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5W RESEARCH · 2026 SERIES

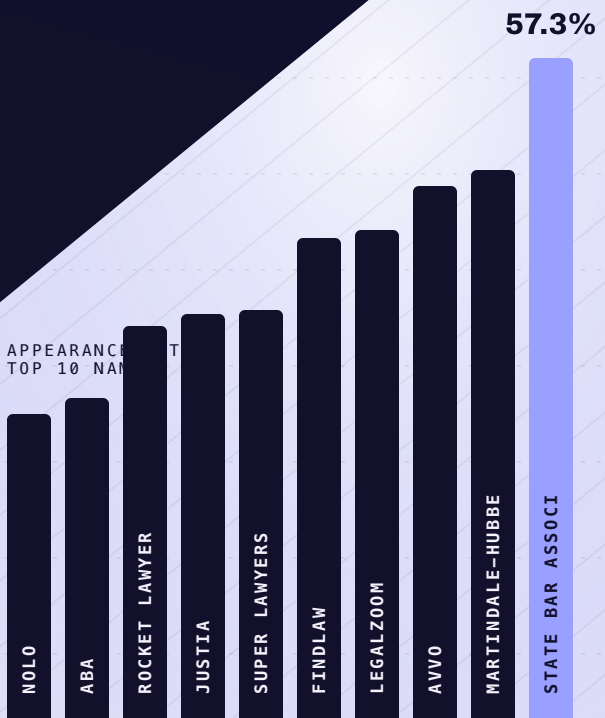
FINDING A LAWYER VISIBILITY INDEX

Where AI sends people to find a lawyer
288 AI answers · October 26, 2026

Measured :
October 26, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 4 Google AI Overviews

Prepared by :
5W
5wpr.com



AT A GLANCE

State bars and Martindale-Hubbell lead. The two are within the margin of error.

State bar associations appeared in 165 of 288 four-engine answers (57.3%). Martindale-Hubbell and Avvo followed at 47.6% and 46.2%, and their intervals overlap with the state bars'. Wikipedia was the most cited domain. Google showed AI Overviews on 4 of 72 lookups.

Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

57.3%
of answers named State bar associations, the most-named (165 of 288)

25
tracked names named at least once (of 25)

5.6%
of Google searches showed an AI Overview (4 of 72)

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KEY FINDINGS

01 What the data shows

MOST NAMED

165/288 (57.3%)

State bar associations appeared in 165 of 288 four-engine answers (57.3%, CI 51.5–62.9%). That was the highest rate of the 25 tracked names.

OVERLAPPING LEADERS

47.6% / 46.2%

Martindale-Hubbell (137 of 288, CI 41.9–53.3%) and Avvo (133 of 288, CI 40.5–52%) have intervals that overlap with the state bars' interval. The data cannot separate these three.

NAMED FIRST

104/288 (36.1%)

State bar associations were the first name in 104 of 288 answers. The next most frequent first names were LegalZoom (31 of 288) and Vault (23 of 288).

TOP CITED DOMAIN

147 of 2,447

en.wikipedia.org was the most cited domain, with 147 of 2,447 citations (6%). It appeared in 72 of the 265 grounded answers (27.2%).

SOURCE MIX

50.9%

Of 2,447 four-engine citations, directories and rankings supplied 746 (30.5%), company and brand sites 671 (27.4%) and review and comparison publishers 280 (11.4%). Directories and rankings made up 522 (21.3%), and official or government sources 85 (3.5%).

CITED MORE THAN NAMED

54/265 (20.4%)

bestlawyers.com was cited in 54 of 265 grounded answers (20.4%), the highest own-domain rate of any tracked name. The engines named Best Lawyers itself in only 70 of 288 answers (24.3%).

ENGINE SPLIT

15/72 vs 45/72

Perplexity named Martindale-Hubbell in 15 of 72 answers (20.8%). Gemini named it in 45 of 72 (62.5%). Perplexity also named Avvo, FindLaw and Justia far less often than the other three engines.

AI OVERVIEWS

4/72 (5.6%)

Google showed an AI Overview on 4 of 72 lookups (5.6%, CI 2.2–13.4%). With so few overviews, the AIO results are thin.

LAW FIRMS

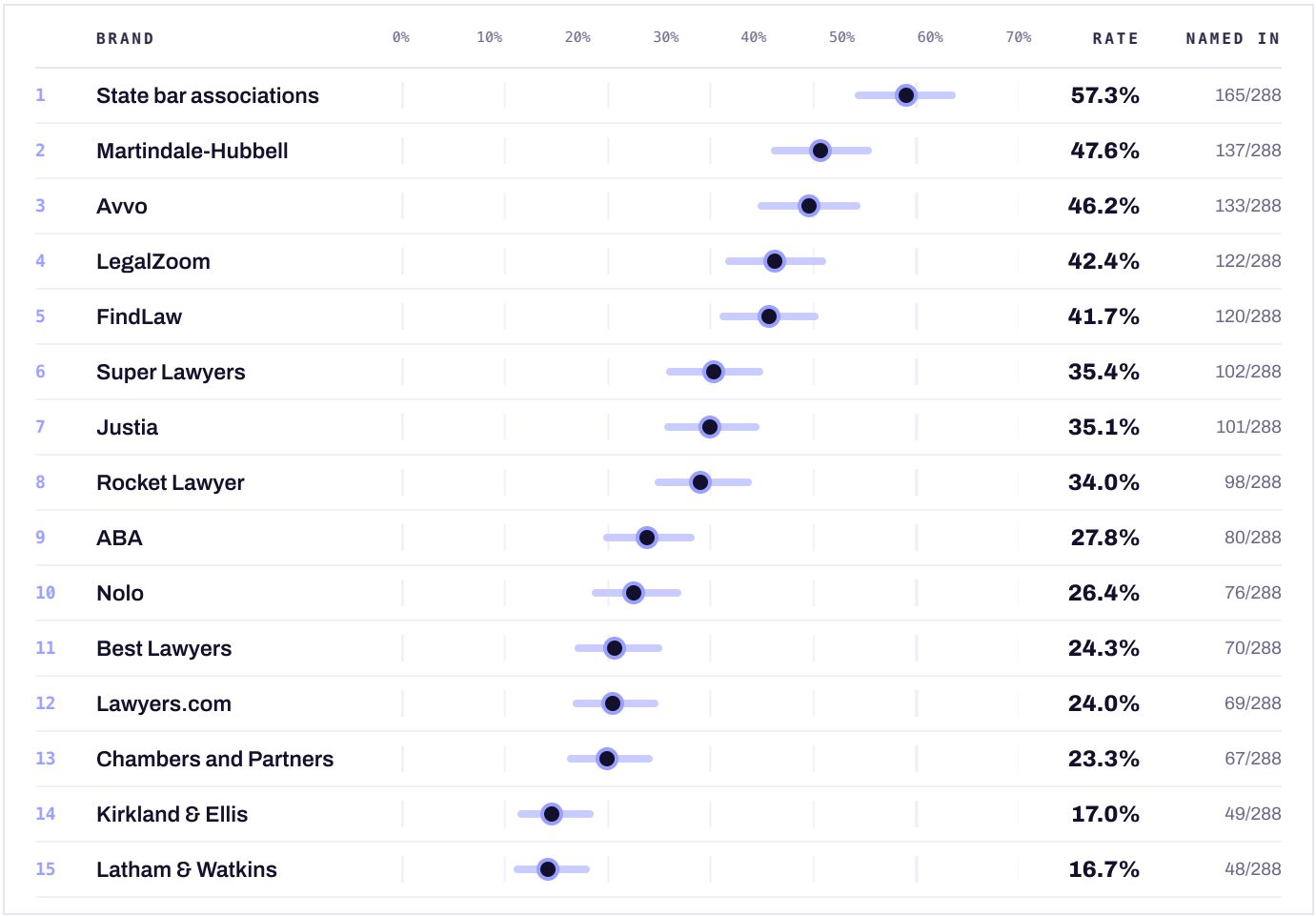
49/288 (17.0%)

Kirkland & Ellis was named in 49 of 288 answers (17%), but kirkland.com was cited in only 4 of 265 grounded answers (1.5%). Wachtell Lipton Rosen & Katz was named in 20 of 288 answers, and its own domain was never cited.

THE LEADERBOARD

02 Which names AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.



	BRAND	RATE	NAMED IN
1	State bar associations	57.3%	165/288
2	Martindale-Hubbell	47.6%	137/288
3	Avvo	46.2%	133/288
4	LegalZoom	42.4%	122/288
5	FindLaw	41.7%	120/288
6	Super Lawyers	35.4%	102/288
7	Justia	35.1%	101/288
8	Rocket Lawyer	34.0%	98/288
9	ABA	27.8%	80/288
10	Nolo	26.4%	76/288
11	Best Lawyers	24.3%	70/288
12	Lawyers.com	24.0%	69/288
13	Chambers and Partners	23.3%	67/288
14	Kirkland & Ellis	17.0%	49/288
15	Latham & Watkins	16.7%	48/288

THE LEADERBOARD

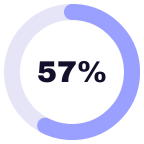
02 The full list

Own-domain citation is the share of 265 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,447 citations.

#	NAME	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	State bar associations	165/288	57.3%	51.5–62.9%	2.6	0% (0/265)	0%
2	Martindale-Hubbell	137/288	47.6%	41.9–53.3%	3.2	15.8% (42/265)	1.9%
3	Avvo	133/288	46.2%	40.5–52%	3.5	13.2% (35/265)	1.7%
4	LegalZoom	122/288	42.4%	36.8–48.1%	4.8	10.6% (28/265)	1.4%
5	FindLaw	120/288	41.7%	36.1–47.4%	5	16.2% (43/265)	2%
6	Super Lawyers	102/288	35.4%	30.1–41.1%	4.2	13.2% (35/265)	1.6%
7	Justia	101/288	35.1%	29.8–40.7%	5	14.7% (39/265)	1.6%
8	Rocket Lawyer	98/288	34%	28.8–39.7%	5.4	1.9% (5/265)	0.2%
9	ABA	80/288	27.8%	22.9–33.2%	3.3	10.2% (27/265)	1.3%
10	Nolo	76/288	26.4%	21.6–31.8%	6.6	6% (16/265)	0.7%
11	Best Lawyers	70/288	24.3%	19.7–29.6%	3.5	20.4% (54/265)	4%
12	Lawyers.com	69/288	24%	19.4–29.2%	6.1	7.2% (19/265)	1%
13	Chambers and Partners	67/288	23.3%	18.8–28.5%	3	17% (45/265)	3.6%
14	Kirkland & Ellis	49/288	17%	13.1–21.8%	3.6	1.5% (4/265)	0.2%
15	Latham & Watkins	48/288	16.7%	12.8–21.4%	4.2	2.3% (6/265)	0.2%
16	Vault	43/288	14.9%	11.3–19.5%	2.1	12.1% (32/265)	1.6%
17	Legal 500	32/288	11.1%	8–15.3%	3.7	6.4% (17/265)	0.9%
18	UpCounsel	29/288	10.1%	7.1–14.1%	6.5	1.5% (4/265)	0.2%
19	Skadden	28/288	9.7%	6.8–13.7%	3.7	1.9% (5/265)	0.3%
20	Fish & Richardson	23/288	8%	5.4–11.7%	3.5	1.9% (5/265)	0.2%
21	Finnegan	21/288	7.3%	4.8–10.9%	4.3	1.5% (4/265)	0.2%
22	Wachtell Lipton Rosen & Katz	20/288	6.9%	4.5–10.5%	2.9	0% (0/265)	0%
23	LegalShield	15/288	5.2%	3.2–8.4%	4.9	0.4% (1/265)	0%
24	Morgan & Morgan	13/288	4.5%	2.7–7.6%	4.2	1.1% (3/265)	0.1%
25	Trust & Will	12/288	4.2%	2.4–7.1%	1.1	0.8% (2/265)	0.1%

PROFILES

03 The top eight, side by side

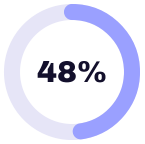


RANK 1

State bar associations

165/288 answers · 95% CI 51.5–62.9%

2.6	0%	0%
first-mention position	owned-domain citation (0/265)	citation share

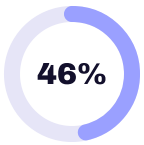


RANK 2

Martindale-Hubbell

137/288 answers · 95% CI 41.9–53.3%

3.2	15.8%	1.9%
first-mention position	owned-domain citation (42/265)	citation share

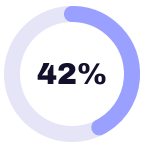


RANK 3

Avvo

133/288 answers · 95% CI 40.5–52%

3.5	13.2%	1.7%
first-mention position	owned-domain citation (35/265)	citation share

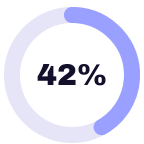


RANK 4

LegalZoom

122/288 answers · 95% CI 36.8–48.1%

4.8	10.6%	1.4%
first-mention position	owned-domain citation (28/265)	citation share



RANK 5

FindLaw

120/288 answers · 95% CI 36.1–47.4%

5	16.2%	2%
first-mention position	owned-domain citation (43/265)	citation share

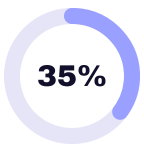


RANK 6

Super Lawyers

102/288 answers · 95% CI 30.1–41.1%

4.2	13.2%	1.6%
first-mention position	owned-domain citation (35/265)	citation share

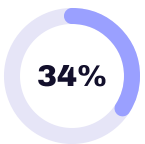


RANK 7

Justia

101/288 answers · 95% CI 29.8–40.7%

5	14.7%	1.6%
first-mention position	owned-domain citation (39/265)	citation share



RANK 8

Rocket Lawyer

98/288 answers · 95% CI 28.8–39.7%

5.4	1.9%	0.2%
first-mention position	owned-domain citation (5/265)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

The engines agreed most on state bar associations. ChatGPT named them in 42 of 72 answers (58.3%), Claude 42 of 72 (58.3%), Gemini 41 of 72 (56.9%) and Perplexity 40 of 72 (55.6%). They agreed far less on lawyer directories. Gemini named Martindale-Hubbell in 45 of 72 answers and Avvo in 43 of 72. Perplexity named them in 15 and 13.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

State bar associations	**58.3%**
Rocket Lawyer	**55.6%**
LegalZoom	**54.2%**
Martindale-Hubbell	**50%**
Avvo	**50%**
FindLaw	**41.7%**

Claude

72 ASKED | 72 RETURNED | 49 GROUNDED

State bar associations	**58.3%**
Martindale-Hubbell	**56.9%**
Avvo	**56.9%**
FindLaw	**52.8%**
Super Lawyers	**48.6%**
Justia	**44.4%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Martindale-Hubbell	**62.5%**
Avvo	**59.7%**
State bar associations	**56.9%**
Justia	**54.2%**
LegalZoom	**51.4%**
FindLaw	**51.4%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

State bar associations	**55.6%**
Best Lawyers	**41.7%**
Chambers and Partners	**25%**
ABA	**23.6%**
Martindale-Hubbell	**20.8%**
LegalZoom	**20.8%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 4 = 292 answers.



TRIGGER RATE

Google showed an AI Overview on 4 of 72 lookups (5.6%, CI 2.2–13.4%). There was no overview on the other 68, and no lookup failed. Overviews appeared on the largest-US-law-firms question (2 of 3), the immigration lawyer question (1 of 3) and the criminal defense lawyer question (1 of 3). Kirkland & Ellis, Latham & Watkins, Skadden and Vault each appeared in 2 of the 4 overviews. State bar associations, Martindale-Hubbell and Super Lawyers each appeared in 1 of 4. youtube.com had the largest share of overview citations, 3 occurrences (25%). Four overviews are too few to support a ranking.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	State bar associations	56.8%	=
2	Martindale-Hubbell	47.3%	=
3	Avvo	45.5%	=
4	LegalZoom	41.8%	=
5	FindLaw	41.1%	=
6	Super Lawyers	35.3%	=
7	Justia	34.6%	=
8	Rocket Lawyer	33.6%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Martindale-Hubbell 91.7%

TIED WITH AVVO

Avvo	91.7%
Justia	75%

AI Overview shown on 0 of 3 searches

Q02 · 12 ANSWERS

Martindale-Hubbell 100%

TIED WITH AVVO, JUSTIA

Avvo	100%
Justia	100%

AI Overview shown on 0 of 3 searches

Q03 · 12 ANSWERS

State bar associations 91.7%

Morgan & Morgan	83.3%
Martindale-Hubbell	66.7%

AI Overview shown on 0 of 3 searches

Q04 · 12 ANSWERS

State bar associations 100%

Martindale-Hubbell	75%
Avvo	75%

AI Overview shown on 0 of 3 searches

Q05 · 12 ANSWERS

State bar associations 100%

Avvo	75%
Martindale-Hubbell	58.3%

AI Overview shown on 1 of 3 searches

Q06 · 12 ANSWERS

State bar associations 83.3%

Martindale-Hubbell	75%
Avvo	75%

AI Overview shown on 1 of 3 searches

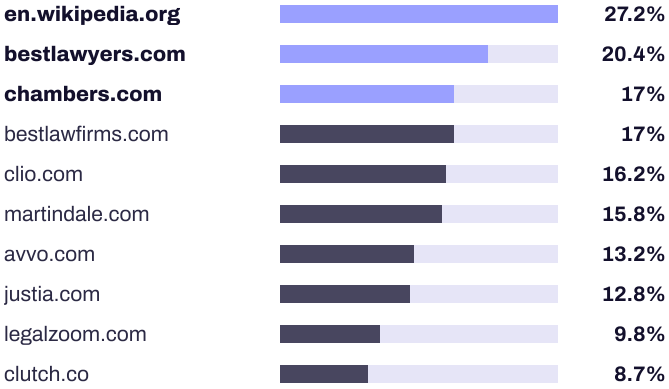
07

WHO THE ENGINES CITE

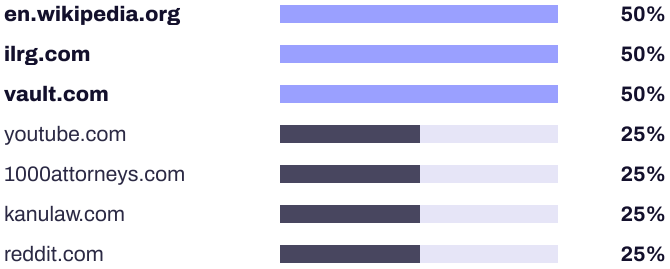
Most-cited domains

The four engines produced 2,447 citations across 265 grounded answers. Of 2,447 four-engine citations, directories and rankings supplied 746 (30.5%), company and brand sites 671 (27.4%), review and comparison publishers 280 (11.4%), reference sites 279 (11.4%), institutions and trade bodies 138 (5.6%) and official and government sites 90 (3.7%). Institutions and trade bodies added 217 (8.9%) and reference sites 159 (6.5%). Official or government sources made up 85 (3.5%). The most cited domain was en.wikipedia.org, with 147 citations (6%).

FOUR AI ENGINES · SHARE OF 265 GROUNDED ANSWERS



GOOGLE AI OVERVIEWS · SHARE OF 4 OVERVIEWS

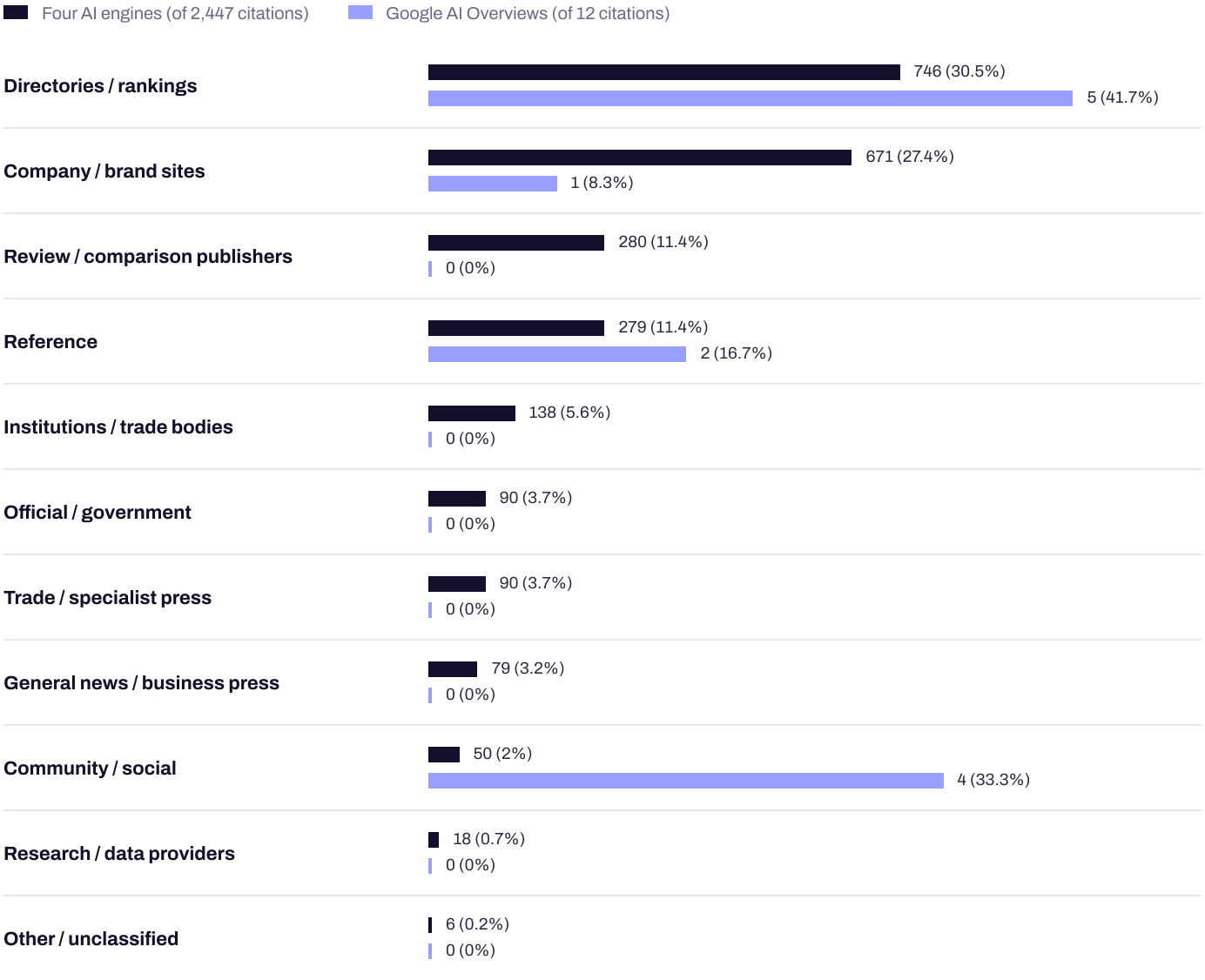


07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can names improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Best Lawyers's own domains were cited in 20.4% of grounded answers, Chambers and Partners's in 17.0% and FindLaw's in 16.2%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 27.2% of grounded answers), bestlawfirms.com (17.0%), clio.com (16.2%), mycase.com (11.7%) and clutch.co (8.7%). Directories and rankings supplied 30.5% of citations and review and comparison publishers 11.4%.
Check each engine separately.	Gemini named Martindale-Hubbell in 62.5% of answers against 20.8% on Perplexity. Gemini named Justia in 54.2% of answers against 12.5% on Perplexity.
Do not ignore video and community sites.	Community and social sites supplied 33.3% of Google AI Overview citations against 2.0% in the four chat engines. youtube.com was cited in 25.0% of overviews and reddit.com in 25.0%.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

08 Frequently asked questions

Q1 Which source do AI engines name most when asked how to find a lawyer?

State bar associations, named in 165 of 288 four-engine answers (57.3%) and first in 104 of 288. Martindale-Hubbell (137 of 288) and Avvo (133 of 288) have 95% intervals that overlap with the state bars' interval.

Q2 Do AI engines name specific law firms?

Yes, on corporate questions. Kirkland & Ellis, Latham & Watkins and Skadden each appeared in all 12 answers on M&A law firms. Kirkland & Ellis was named first in 10 of 12 answers on the largest US law firms. Across all questions, Kirkland & Ellis was named in 49 of 288 answers (17%).

Q3 How often did Google show an AI Overview for these questions?

On 4 of 72 lookups (5.6%, CI 2.2–13.4%). The 4 overviews came from the largest-firms, immigration and criminal defense questions.

Q4 Which websites do the engines cite most?

en.wikipedia.org, with 147 of 2,447 citations (6%). Next came bestlawyers.com (97) and chambers.com (89). Of 2,447 four-engine citations, directories and rankings supplied 746 (30.5%), company and brand sites 671 (27.4%) and review and comparison publishers 280 (11.4%).

Q5 Are lawyer ranking sites like Super Lawyers and Best Lawyers mentioned?

Super Lawyers was named in 102 of 288 answers (35.4%) and Best Lawyers in 70 of 288 (24.3%). On the question about whether such rankings are reliable, Super Lawyers was named first in 8 of 12 answers.

Q6 Do the four engines agree?

They agree on state bar associations, which each engine named in 40 to 42 of its 72 answers. They differ on directories. Perplexity named Martindale-Hubbell in 15 of 72 answers, compared with 45 of 72 for Gemini.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 4 AI Overviews

24 questions, each asked 3 times on each engine, measured October 26, 2026. Market: United States, English. The destination site was not mentioned to any engine. Entities count as named when they appear in the answer text or the extracted entity list; products, imprints and research arms roll up to their parent.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	49
Gemini	gemini-3.7-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	4 shown	4

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the entity ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the entity first appears (1 = first).
- Own-domain citation: grounded answers citing the entity's domains ÷ grounded answers.
- Citation share: citations to the entity's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 26, 2026. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Citation figures are based on 265 grounded answers. Claude grounded 49 of its 72 answers, compared with 72 of 72 for each of the other engines.
- Google AI Overviews appeared on only 4 of 72 lookups. AIO figures are reported but too few to rank entities.
- 'State bar associations' is a grouped category, not a single organization, so no own domain could be credited to it.
- Names are counted when they appear in an answer's text, so longer forms such as legal company names (for example "Meta Platforms, Inc." or "Ralph Lauren Corporation") count toward the brand.
- Two questions, "Are lawyer rankings like Super Lawyers and Best Lawyers reliable?" and "Should I use LegalZoom or hire a lawyer to form an LLC?", name sources, so their counts include up to 12 answers to each. Without them, state bar associations, Martindale-Hubbell and Avvo are still the top three.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	How do I find a good lawyer?	Finding a Lawyer	CORE QUESTION
02	What are the best websites to find a lawyer?	Finding a Lawyer	CORE QUESTION
03	How do I find a personal injury lawyer?	Finding a Lawyer	CORE QUESTION
04	How do I find a good family law attorney for a divorce?	Finding a Lawyer	CORE QUESTION
05	What is the best way to find an immigration lawyer?	Finding a Lawyer	CORE QUESTION
06	How do I find a criminal defense lawyer?	Finding a Lawyer	CORE QUESTION
07	What are the best online estate planning services?	Finding a Lawyer	CORE QUESTION
08	What are the best law firms for mergers and acquisitions?	Finding a Lawyer	CORE QUESTION
09	Which law firms are best for intellectual property?	Finding a Lawyer	CORE QUESTION
10	How do I find a bankruptcy attorney?	Finding a Lawyer	CORE QUESTION
11	Are lawyer rankings like Super Lawyers and Best Lawyers reliable?	Finding a Lawyer	CORE QUESTION
12	Should I use LegalZoom or hire a lawyer to form an LLC?	Finding a Lawyer	CORE QUESTION
13	How do I find an employment lawyer?	Finding a Lawyer	ADDED QUESTION
14	How do I find a real estate attorney?	Finding a Lawyer	ADDED QUESTION
15	How do I find a tax attorney?	Finding a Lawyer	ADDED QUESTION
16	How can I check whether a lawyer is licensed?	Finding a Lawyer	ADDED QUESTION
17	How do I find a patent attorney?	Finding a Lawyer	ADDED QUESTION
18	What are the largest law firms in the US?	Finding a Lawyer	ADDED QUESTION
19	How do I find free legal aid?	Finding a Lawyer	ADDED QUESTION
20	What are the best online services for registering a trademark?	Finding a Lawyer	ADDED QUESTION
21	How do I find a lawyer for a startup?	Finding a Lawyer	ADDED QUESTION
22	How do I find a medical malpractice lawyer?	Finding a Lawyer	ADDED QUESTION
23	How much does a lawyer cost per hour?	Finding a Lawyer	ADDED QUESTION
24	How do I find a landlord-tenant lawyer?	Finding a Lawyer	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

AI Visibility Index: Finding a Lawyer 2026

Measured October 26, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB
5wpr.com

RESEARCH
5wpr.com/research