

## Case Study: Personal Injury Law Firm

How a Boutique Personal Injury Firm Became a Top-Cited Brand in ChatGPT Search

<b>Client</b>	Law Firm
<b>Industry</b>	Personal Injury Law
<b>Market</b>	Florida (Destin & Fort Walton Beach)
<b>Primary Channel</b>	AI Search (ChatGPT)

### The Challenge

As AI-powered tools like ChatGPT increasingly influence how consumers discover service providers, our client faced growing competition from large national law firms dominating AI-generated responses. Despite having stronger local relevance and client reputation, boutique firms often struggle to surface in AI search without intentional optimization.

### The Strategy

We implemented an AI Search Visibility Optimization strategy designed to improve how large language models understand, trust, and cite our client. This approach prioritized external mentions, sentiment, local authority, and topical relevance rather than traditional keyword-driven SEO.

### The Results

#### Key Performance Highlights:

- #2 overall ranking in ChatGPT search (up from #3)
- 71.9 / 100 ChatGPT Search Performance Score
- 75% visibility across ChatGPT responses
- 87.5% citation rate in ChatGPT-generated answers
- +12.5% increase in response visibility
- +25% increase in citation frequency

### Organic Community Validation

Our client began appearing organically in local Reddit discussions where users specifically sought alternatives to billboard law firms. Independent commenters consistently recommended the firm as a trusted, local option that communicates well and genuinely advocates for clients.

### Key Takeaway

This case study demonstrates that boutique firms can outperform national competitors in AI search by aligning their online presence with the trust signals AI models prioritize. Our client now stands as one of the most consistently cited personal injury firms in ChatGPT search within their region.

Brand dashboard

Prompts

Settings

All models

United States

Jan 11, '26 - Feb 03, '26

### Brand perception by ChatGPT

... is a boutique law firm specializing in personal injury and wrongful death cases, primarily targeting ... advocacy, offering extensive legal expertise and compassionate support to individuals navigating challenging legal situations.

Best performing in

ChatGPT Search

71.9/100

9.6

Best visibility in

ChatGPT Search

75% of responses

12.5%

Most cited in

ChatGPT Search

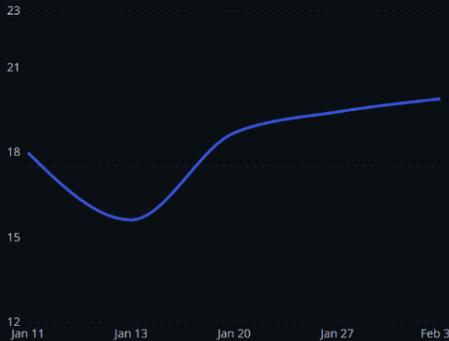
87.5% of responses

25%

### AI Search Score

19.9/100 1.9

Needs Improvement



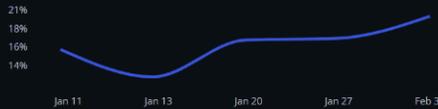
### Top 10 brands

Brand	Position	Visibility	Score
Morgan & Morgan	5.3	27%	29.4
[Redacted]	3.4	20.1%	19.9
Searcy Denney Scarola Barnhart & Shi...	7.8	18%	18
Levin Papantonio Rafferty	6.2	14%	15.5
Browning Law Firm, P.A.	7.4	15.5%	14.5
The Bruner Law Firm	3.9	12%	13.8
Ward & Barnes, P.A.	4.6	12.5%	12.9
The Watson Firm, PLLC	2	10%	9.9
Louis Law Group	10.5	10%	8.7
Powell, Powell & Powell, P.A.	4.5	8.5%	8.4

### Average brand visibility

20.1%

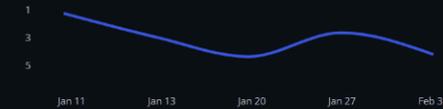
3.1%



### Average brand position

3.4

2.2



### Top 10 prompts

Prompt	Position	Visibility	Score
What's the best personal injury lawfirm...	3	28%	30
Whos the best injury lawyer in Destin?	1	24%	28
Whos the best injury lawyer in Fort Wal...	8.5	24%	24
What's the best personal injuray lawfir...	1	20%	20
Best injury law firm in Fort Walton Bea...	1	20%	20
Who should I hire for personal injury r...	2	20%	19.8
What's the best personal injury law fir...	-	0%	0
I was injured in a car crash, who shoul...	-	0%	0

### Top 10 cited domains in responses

Domain	Citations	C. Rank
[Redacted].com	10	12
en.wikipedia.org	8	16
browninglawfirm.com	7	12.3
attorneys.org	7	15.6
louislawgroup.com	6	15
watsonfirm.com	4	2
powelllawfirm.com	4	3
brunerfirm.com	3	6
talbottlawfirm.com	3	14.7
bestlawyers.com	3	21



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