026

4 times

how much more likely business buyers are than consumers to use Microsoft Copilot

FORRESTER, JANUARY 2026

366,000+

research interviews and surveys with in-house counsel a year, Chambers says

CHAMBERS AND PARTNERS, ABOUT US (SEPTEMBER 2026)

02	What your buyers ask	P3
03	Where they check you	P4
04	Where you stand	P5
05	The plan	P6
06	Questions and proof	P7
07	Read more	P8

The questions that decide *who gets the call.*

Clients describe a problem in their own words, often with a place or a price, rather than naming a practice area.

BUYER ASKS

Which law firms in Birmingham are best for employment law for employers?

BUYER ASKS

Do I need a solicitor to sell my company, and how much will it cost?

BUYER ASKS

Best commercial property solicitors in Leeds for a lease renewal on our warehouse

BUYER ASKS

An employee raised a grievance after being put on a performance plan. What should I do?

BUYER ASKS

Can I get a fixed fee for reviewing a supplier contract?

BUYER ASKS

What can I do if a customer disputes a £40,000 invoice and refuses to pay?

BUYER ASKS

Which law firms in Manchester are ranked by Legal 500 for employment law?

BUYER ASKS

Best corporate lawyers in Leeds for selling a tech company

TRY THIS Ask five of these in ChatGPT, Gemini, Claude, Copilot and Perplexity, each in a fresh chat. Note who is named, and who is named instead of you. Answers vary from run to run, so only count a result that repeats.

How the assistants choose

01 A clear match

Pages that describe the problem, the type of client and the place in plain words. A page that covers a whole practice in three paragraphs matches nothing well.

02 Named, credible lawyers

Profiles that show each solicitor's experience, the matters they handle and what they have written, as text on the page rather than a PDF.

03 Directory recognition

Legal 500 and Chambers UK rankings are organised by practice and region, which is the same shape as the questions clients ask.

04 Regulatory clarity

Your firm's name, SRA number and offices match across the SRA's register, Find a Solicitor and your website. A firm that appears in two versions is easy to leave out.

05 Client voice

Reviews on Google, ReviewSolicitors or Trustpilot that mention the kind of matter, in the client's own words.

The sources assistants *trust in your field.*

An assistant rarely names a firm on its own website's word. It looks for the same facts in places that have checked you independently. These are the ones that matter most for law firms.

SOURCE	WHY IT COUNTS	WHAT TO DO
SRA Solicitors Register	The SRA describes it as the definitive source on the firms and people it regulates.	Update your record through mySRA first, and show your SRA number and digital badge on your website.
Law Society Find a Solicitor	The Law Society says it takes its information from the SRA, so an old office or name there usually traces back to your SRA record.	Check your listing after every merger, office move or name change, and add accreditations such as Lexcel where relevant.
Legal 500 and Chambers UK	A ranking gives a tier, named leading lawyers and a researched summary, all tied to a practice and a region.	Prepare submissions with strong client referees for the practices you lead with.
Specialist bodies	Resolution, STEP and the Employment Lawyers Association confirm a specialism from the outside.	List the memberships that fit each practice on the relevant practice and profile pages.
Legal and sector press	Comment in the Law Society Gazette, Legal Futures or The Lawyer is independent evidence of expertise.	Offer partners for comment, and for sector specialisms target the trade press of the industries you serve.
Google, ReviewSolicitors and Trustpilot	Reviews that describe the kind of matter help the assistant match you to a similar problem.	Ask clients to describe the type of matter in their own words when they leave a review.

Common mistakes

Twenty thin practice pages

Three generic paragraphs per practice about a 'partner-led, pragmatic service' match no client's problem. Go deep where you are strongest and let the other practices wait.

Fixing the wrong listing first

Correcting Find a Solicitor while the SRA record is still wrong wastes effort, because the Law Society takes its information from the SRA.

Leaving old articles as they are

An assistant may still quote an out-of-date guide. Update, date or redirect old articles, and review them when the law changes.

Photo-only people pages

Clients instruct lawyers, not brands. A photo and a job title give the assistant nothing to say about the solicitor a client is about to meet.

Ten questions. *Be honest.*

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|----|--|------------------------------|-----------------------------|
| 01 | Do you lead with two or three practices, rather than giving twenty practices equal weight? | ☐ Yes | ☐ No |
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| 02 | Does each lead practice have separate pages for the specific problems clients bring, such as grievances or settlement agreements? | ☐ Yes | ☐ No |
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|----|--|------------------------------|-----------------------------|
| 03 | Does each of those pages open with the client's question and answer it in the first paragraph? | ☐ Yes | ☐ No |
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|----|---|------------------------------|-----------------------------|
| 04 | Is every guide on your site dated, with a named author and a note that it covers England and Wales? | ☐ Yes | ☐ No |
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|----|--|------------------------------|-----------------------------|
| 05 | Does every lawyer in your lead practices have a text profile showing matters handled, rankings, publications and year qualified? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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|----|---|------------------------------|-----------------------------|
| 06 | Does your SRA record in mySRA match your website on names, offices and practices? | ☐ Yes | ☐ No |
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| 07 | Do Find a Solicitor, the Legal 500, Chambers, Google Business Profile and your website all describe the firm the same way? | ☐ Yes | ☐ No |
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|----|--|------------------------------|-----------------------------|
| 08 | Is your firm ranked in the Legal 500 or Chambers UK for the practices and regions you lead with? | ☐ Yes | ☐ No |
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| 09 | Have you published prices for every service the SRA Transparency Rules cover, and for your commercial fixed fees and subscriptions? | ☐ Yes | ☐ No |
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| 10 | Do you run a fixed list of client questions in ChatGPT, Gemini, Claude, Copilot and Perplexity several times a month? | ☐ Yes | ☐ No |
|----|---|------------------------------|-----------------------------|
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Fewer than seven yeses means clients asking an assistant who to instruct are probably being given other firms' names.

What to do this month, *and next*.

This month

- 01 Update your record in mySRA, then make Find a Solicitor, the Legal 500, Chambers, Google Business Profile and your website agree on names, offices and practices.
- 02 Choose two or three practices to lead with: the ones with ranked lawyers and the strongest client base.
- 03 Rewrite one practice section in full as five pages on the problems clients bring, each by a named solicitor, dated and in plain English.
- 04 Publish price and service information for every service the SRA Transparency Rules cover, saying whether prices include VAT and disbursements.
- 05 Upgrade the profiles of every lawyer in that practice with specific experience, rankings and publications, as plain text on the page.
- 06 Write down 20 to 50 client questions in their words, including several that name a practice and a region, and run them in clean sessions.

The next ninety days

- 01 Publish fixed fees and subscription packages for commercial work, saying what is included, what triggers extra charges, who does the work and any minimum term.
- 02 Prepare a Legal 500 or Chambers submission for each lead practice where you are not yet ranked, with strong client referees.
- 03 Rewrite your second lead practice in the same way, with anonymised examples of the matters you handle.
- 04 Give partners who are too busy to write a twenty-minute interview, then publish short pieces under their names once they have checked the draft.
- 05 Offer comment to the Law Society Gazette, Legal Futures or The Lawyer, and to the trade press of the sectors you serve.

How to tell it is working

- Your firm named on more of your fixed client questions, counting a win only when it repeats.
- Directory pages appearing among Perplexity's listed sources for your practice and region prompts, with your firm on them.
- The right lawyers mentioned by name, and a clear record of who is named instead of you.
- New clients, including referred ones, telling you they checked you on ChatGPT or another assistant.

Straight answers.

Will publishing detailed legal guides reduce our billable work?

In our experience, no. Clients who read a clear explanation usually see how much can go wrong and want someone to handle it. The firm that explained the problem is the one they are most likely to call. A short note that the page is general information, not advice on an individual matter, is enough for most firms.

How much do Legal 500 and Chambers rankings matter for this?

A great deal. They are independent, researched and organised by practice and region, which is the same shape as the questions clients ask. If you are not ranked, a well-prepared submission with strong client referees is worth the effort alongside the website work. Chambers says it conducts over 366,000 research interviews and surveys with in-house counsel a year.

How much does a solicitor charge to handle the sale of a limited company?

It depends on the size and structure of the deal and how much due diligence the buyer wants, so we do not quote market figures. Company sales are not on the SRA's transparency list, but the Code requires the best possible information about pricing. Publish what drives the cost and a typical range for your usual deal size, and the assistant has a real answer to give.

Is a fixed-fee commercial lawyer better than an hourly-rate firm for a small business?

For defined work, a fixed fee gives a small business certainty. For disputes or deals whose scope changes, hourly billing with a clear estimate may be fairer to both sides. What matters is that the scope and the triggers for extra charges are written down before work starts. A firm that explains this plainly on its own site is the one quoted.



ID-Pal is a technology company, not a law firm, but law firms are among its buyers, and legal was one of the five industry pages rebuilt for it.

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UK buyer questions where AI now names ID-Pal

PROBLEM	Traffic to the pages that bring in enquiries fell by around 40 per cent after the NorthRow move, and AI never put ID-Pal on a UK shortlist.
WHAT WE DID	A Paid Discovery found the cause in a week. The fix was live in week one, then we rebuilt the pages buyers ask about.
RESULT	Named on four UK buyer questions by September 2026, up from none in May.

“They work like founders: they get on with it, and they tell you the truth.”

Dan Brooksbank, Marketing Director, ID-Pal

[READ THE CASE STUDY](#)



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Integrations

ID-Pal > Industries > Wealth Management

AML and KYC wealth mana

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- ✓ PEP, sanctions and adverse media monitoring onboarding
- ✓ 250+ jurisdictions and 16,000+ data points

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The full guides, *free and dated*.

Which law firms does ChatGPT recommend, and how do we become one? ↗

What is E-E-A-T and why do AI assistants care about it so much? ↗

Does ChatGPT prefer newer content, and how old is too old? ↗

Do awards and accreditations make ChatGPT more likely to recommend us? ↗

How do we find out whether ChatGPT is recommending our firm? ↗

Which accountant does ChatGPT recommend, and why is it not us? ↗

SOURCES

[Forrester, B2B buyers make zero-click buying number one \(January 2026\)](#)

[SRA, Transparency Rules \(September 2026\)](#)

[SRA, Code of Conduct for Solicitors, RELs and RFLs \(September 2026\)](#)

[SRA, Solicitors Register \(September 2026\)](#)

[The Law Society, Find a Solicitor \(September 2026\)](#)

[Chambers and Partners, About us \(September 2026\)](#)



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Ross built and ran a subscription business for twenty-one years, bootstrapped. He wrote *Subscribe and Conquer* and established the Fortitude Foundation.

Want to know where you stand?

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