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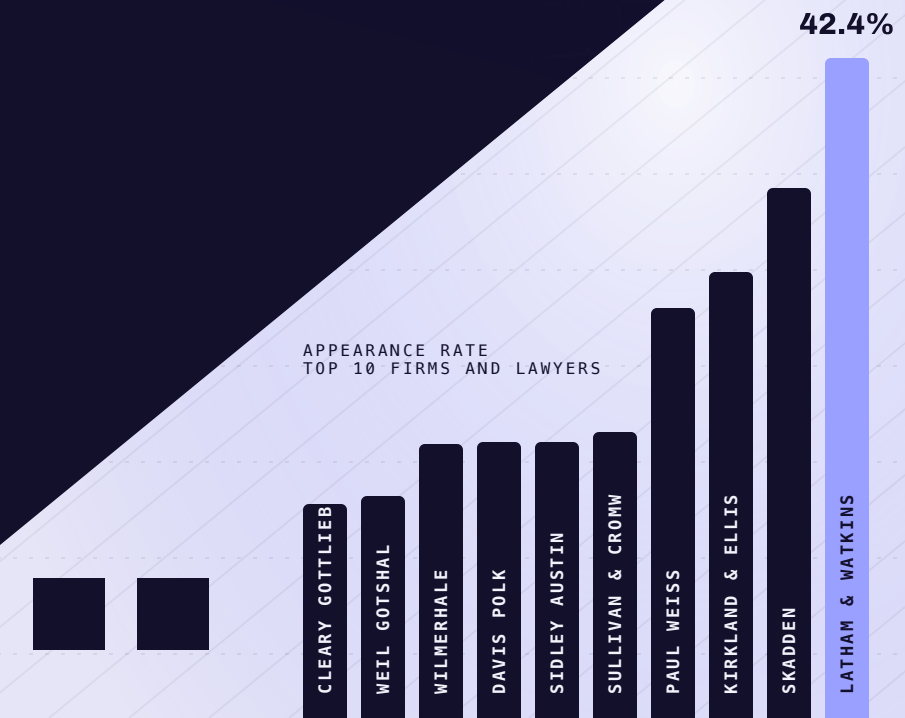
LEGAL AI DISCOVERY INDEX

Which law firms AI engines name
1,944 AI answers · October 26 to 28, 2026

Measured :
October 26 to 28, 2026
168 questions × 3 runs · 1,944 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 390 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Latham & Watkins leads. Skadden is second.

Latham & Watkins was the firm or lawyer that ChatGPT, Claude, Gemini and Perplexity named most often. Latham & Watkins appeared in 824 of 1,944 answers (42.4%) measured October 26 to 28, 2026. Skadden came next at 660 of 1,944 (34%). Kirkland & Ellis was named first more often than any other firm or lawyer, in 236 of 1,944 answers. Google AI Overviews appeared on 390 of 450 searches (86.7%).

> Version 2. This version replaces the first version of this study, first published May 25, 2026. It uses measured counts, so the two versions are not comparable.

1,944
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

42.4%
of answers named Latham & Watkins, the most-named (824 of 1,944)

53
tracked firms and lawyers named at least once (of 62)

86.7%
of Google searches showed an AI Overview (390 of 450)

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KEY FINDINGS

01 What the data shows

MOST NAMED

824/1,944 (42.4%)

Latham & Watkins appeared in 824 of 1,944 four-engine answers (CI 40.2–44.6%). Skadden appeared in 660 of 1,944 (34%, CI 31.9–36.1%). The intervals do not overlap.

NAMED FIRST

236/1,944 (12.1%)

Kirkland & Ellis was the first firm or lawyer named in 236 of 1,944 answers, more than any other tracked firm or lawyer. Average first position: 2.9. Latham & Watkins was named first in 203 of 1,944.

CLAUDE SKEW

148/504 (29.4%)

Claude named Davis Polk in 148 of 504 answers. The other engines did so in 57 to 73 of 504.

OWN-SITE CITATIONS

416/1,941 (21.4%)

Latham & Watkins's own domains were cited in 416 of 1,941 grounded answers, more than any other tracked firm or lawyer. Skadden followed at 339 of 1,941. 13 of 62 tracked firms and lawyers had 0 of 1,941.

AIO TRIGGER

390/450 (86.7%)

Google AI Overviews appeared on 390 of 450 searches (CI 83.2–89.5%). On the other 60, no overview was shown.

AIO LEADER

154/390 (39.5%)

Latham & Watkins was the firm or lawyer named most often in AI Overviews, at 154 of 390, followed by Kirkland & Ellis at 98 of 390 (25.1%). In the four-engine set, Latham & Watkins was named in 824 of 1,944 answers (42.4%).

TOP DOMAIN

653/1,941 (33.6%)

chambers.com was cited in 653 of 1,941 grounded four-engine answers, with 1,081 of 17,668 citations (6.1%). en.wikipedia.org came second with 476 citations in 304 answers (15.7%).

POOLED DATA

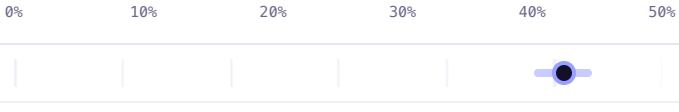
1,944 answers

This hub combines 24 hub questions, measured on ChatGPT, Claude and Perplexity plus Google AI Overviews, with the pooled answers of its 6 sub-reports on all four engines. Gemini figures come only from the sub-report answers; the hub questions were not asked on Gemini.

02 THE LEADERBOARD

Which firms and lawyers AI engines name

Appearance rate across 1,944 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	Latham & Watkins	42.4%	824/1,944
2	Skadden	34.0%	660/1,944
3	Kirkland & Ellis	28.7%	558/1,944
4	Paul Weiss	26.4%	514/1,944
5	Sullivan & Cromwell	18.4%	358/1,944
6	Davis Polk	17.7%	344/1,944
7	Sidley Austin	17.7%	344/1,944
8	WilmerHale	17.6%	343/1,944
9	Weil Gotshal	14.3%	278/1,944
10	Cleary Gottlieb	13.8%	268/1,944
11	Simpson Thacher	12.3%	239/1,944
12	Wachtell Lipton Rosen & Katz	12.0%	233/1,944
13	Debevoise & Plimpton	11.9%	231/1,944
14	White & Case	11.8%	229/1,944
15	Cravath Swaine & Moore	9.9%	192/1,944

02 THE LEADERBOARD

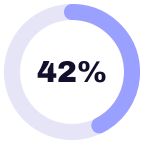
The full list

Own-domain citation is the share of 1941 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 17,668 citations.

#	FIRM OR LAWYER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Latham & Watkins**	824/1,944	**42.4%**	40.2–44.6%	3	21.4% (416/1,941)	2.6%
2	**Skadden**	660/1,944	**34%**	31.9–36.1%	3.3	17.5% (339/1,941)	2.5%
3	**Kirkland & Ellis**	558/1,944	**28.7%**	26.7–30.8%	2.9	9.2% (178/1,941)	1.1%
4	**Paul Weiss**	514/1,944	**26.4%**	24.5–28.4%	4.2	9% (174/1,941)	1%
5	**Sullivan & Cromwell**	358/1,944	**18.4%**	16.8–20.2%	4.3	5.6% (108/1,941)	0.6%
6	**Davis Polk**	344/1,944	**17.7%**	16.1–19.5%	4.6	3.3% (64/1,941)	0.4%
7	**Sidley Austin**	344/1,944	**17.7%**	16.1–19.5%	3.6	11.5% (224/1,941)	1.3%
8	**WilmerHale**	343/1,944	**17.6%**	16–19.4%	3.1	11% (213/1,941)	1.3%
9	**Weil Gotshal**	278/1,944	**14.3%**	12.8–15.9%	3.8	5.9% (114/1,941)	0.7%
10	**Cleary Gottlieb**	268/1,944	**13.8%**	12.3–15.4%	5.1	4.8% (93/1,941)	0.6%
11	**Simpson Thacher**	239/1,944	**12.3%**	10.9–13.8%	5.6	2% (39/1,941)	0.2%
12	**Wachtell Lipton Rosen & Katz**	233/1,944	**12%**	10.6–13.5%	4.3	1.3% (25/1,941)	0.1%
13	**Debevoise & Plimpton**	231/1,944	**11.9%**	10.5–13.4%	4.6	3.8% (73/1,941)	0.4%
14	**White & Case**	229/1,944	**11.8%**	10.4–13.3%	4.7	4.7% (91/1,941)	0.6%
15	**Cravath Swaine & Moore**	192/1,944	**9.9%**	8.6–11.3%	4.5	2.1% (41/1,941)	0.2%
16	**Morgan & Morgan**	167/1,944	**8.6%**	7.4–9.9%	1.1	4.9% (95/1,941)	0.6%
17	**Akin Gump**	166/1,944	**8.5%**	7.4–9.9%	4.2	3.1% (60/1,941)	0.3%
18	**Williams & Connolly**	159/1,944	**8.2%**	7–9.5%	3.1	3.9% (75/1,941)	0.5%
19	**The Cochran Firm**	67/1,944	**3.4%**	2.7–4.4%	2	2% (39/1,941)	0.2%
20	**Wasser Cooperman & Mandles**	61/1,944	**3.1%**	2.5–4%	1.6	0.2% (4/1,941)	0%
21	**Laura Wasser**	58/1,944	**3%**	2.3–3.8%	1.5	0.2% (4/1,941)	0%
22	**Weitz & Luxenberg**	53/1,944	**2.7%**	2.1–3.5%	2.8	0.5% (10/1,941)	0.1%
23	**Steptoe**	52/1,944	**2.7%**	2–3.5%	2.9	1.9% (37/1,941)	0.2%
24	**Simmons Hanly Conroy**	49/1,944	**2.5%**	1.9–3.3%	2.4	1.2% (24/1,941)	0.1%
25	**Lanier Law Firm**	44/1,944	**2.3%**	1.7–3%	2.3	0.9% (18/1,941)	0.1%

PROFILES

03 The top eight, side by side

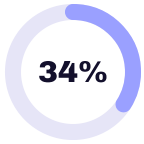


RANK 1

Latham & Watkins

824/1,944 answers · 95% CI 40.2–44.6%

3	21.4%	2.6%
first-mention position	owned-domain citation (416/1,941)	citation share



RANK 2

Skadden

660/1,944 answers · 95% CI 31.9–36.1%

3.3	17.5%	2.5%
first-mention position	owned-domain citation (339/1,941)	citation share



RANK 3

Kirkland & Ellis

558/1,944 answers · 95% CI 26.7–30.8%

2.9	9.2%	1.1%
first-mention position	owned-domain citation (178/1,941)	citation share

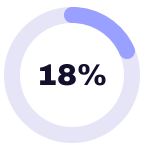


RANK 4

Paul Weiss

514/1,944 answers · 95% CI 24.5–28.4%

4.2	9%	1%
first-mention position	owned-domain citation (174/1,941)	citation share

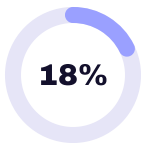


RANK 5

Sullivan & Cromwell

358/1,944 answers · 95% CI 16.8–20.2%

4.3	5.6%	0.6%
first-mention position	owned-domain citation (108/1,941)	citation share



RANK 6

Davis Polk

344/1,944 answers · 95% CI 16.1–19.5%

4.6	3.3%	0.4%
first-mention position	owned-domain citation (64/1,941)	citation share



RANK 7

Sidley Austin

344/1,944 answers · 95% CI 16.1–19.5%

3.6	11.5%	1.3%
first-mention position	owned-domain citation (224/1,941)	citation share



RANK 8

WilmerHale

343/1,944 answers · 95% CI 16–19.4%

3.1	11%	1.3%
first-mention position	owned-domain citation (213/1,941)	citation share

HOW THE ENGINES DIFFER

04 Same questions, different answers

Claude named Davis Polk in 148 of 504 answers. The other engines did so in 57 to 73 of 504.

ChatGPT

504 ASKED | 504 RETURNED | 504 GROUNDED

Latham & Watkins	**46%**
Skadden	**41.7%**
Kirkland & Ellis	**28.4%**
Paul Weiss	**27.6%**
Sullivan & Cromwell	**23.8%**
Sidley Austin	**22.4%**

Claude

504 ASKED | 504 RETURNED | 501 GROUNDED

Latham & Watkins	**43.5%**
Kirkland & Ellis	**36.7%**
Skadden	**31.9%**
Davis Polk	**29.4%**
Paul Weiss	**29%**
Sullivan & Cromwell	**21.6%**

Gemini

432 ASKED | 432 RETURNED | 432 GROUNDED

Latham & Watkins	**47.5%**
Skadden	**36.8%**
Paul Weiss	**33.1%**
Kirkland & Ellis	**28.2%**
WilmerHale	**21.1%**
Sidley Austin	**17.6%**

Perplexity

504 ASKED | 504 RETURNED | 504 GROUNDED

Latham & Watkins	**33.3%**
Skadden	**25.8%**
Kirkland & Ellis	**21.4%**
Paul Weiss	**17.1%**
Sidley Austin	**15.9%**
Sullivan & Cromwell	**13.1%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 450 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 1,944 + 390 = 2,334 answers.



TRIGGER RATE

Google AI Overviews appeared on 390 of 450 searches (86.7%, CI 83.2–89.5%). The other 60 searches showed no overview. Within the 390 overviews, Latham & Watkins was named in 154 (39.5%), Kirkland & Ellis was named in 98 (25.1%), Paul Weiss was named in 95 (24.4%), Skadden was named in 93 (23.8%). paulhastings.com was the most-cited source, with 39 citations and an appearance in 32 of 390 overviews.

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

1	Latham & Watkins	41.9%	=
2	Skadden	32.3%	=
3	Kirkland & Ellis	28.1%	=
4	Paul Weiss	26.1%	=
5	Davis Polk	17.9%	▲ 1
6	Sullivan & Cromwell	17.3%	▼ 1
7	WilmerHale	17.0%	▲ 1
8	Sidley Austin	16.4%	▼ 1
9	Weil Gotshal	13.4%	=
10	Cleary Gottlieb	12.6%	=

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 · 21 ANSWERS

Skadden 100%

TIED WITH WACHTELL LIPTON ROSEN & KATZ

Wachtell Lipton Rosen & Katz	100%
Kirkland & Ellis	95.2%

AI Overview shown on 6 of 6 searches

Q02 · 21 ANSWERS

Debevoise & Plimpton 66.7%

TIED WITH WILMERHALE

WilmerHale	66.7%
Latham & Watkins	52.4%

AI Overview shown on 6 of 6 searches

Q03 · 21 ANSWERS

WilmerHale 100%

Latham & Watkins	90.5%
Skadden	61.9%

AI Overview shown on 1 of 1 searches

Q04 · 21 ANSWERS

Laura Wasser 47.6%

TIED WITH WASSER COOPERMAN & MANDLES

Wasser Cooperman & Mandles	47.6%
Robert Stephan Cohen	19%

AI Overview shown on 6 of 6 searches

Q05 · 21 ANSWERS

Kirkland & Ellis 100%

Weil Gotshal	76.2%
Latham & Watkins	71.4%

AI Overview shown on 0 of 6 searches

Q06 · 9 ANSWERS

Kirkland & Ellis 100%

TIED WITH DAVIS POLK, SULLIVAN & CROMWELL

Davis Polk	100%
Sullivan & Cromwell	100%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 17,668 citations in total. chambers.com was cited most often, with 1,081 citations (6.1%) across 653 answers. Next came en.wikipedia.org (476), lw.com (459), skadden.com (440), legal500.com (437), gibsondunn.com (330).

FOUR AI ENGINES · SHARE OF 1,941 GROUNDED ANSWERS

chambers.com	**33.6%**
lw.com	**21.4%**
legal500.com	**18.8%**
skadden.com	**17.5%**
gibsondunn.com	**16.1%**
en.wikipedia.org	**15.7%**
sidley.com	**11.5%**
wilmerhale.com	**11%**
kirkland.com	**9.2%**
paulweiss.com	**9%**

GOOGLE AI OVERVIEWS · SHARE OF 390 OVERVIEWS

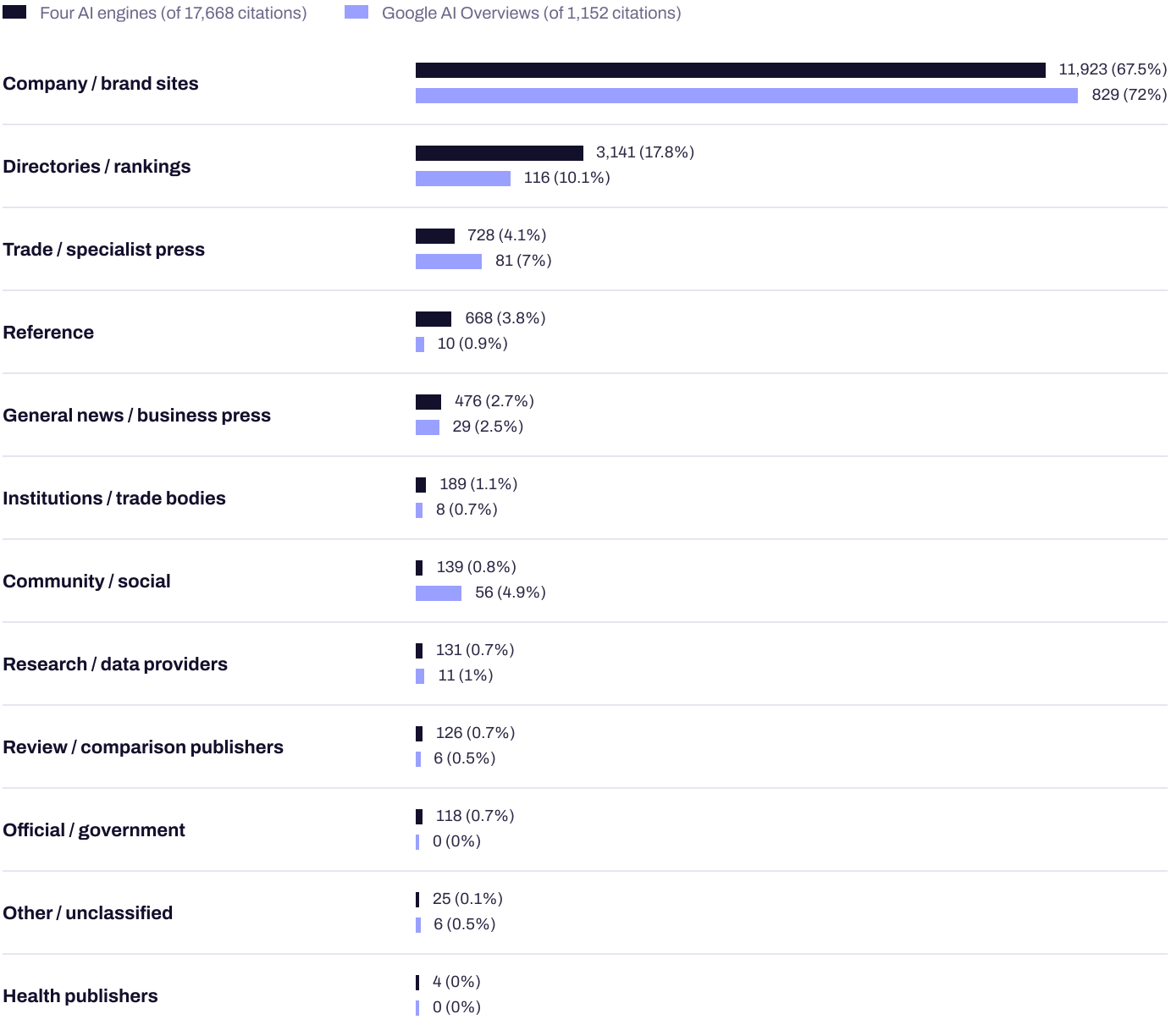
paulhastings.com	**8.2%**
legal500.com	**7.9%**
lw.com	**6.7%**
chambers.com	**5.9%**
forthepeople.com	**4.1%**
youtube.com	**4.1%**
news.bloomberglaw.com	**3.8%**
federal-lawyer.com	**3.6%**
cooley.com	**3.3%**
hklaw.com	**3.3%**

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 firms and lawyers 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.	Latham & Watkins's own domains were cited in 21.4% of grounded answers, Skadden's in 17.5% and Sidley Austin's in 11.5%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were chambers.com (in 33.6% of grounded answers), legal500.com (18.8%), gibsondunn.com (16.1%), en.wikipedia.org (15.7%) and paulhastings.com (8.0%). Directories and rankings supplied 17.8% of citations and trade and specialist press 4.1%.
Check each engine separately.	Claude named Davis Polk in 29.4% of answers against 11.3% on Perplexity. Gemini named Paul Weiss in 33.1% of answers against 17.1% on Perplexity.
Do not ignore video and community sites.	Community and social sites supplied 4.9% of Google AI Overview citations against 0.8% in the four chat engines. youtube.com was cited in 4.1% of overviews, facebook.com in 3.1% and reddit.com in 2.3%.
Watch names outside the tracked list.	Gibson, Dunn & Crutcher LLP (384), Paul Hastings LLP (160), Covington & Burling LLP (132), Morgan, Lewis & Bockius LLP (126), Blank Rome LLP (105) were named often but were not tracked.
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 firm or lawyer do AI engines name most often?

Latham & Watkins, named in 824 of 1,944 four-engine answers (42.4%, CI 40.2–44.6%). Skadden was second at 660 of 1,944 (34%).

Q2 Which firm or lawyer is named first most often?

Kirkland & Ellis was the first firm or lawyer named in 236 of 1,944 answers, with an average first position of 2.9.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 390 of 450 searches (86.7%, CI 83.2–89.5%). Within those 390 overviews, Latham & Watkins was named most often, in 154 (39.5%).

Q4 Which sources do the engines cite?

Across 17,668 four-engine citations, chambers.com was cited most (1,081 citations, in 653 of 1,941 grounded answers), followed by en.wikipedia.org (476 citations).

Q5 Do the four engines agree?

Only in part. Claude named Davis Polk in 148 of 504 answers, against 57 to 73 of 504 on the other engines. Claude named Kirkland & Ellis in 185 of 504 answers, against 108 to 143 of 504 on the other engines.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	1,944	+	450
questions		runs each		AI engines		answers		Google searches · 390 AI Overviews

ChatGPT, Claude and Perplexity answered 168 questions 3 times each (24 hub questions plus the 144 questions of the six practice-area reports). Gemini answered the 144 practice-area questions 3 times each. Measured October 26 to 28, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 432 Gemini answers had search sources. Entities count as named when they appear in the answer text; products and name variants roll up to the tracked name, and people are matched with middle names or initials, nicknames, possessives and suffixes. First-name variants (for example Jeffrey for Jeff, William for Bill) are matched, but only together with the tracked last name. Law firms are also counted by their common short name (for example Weil for Weil Gotshal, Akin for Akin Gump), matched case-sensitively as a whole word; short forms that could mean a tracked lawyer or a common name are not used. This hub combines 24 hub questions, measured on ChatGPT, Claude and Perplexity plus Google AI Overviews, with the pooled answers of its 6 sub-reports on all four engines. Gemini figures come only from the sub-report answers; the hub questions were not asked on Gemini.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	504	504	504
Claude	claude-sonnet-5-5	504	504	501
Gemini	gemini-3.6-flash	432	432	432
Perplexity	sonar-pro	504	504	504
Google AI Overviews	DataForSEO Google SERP (live, advanced)	450	390 shown	390

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 over three days, October 26 to 28, 2026. ChatGPT, Claude and Perplexity answered 168 questions 3 times each; Gemini answered the 144 practice-area questions 3 times each. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 62 tracked firms and lawyers were scored. Untracked names that appeared often were not scored, including Gibson, Dunn & Crutcher LLP (384), Paul Hastings LLP (160), Covington & Burling LLP (132), Morgan, Lewis & Bockius LLP (126), Blank Rome LLP (105).
- AI Overview figures are based on only 390 overviews, so estimates for individual firms and lawyers are less precise than the four-engine figures.
- 54 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 450 searches.
- 3 Claude answers had no search sources after retries. They count for appearance but contribute no citations.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

APPENDIX

A The 24 hub questions

The 144 practice-area questions are listed in the six practice-area reports.

#	QUESTION	GROUP	SOURCE
01	Best M&A law firms for a $5 billion strategic acquisition.	Law Firms	CORE QUESTION
02	Top white-collar defense firms for a DOJ investigation involving foreign corrupt practices.	Law Firms	CORE QUESTION
03	Top regulatory defense firms for SEC enforcement actions.	Law Firms	CORE QUESTION
04	Best divorce attorneys for ultra-high-net-worth clients.	Law Firms	CORE QUESTION
05	Law firms that handle Chapter 11 restructurings for portfolio companies.	Law Firms	CORE QUESTION
06	What are the most prestigious law firms in the United States?	Law Firms	CORE QUESTION
07	Which law firms are best for private equity deals?	Law Firms	CORE QUESTION
08	Which national personal injury law firms are most recommended?	Law Firms	CORE QUESTION
09	What are the top law firms in the United States by revenue?	Law Firms	ADDED QUESTION
10	Which law firms are considered the most elite in New York?	Law Firms	ADDED QUESTION
11	Which lawyers are best known for high-profile trials?	Law Firms	ADDED QUESTION
12	Which law firms are best for a company facing a government investigation?	Law Firms	ADDED QUESTION
13	What are the best law firms for corporate restructuring?	Law Firms	ADDED QUESTION
14	Which law firms do Fortune 500 general counsel hire most often?	Law Firms	ADDED QUESTION
15	What are the best law firms for securities litigation?	Law Firms	ADDED QUESTION
16	Which divorce lawyers handle the largest settlements?	Law Firms	ADDED QUESTION
17	Which law firms are leaders in mergers and acquisitions?	Law Firms	ADDED QUESTION
18	Who are the most famous trial lawyers in the United States?	Law Firms	ADDED QUESTION
19	Which law firms are best for executives under criminal investigation?	Law Firms	ADDED QUESTION
20	Which law firms are most respected for appellate work?	Law Firms	ADDED QUESTION
21	What are the best law firms for a startup selling to a large company?	Law Firms	ADDED QUESTION
22	Which personal injury lawyers have won the largest verdicts?	Law Firms	ADDED QUESTION
23	Which law firms are best for crypto enforcement defense?	Law Firms	ADDED QUESTION
24	Which law firms do private equity sponsors use for distressed companies?	Law Firms	ADDED QUESTION

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Measured October 26 to 28, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

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