

FOR HOUSTON LAW FIRMS & SOLO ATTORNEYS

## When clients vet a lawyer online, *search results are your first hearing.*

I'm LaTonya S. Johnson — a chemical engineer who now engineers income systems. I make sure the search results — and the AI answers — argue your side.



97%

of consumers who researched their attorney online used a search engine to do it.

FindLaw, 2024

82%

of those online researchers used reviews — about 40% as their primary source.

FindLaw, 2024

14%

have already used AI to answer legal questions — and another 43% say they would.

Clio, 2025

### LOCAL SEO

#### Own your search results

When a potential client vets your firm online, the search page is your first impression. I engineer your rankings, reviews, and profile so that impression wins the consultation.

### AEO

#### Be the firm AI names

People are already asking AI their legal questions. The next step is asking it for a lawyer. Answer Engine Optimization is the engineering that makes your firm the one the AI mentions.

18% of Google searches now show an AI summary; when one appears, clicks on regular results fall from about 15% to 8%. 45% of consumers have asked AI for local recommendations — up from 6% a year earlier. (*Pew, 2025; BrightLocal, 2026*)

## Get your free AI-visibility audit

I'll show you exactly how your firm appears on Google and in AI answers today — and the fix-it plan. Free, confidential, no obligation.



SCAN TO  
SCHEDULE YOUR  
FREE AUDIT

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