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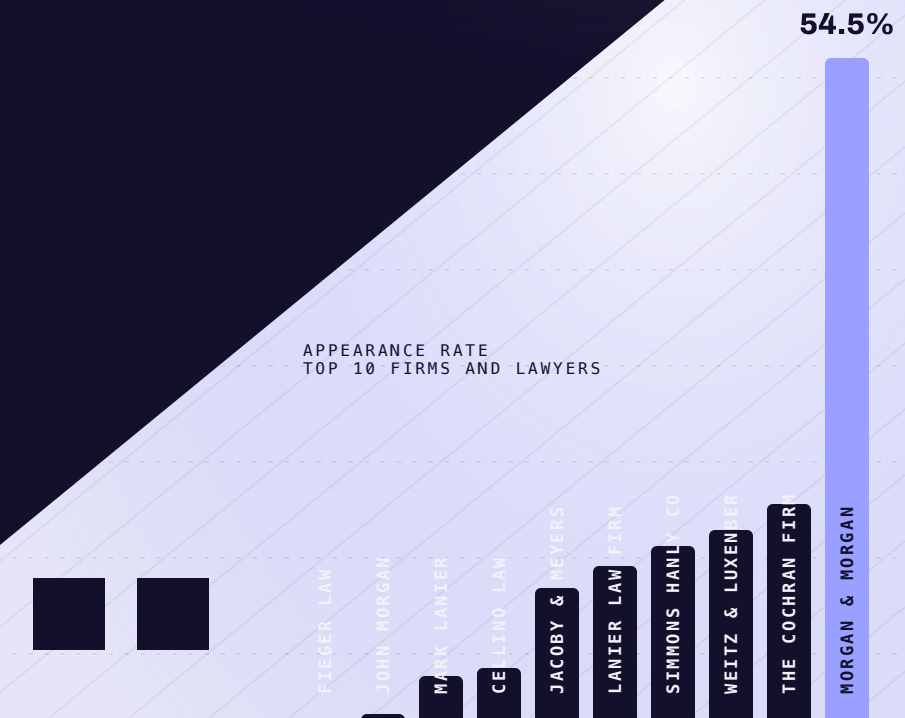
PERSONAL INJURY LAWYERS AI DISCOVERY INDEX

Which personal injury firms AI names
288 AI answers · October 28, 2026

Measured :
October 28, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 53 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Morgan & Morgan leads. The Cochran Firm is second.

Morgan & Morgan was the firm or lawyer that ChatGPT, Claude, Gemini and Perplexity named most often. Morgan & Morgan appeared in 157 of 288 answers (54.5%) measured on October 28, 2026. The Cochran Firm came next at 51 of 288 (17.7%). Morgan & Morgan was named first more often than any other firm or lawyer, in 145 of 288 answers. Google AI Overviews appeared on 53 of 58 searches (91.4%).

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

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

54.5%
of answers named Morgan & Morgan, the most-named (157 of 288)

9
tracked firms and lawyers named at least once (of 12)

91.4%
of Google searches showed an AI Overview (53 of 58)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 06
04 How the engines differ 07
05 Google AI Overviews 08
06 Leaders by question 09
07 Who the engines cite 10
08 Frequently asked questions 13
09 Methodology 14
A Appendix: the 24 questions 15

KEY FINDINGS

01 What the data shows

MOST NAMED

157/288 (54.5%)

Morgan & Morgan appeared in 157 of 288 four-engine answers (CI 48.7–60.2%). The Cochran Firm appeared in 51 of 288 (17.7%, CI 13.7–22.5%). The intervals do not overlap.

NAMED FIRST

145/288 (50.3%)

Morgan & Morgan was the first firm or lawyer named in 145 of 288 answers, more than any other tracked firm or lawyer. Average first position: 1.1.

CHATGPT SKEW

23/72 (31.9%)

ChatGPT named The Cochran Firm in 23 of 72 answers. The other engines did so in 4 to 14 of 72.

OWN-SITE CITATIONS

95/288 (33%)

Morgan & Morgan's own domains were cited in 95 of 288 grounded answers, the most of any tracked firm. John Morgan also shows 95, because a lawyer's own domain is the firm's site (forthepeople.com). 3 of 12 tracked firms and lawyers had 0 of 288.

AIO TRIGGER

53/58 (91.4%)

Google AI Overviews appeared on 53 of 58 searches (CI 81.4–96.3%). On the other 5, no overview was shown.

AIO LEADER

26/53 (49.1%)

Morgan & Morgan was the firm or lawyer named most often in AI Overviews, at 26 of 53, followed by Lanier Law Firm at 9 of 53 (17%). In the four-engine set, Morgan & Morgan was named in 157 of 288 answers (54.5%).

TOP DOMAIN

70/288 (24.3%)

en.wikipedia.org was cited in 70 of 288 grounded four-engine answers, with 129 of 2,554 citations (5.1%). forthepeople.com came second with 102 citations in 95 answers (33%).

02 THE LEADERBOARD

Which firms and lawyers 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	Morgan & Morgan	54.5%	157/288
2	The Cochran Firm	17.7%	51/288
3	Weitz & Luxenberg	15.6%	45/288
4	Simmons Hanly Conroy	14.2%	41/288
5	Lanier Law Firm	12.5%	36/288
6	Jacoby & Meyers	10.8%	31/288
7	Cellino Law	4.2%	12/288
8	Mark Lanier	3.5%	10/288
9	John Morgan	0.3%	1/288

02

THE LEADERBOARD

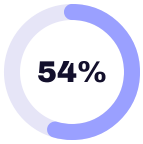
The full list

Own-domain citation is the share of 288 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,554 citations.

#	FIRM OR LAWYER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Morgan & Morgan**	157/288	**54.5%**	48.7–60.2%	1.1	33% (95/288)	4%
2	**The Cochran Firm**	51/288	**17.7%**	13.7–22.5%	2.1	11.8% (34/288)	1.3%
3	**Weitz & Luxenberg**	45/288	**15.6%**	11.9–20.3%	2.5	3.5% (10/288)	0.4%
4	**Simmons Hanly Conroy**	41/288	**14.2%**	10.7–18.7%	2.3	7.6% (22/288)	0.9%
5	**Lanier Law Firm**	36/288	**12.5%**	9.2–16.8%	1.9	5.2% (15/288)	0.6%
6	**Jacoby & Meyers**	31/288	**10.8%**	7.7–14.9%	2.4	1.7% (5/288)	0.2%
7	**Cellino Law**	12/288	**4.2%**	2.4–7.1%	3.3	0.3% (1/288)	0%
8	**Mark Lanier**	10/288	**3.5%**	1.9–6.3%	1.6	5.2% (15/288)	0.6%
9	**John Morgan**	1/288	**0.3%**	0.1–1.9%	2	33% (95/288)	4%

PROFILES

03 The top eight, side by side

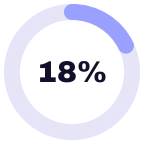


RANK 1

Morgan & Morgan

157/288 answers · 95% CI 48.7–60.2%

1.1	33%	4%
first-mention position	owned-domain citation (95/288)	citation share

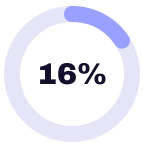


RANK 2

The Cochran Firm

51/288 answers · 95% CI 13.7–22.5%

2.1	11.8%	1.3%
first-mention position	owned-domain citation (34/288)	citation share

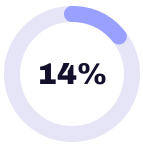


RANK 3

Weitz & Luxenberg

45/288 answers · 95% CI 11.9–20.3%

2.5	3.5%	0.4%
first-mention position	owned-domain citation (10/288)	citation share

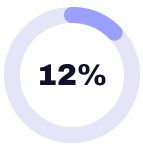


RANK 4

Simmons Hanly Conroy

41/288 answers · 95% CI 10.7–18.7%

2.3	7.6%	0.9%
first-mention position	owned-domain citation (22/288)	citation share

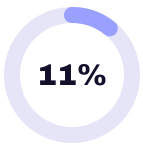


RANK 5

Lanier Law Firm

36/288 answers · 95% CI 9.2–16.8%

1.9	5.2%	0.6%
first-mention position	owned-domain citation (15/288)	citation share

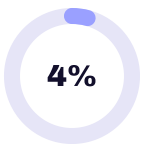


RANK 6

Jacoby & Meyers

31/288 answers · 95% CI 7.7–14.9%

2.4	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share

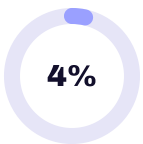


RANK 7

Cellino Law

12/288 answers · 95% CI 2.4–7.1%

3.3	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share



RANK 8

Mark Lanier

10/288 answers · 95% CI 1.9–6.3%

1.6	5.2%	0.6%
first-mention position	owned-domain citation (15/288)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

ChatGPT named The Cochran Firm in 23 of 72 answers. The other engines did so in 4 to 14 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Morgan & Morgan	**73.6%**
The Cochran Firm	**31.9%**
Weitz & Luxenberg	**26.4%**
Simmons Hanly Conroy	**23.6%**
Jacoby & Meyers	**13.9%**
Lanier Law Firm	**11.1%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Morgan & Morgan	**34.7%**
Weitz & Luxenberg	**20.8%**
Lanier Law Firm	**16.7%**
The Cochran Firm	**13.9%**
Simmons Hanly Conroy	**9.7%**
Jacoby & Meyers	**5.6%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Morgan & Morgan	**72.2%**
Lanier Law Firm	**22.2%**
The Cochran Firm	**19.4%**
Simmons Hanly Conroy	**15.3%**
Jacoby & Meyers	**15.3%**
Weitz & Luxenberg	**11.1%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Morgan & Morgan	**37.5%**
Simmons Hanly Conroy	**8.3%**
Jacoby & Meyers	**8.3%**
Cellino Law	**6.9%**
The Cochran Firm	**5.6%**
Weitz & Luxenberg	**4.2%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 58 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 53 = 341 answers.

TRIGGER RATE



Google AI Overviews appeared on 53 of 58 searches (91.4%, CI 81.4–96.3%). The other 5 searches showed no overview. Within the 53 overviews, Morgan & Morgan was named in 26 (49.1%), Lanier Law Firm was named in 9 (17%), The Cochran Firm was named in 8 (15.1%), Fieger Law was named in 6 (11.3%). forthepeople.com was the most-cited source, with 17 citations and an appearance in 16 of 53 overviews.

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

1	Morgan & Morgan	53.7%	=
2	The Cochran Firm	17.3%	=
3	Weitz & Luxenberg	14.7%	=
4	Lanier Law Firm	13.2%	▲ 1
5	Simmons Hanly Conroy	12.9%	▼ 1
6	Jacoby & Meyers	9.1%	=
7	Mark Lanier	4.1%	▲ 1
8	Cellino Law	3.5%	▼ 1
9	Fieger Law	1.8%	▲ 1
10	John Morgan	0.6%	▼ 1

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

Morgan & Morgan 100%

Weitz & Luxenberg	83.3%
Simmons Hanly Conroy	75%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Morgan & Morgan 16.7%

AI Overview shown on 2 of 3 searches

Q03 · 12 ANSWERS

Simmons Hanly Conroy 75%

Weitz & Luxenberg	58.3%
Lanier Law Firm	50%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Lanier Law Firm 33.3%

TIED WITH MARK LANIER

Mark Lanier	33.3%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Morgan & Morgan 58.3%

Weitz & Luxenberg	16.7%
The Cochran Firm	8.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Morgan & Morgan 100%

The Cochran Firm	83.3%
Jacoby & Meyers	66.7%

AI Overview shown on 0 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,554 citations in total. en.wikipedia.org was cited most often, with 129 citations (5.1%) across 70 answers. Next came forthepeople.com (102), kashlegal.com (69), bestlawfirms.com (65), bestlawyers.com (40), attorneys.superlawyers.com (37).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

forthepeople.com	**33%**
en.wikipedia.org	**24.3%**
kashlegal.com	**15.6%**
bestlawfirms.com	**15.3%**
cochranfirm.com	**11.8%**
bestlawyers.com	**10.8%**
klinespecter.com	**9.7%**
legal500.com	**9.7%**
attorneys.superlawyers.c...	**8.3%**
sokolovelaw.com	**8.3%**

GOOGLE AI OVERVIEWS · SHARE OF 53 OVERVIEWS

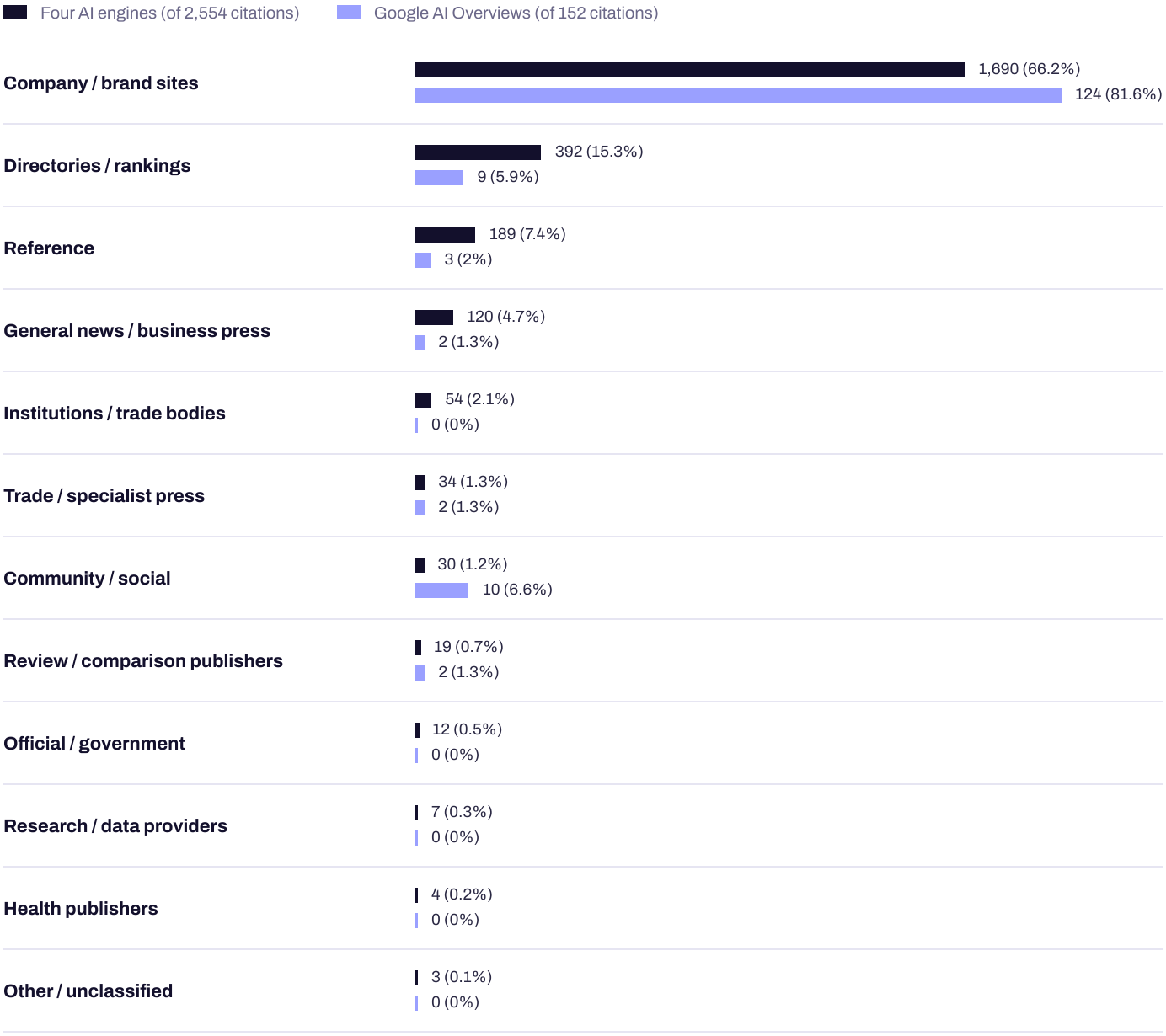
forthepeople.com	**30.2%**
knrlegal.com	**7.5%**
topverdict.com	**5.7%**
facebook.com	**5.7%**
goldenberglaw.com	**5.7%**
justia.com	**5.7%**
reddit.com	**5.7%**
seniorjustice.com	**5.7%**
thebarnesfirm.com	**5.7%**
bestlawfirms.com	**3.8%**

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.	Morgan & Morgan's own domains were cited in 33.0% of grounded answers, John Morgan's in 33.0% and The Cochran Firm's in 11.8%. John Morgan was named in only 0.3% of answers, yet its own domains were cited in 33.0%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 24.3% of grounded answers), kashlegal.com (15.6%), bestlawfirms.com (15.3%), bestlawyers.com (10.8%) and klinespecter.com (9.7%). Directories and rankings supplied 15.3% of citations and reference sites 7.4%.
Check each engine separately.	ChatGPT named Morgan & Morgan in 73.6% of answers against 34.7% on Claude. ChatGPT named The Cochran Firm in 31.9% of answers against 5.6% on Perplexity.
Do not ignore video and community sites.	Community and social sites supplied 6.6% of Google AI Overview citations against 1.2% in the four chat engines. facebook.com was cited in 5.7% of overviews and reddit.com in 5.7%.
Watch names outside the tracked list.	Sokolove Law (29), Panish (25), Thomas J. Henry Law (22) 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?

Morgan & Morgan, named in 157 of 288 four-engine answers (54.5%, CI 48.7–60.2%). The Cochran Firm was second at 51 of 288 (17.7%).

Q2 Which firm or lawyer is named first most often?

Morgan & Morgan was the first firm or lawyer named in 145 of 288 answers, with an average first position of 1.1.

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

An overview appeared on 53 of 58 searches (91.4%, CI 81.4–96.3%). Within those 53 overviews, Morgan & Morgan was named most often, in 26 (49.1%).

Q4 Which sources do the engines cite?

Across 2,554 four-engine citations, en.wikipedia.org was cited most (129 citations, in 70 of 288 grounded answers), followed by forthepeople.com (102 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named The Cochran Firm in 23 of 72 answers, against 4 to 14 of 72 on the other engines. ChatGPT named Simmons Hanly Conroy in 17 of 72 answers, against 6 to 11 of 72 on the other engines.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	58
questions		runs each		AI engines		answers		Google searches · 53 AI Overviews

24 questions, each asked 3 times on each engine, measured October 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 72 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.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	58	53 shown	53

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 28, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 12 tracked firms and lawyers were scored. Untracked names that appeared often were not scored, including Sokolove Law (29), Panish (25), Thomas J. Henry Law (22).
- AI Overview figures are based on only 53 overviews, so estimates for individual firms and lawyers are less precise than the four-engine figures.
- 14 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 58 searches.
- 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 questions

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

#	QUESTION	GROUP	SOURCE
01	What are the biggest personal injury law firms in the US?	Personal Injury Lawyers	CORE QUESTION
02	How do I find a good personal injury lawyer?	Personal Injury Lawyers	CORE QUESTION
03	Which law firms handle mass tort cases?	Personal Injury Lawyers	CORE QUESTION
04	Which lawyers have won the largest personal injury verdicts?	Personal Injury Lawyers	CORE QUESTION
05	Which law firms handle medical malpractice cases?	Personal Injury Lawyers	CORE QUESTION
06	Which national personal injury firms take car accident cases?	Personal Injury Lawyers	CORE QUESTION
07	Which law firms handle product liability lawsuits?	Personal Injury Lawyers	CORE QUESTION
08	Which personal injury firms handle truck accident claims?	Personal Injury Lawyers	CORE QUESTION
09	Which law firms handle wrongful death cases?	Personal Injury Lawyers	ADDED QUESTION
10	Which law firms handle motorcycle accident cases?	Personal Injury Lawyers	ADDED QUESTION
11	Which law firms handle nursing home abuse cases?	Personal Injury Lawyers	ADDED QUESTION
12	Which law firms handle slip and fall cases?	Personal Injury Lawyers	ADDED QUESTION
13	Which law firms handle workplace injury claims?	Personal Injury Lawyers	ADDED QUESTION
14	Which law firms handle aviation accident cases?	Personal Injury Lawyers	ADDED QUESTION
15	Which law firms handle birth injury cases?	Personal Injury Lawyers	ADDED QUESTION
16	Which law firms handle brain injury cases?	Personal Injury Lawyers	ADDED QUESTION
17	Which law firms handle rideshare accident claims?	Personal Injury Lawyers	ADDED QUESTION
18	Which personal injury firms work on contingency nationwide?	Personal Injury Lawyers	ADDED QUESTION
19	Which law firms handle pharmaceutical injury lawsuits?	Personal Injury Lawyers	ADDED QUESTION
20	Which law firms handle consumer class actions?	Personal Injury Lawyers	ADDED QUESTION
21	Which law firms handle boating accident cases?	Personal Injury Lawyers	ADDED QUESTION
22	Which law firms handle construction accident cases?	Personal Injury Lawyers	ADDED QUESTION
23	Which law firms handle dog bite cases?	Personal Injury Lawyers	ADDED QUESTION
24	Which trial lawyers are known for mass tort verdicts?	Personal Injury Lawyers	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Legal AI Discovery: Personal Injury 2026

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

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RESEARCH
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