



## New Diagnostic Tool Helps Law Firms Improve AI Search Visibility

FOR IMMEDIATE RELEASE

Cambridge, ON (April 23, 2026) – The legal marketing company, LawOnline.Ca, has launched a free online diagnostic tool for Canadian law firms to learn how well their website is positioned for AI search tools and assistants. Exclusively designed for law firms, the *AI Readiness Check* helps lawyers properly adapt to and leverage the increasing use of AI by those who need a lawyer or to find legal information.

On top of assessing what affects whether firms get cited in AI Overviews and chatbots, the diagnostic tool was built to analyze factors specific to the legal industry. Creating it this way ensures the recommendations in the report are tailored and relevant to law firms; the *AI Readiness Check* provides overall scores and describes what a website is doing well, but most importantly, what's missing and hurting its AI visibility.

The idea for the tool came from common issues that LawOnline.Ca has seen firms struggle with – struggles that exist because of changes to how people search for legal services.

The company's senior legal marketing strategist says, "Lawyers are coming to us with the same problem, and they don't know how to fix it; they aren't being mentioned or cited in AI Overviews or recommended by AI assistants. Firms have lost significant online visibility, and traffic to pages that generate leads has dropped. In turn, they aren't reaching the people who need their services and expertise".

She continued, "It's a trend that we're seeing more and more of, and unfortunately, the longer it goes unaddressed, the more difficult it becomes to compete for AI visibility in the future".

### How the AI Readiness Check Works

Firms enter their website URL into the free [AI Readiness Check](#) search box, and about 60 seconds later their audit results appear on screen. No signup or contact information is required.

The results include several scores and evaluations. There's an assessment of six core factors that have the greatest impact on AI mentions, citations, and recommendations, such as content clarity, structured data and discoverability.

But what makes the diagnostic tool different from others is that it's customized to the legal industry; it looks for law firm-specific AI visibility factors. Trust signals in the form of credentials and memberships, analysis of content and technical SEO on attorney bios and practice area pages, and Legal Industry Schema are a few examples.



Scored out of 100, LawOnline.Ca recommends that any core factor below 80 is worth improving. Doing so better aligns with what AI looks for and needs to understand the firm, their services, where they're located, who they help and the value of their content.

The AI Readiness Check results always include the top three most important issues or opportunities that should be addressed and why. It's important to note that low scores don't necessarily mean expensive fixes. Oftentimes, simple changes make a big difference.

## Why AI Readiness Matters for Law Firms

Chatbots are a common starting point when someone starts looking for legal information or their legal options, so firms that are invisible to these systems are invisible to many potential clients. And yet, a recommendation from an AI assistant is like getting a recommendation from a trusted friend. Firms that don't adapt to new and emerging search trends are losing clients to competitors that have.

Then there's AI Overviews on Google search results pages. They show up in 70-80% of informational Google searches in Canada, like when someone is looking for answers to legal questions and explanations of laws. The AI-generated summaries are at the top of the page, so potential clients see them first. They're also often the *only* information they read.

While SEO still matters, it's no longer enough to only focus on Google rankings. Law firms need to rank well *and* send the right signals to AI to be visible where their audience is looking. The *AI Readiness Check* helps lawyers do this.

For more information, contact Lauren Schlaht at [lauren@lawonline.ca](mailto:lauren@lawonline.ca) or call 519-760-6705.