



Criminal Defense: More Local Recommendations in Four Months

Illustrative case study. The client, engagement, and results below are fictional.

The Challenge

A small criminal defense practice served one county and three neighboring towns. Its attorneys had strong local reviews, but people asking AI tools for a nearby defense lawyer rarely saw the firm recommended. Search ads brought inquiries from outside its service area, while useful answers about consultations, fees, and local court procedures were scattered across the website. The firm wanted more qualified local consultations and a clearer presence when residents asked for help choosing an attorney.

The Solution

Launch Club built a four-month program around the places the firm served and the questions people asked before calling. We started with 40 local recommendation prompts, covering the county, nearby towns, and the practice's main services.

We then helped the firm publish answers its attorneys could stand behind. Each page explained a specific service, where the firm practiced, and how to arrange a consultation. We paired that work with consistent directory information and useful participation in local discussions. Attorneys reviewed legal explanations before publication; content did not promise a case outcome.

The Work

- Local discovery baseline: tested the same 40 prompts across three AI platforms, producing 120 responses per measurement round. We recorded whether each response recommended the firm, merely mentioned it, or omitted it, along with any source links.
- Service and location pages: rewrote six practice-area pages and four location pages. Each covered the firm's actual service area within this scenario, consultation steps, contact details, and attorney-reviewed answers to common questions.

- Local trust signals: corrected conflicting contact information in 12 directory listings and added clear attorney biographies and links to professional credentials. The firm requested honest reviews from eligible past clients without scripting their opinions.
- Community answers and intake: contributed 24 useful replies across relevant local discussions where participation was permitted. Affiliated replies identified the relationship. We added call-source questions to intake and tracked qualified consultations separately from general inquiries.

The Results

- AI recommendations: the modeled count rose from 6 of 120 responses at baseline to 42 of 120 by month four. Recommendation coverage increased from 5% to 35%, a gain of 30 percentage points.
- Qualified local consultations: monthly bookings increased from 8 to 26. Staff counted a consultation only when the caller's location and legal need fit the firm's stated services.
- AI discovery at intake: 9 of the 26 month-four consultations identified an AI tool as their first discovery source, compared with 1 of 8 at baseline. These were self-reported answers, not independently verified attribution.
- Relevant website visits: monthly visits from organic search and identifiable AI referrals increased from 180 to 540. The scenario does not assign all of that growth to AI or project retained cases and legal fees from consultation counts.

At the end of the scenario, the practice had a repeatable monthly check: test the same local prompts, review the cited pages, and compare those findings with qualified consultations.