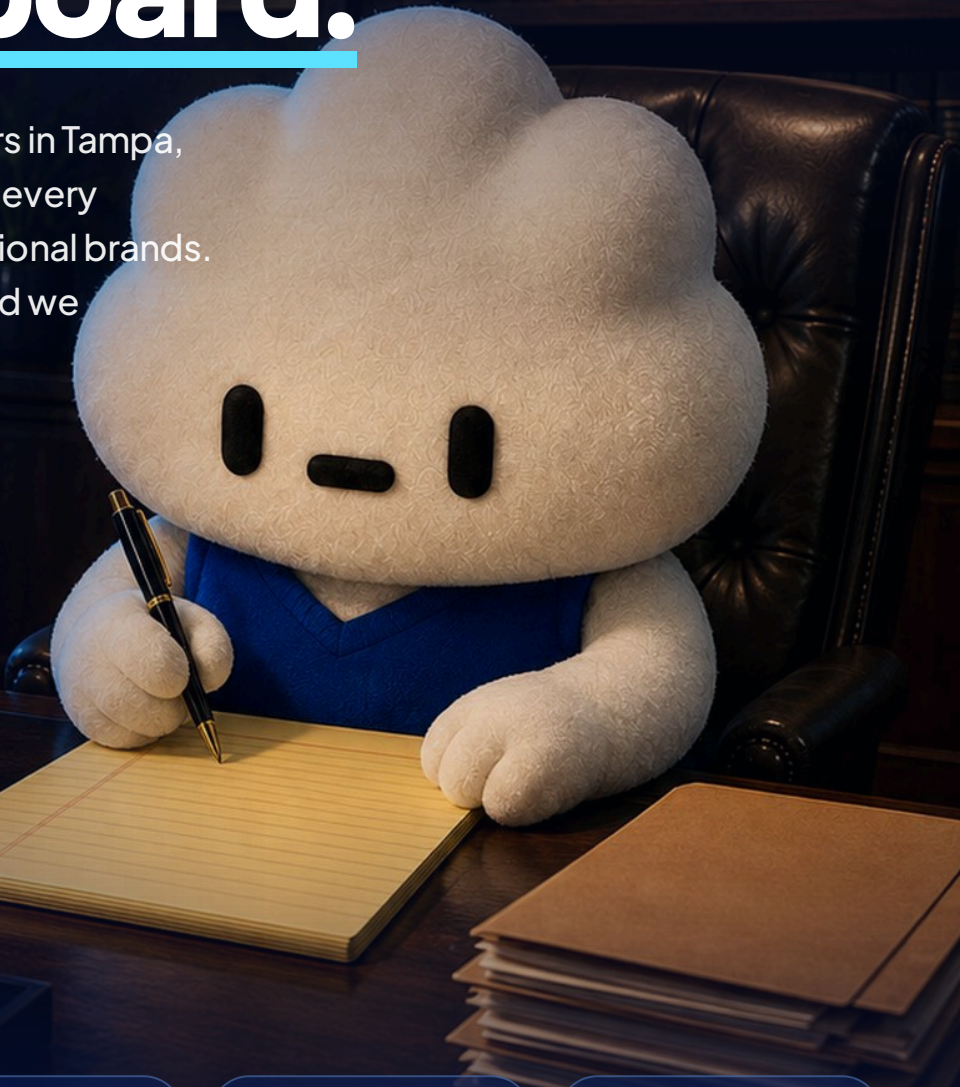


PERSONAL INJURY LAW

Out-argued by a billboard.

Nine attorneys, twenty-two years in Tampa, and a market where AI answered every question with the same three national brands. Thirteen weeks in the hardest field we measure.



1.9 → 22.4%

AI visibility



4 → 24

of 40 questions



10

signed cases



10×

return

THE STORY

The answer was already written before anyone asked.

Bayshore Injury Law handles car accidents, falls and wrongful-death claims from two Tampa offices. Nine attorneys, twenty-two years, a 4.9-star reputation. And in 35 of the 40 questions we asked, the first three names an AI gave were national advertising brands: not the closest firm, not the best reviewed, just the names that twenty years of television have made the default answer to the word “lawyer”.



ON THE MAP

A real firm with a real reputation

480 five-star reviews, two board-certified trial lawyers, and a referral network that brought in four out of every ten cases. Bayshore wasn't a weak firm. It simply had no presence in the place where a rear-ended driver now asks the first question.

IN THE ANSWER

Named in 4 of 40 questions

At 1.9% visibility, Bayshore was the lowest starting point of any client in this series. In four out of ten runs, the AI didn't even look anything up. It answered from memory, where the national brands have already won.

The managing partner, reading the baseline: “So we're not losing the pitch. We're not getting invited to it.”

35 / 40

questions answered with national brands only

Around 2,900 injured people a month in Tampa now ask an AI assistant who to call. Almost every one of them was handed a shortlist of three national firms, and a suggestion to try the Florida Bar's referral line. Bayshore was on about 55 of those shortlists.

WHICH GATES WERE FAILING

THE DETAILED PART

Absent where AI looks, unquotable where it reads.

The technical check came back almost clean, which is unusual and worth saying. Bayshore's site was fast, readable and open to every AI program. Its problem was that there was nothing on it worth quoting, and nowhere else a machine could confirm the firm existed.

GATE 3 · PRESENCE: THE NATIONAL CROWD-OUT

In 35 of 40 questions, all three names were national brands

For legal questions, AI assistants often don't search at all. In 40% of our baseline runs the model answered from memory, listing the firms most densely present in its training. Two decades of national advertising work, inside a language model, like a permanent head start that no local firm can outspend.

Top three all national: 35 / 40 · Answered without searching: 40% · Share of AI mentions held by three national brands: 61.8%

GATE 3 · PRESENCE: UNCLAIMED ON THE SITES THAT COUNT

Six attorney profiles nobody had ever claimed

Avvo, Justia, Super Lawyers, FindLaw, Lawyers.com and Martindale supply 64% of what AI cites for Tampa injury lawyers. Bayshore had a firm listing on two of the six. Six of its nine attorneys had auto-generated profiles nobody had touched: three with a bar admission year and nothing else, two belonging to lawyers who'd left in 2022.

Firm profiles complete: 2 / 6 · Unclaimed attorney profiles: 6 · Departed attorneys still listed: 2

GATE 2 · UNDERSTANDING: NOTHING TO QUOTE

Forty-six pages, thirty-one thousand words, and not one fact a model could lift

Every page opened with a version of "we fight for you." No fee terms, no timelines, no results, no answers to what people type at two in the morning. Asked how long a Florida car-accident claim takes, the AI found nothing on the site to use, so it answered from somewhere else, and named whoever was standing there.

Pages answering a client question: 0 / 46 · Published fees: none · Published timelines: none · Pages accidentally hidden from search since 2024: 9

WHAT THE MACHINE WAS SAYING AT THE TIME

ChatGPT · web search on · 12 January 2026

Question 03 / 40

"I got rear-ended on I-275 in Tampa and the insurer is lowballing me. Which lawyer should I call?"

Several firms handle Tampa auto claims of this kind:

1. **Hartwell & Cross**, national personal-injury firm with a Tampa office
2. **The Injury Advocates**, large multi-state practice advertising free consultations
3. **Reyes Nationwide Law**, national firm handling auto and premises claims

Bayshore Injury Law: not named. The answer closed by suggesting The Florida Bar referral service.

WHAT WE DID

Claim the profiles, publish the facts, earn the third slot.

A custom engagement, thirteen weeks. The goal was never to push the national brands out. That isn't possible. It was to be the local name that appears beside them, every time, with a specific reason attached. That means giving the AI something to say about Bayshore that it can't say about a billboard.



Claim the profiles



Publish the facts



Earn the third slot



1 Claim the profiles

All six lawyer directories claimed and completed: practice areas, admission years, board certifications, languages. Two departed attorneys removed. Nine pages accidentally hidden from search since a 2024 website update were switched back on. The two partners given one consistent bio and photo everywhere.

2 Publish the facts

Twenty-two pages that each answer a real question in the first line: how long a claim takes by type and county, what the insurer will do and why, when to refuse a first offer. The fee structure as a plain table. Thirty-four case results, with the disclaimers the Florida Bar requires, reviewed by the firm's compliance counsel.

3 Earn the third slot

Fourteen mentions in Tampa media, bar-association coverage and local legal guides the assistants already quote. Five placements in "best injury lawyers in Tampa" round-ups, earned editorially. A review request to every client at the close of their case: 6 a month became 19.

GATE 4 · MEASUREMENT: WHEN EACH THING MOVED

W5	All six directories claimed and complete	6.4%
W6	Fee table and first eight answer pages live	9.8%
W8	All 22 answer pages live. First Claude mention	14.1%
W10	Case results published; 16 / 40 questions	17.6%
W12	National-only shortlists fall below 15 / 40	21.3%
W13	24 of 40 questions. Usually #2 to #4	22.4%

Nothing moved for four weeks, and this is the field where that's hardest to sit through. The firm saw the directory count every week so there was something true to look at while the visibility number did nothing.

WHAT WE DELIBERATELY LEFT ALONE

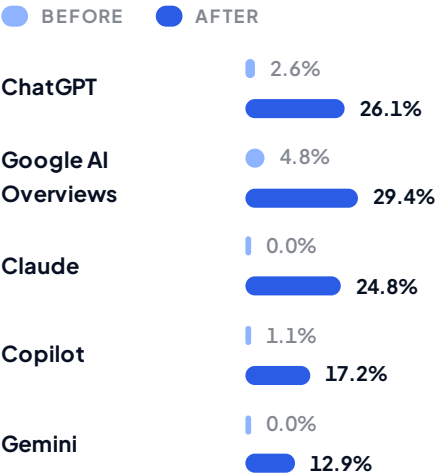
No case result went live without the Florida Bar's required disclaimers and the firm's compliance sign-off. No "best lawyer" claims on the firm's own site. Florida's advertising rules forbid them. No purchased directory awards or pay-to-list badges. No review incentives. Pilcrow does not publish comparative claims for a law firm, in any market.

A share of the answer, not the whole of it.

Measured 12 January against 13 April 2026, same forty questions, same five assistants. Read the second block first: the row that matters most here isn't the firm's own score, it's the collapse in questions where the shortlist was national brands only.

WHAT WE MEASURED	BEFORE	AFTER	CHANGE
WHAT WE CHANGED			
Profiles claimed on the 6 sites assistants read	2 / 6	6 / 6	+4
Pages answering a client question directly	0	22	+22
Case results published, with required disclaimers	0	34	+34
Mentions in Tampa media and legal guides	3	14	+11
New reviews per month	6	19	+217%
WHAT IT MOVED			
AI visibility score	1.9%	22.4%	+20.5 pp
Questions answered with national brands only	35 / 40	12 / 40	-23
Questions where the firm is named	4 / 40	24 / 40	+20
Typical position when named	#7-8	#2-4	+4 places
Named <i>with a reason</i>	0	19	recommended, not listed
Share of AI mentions among Tampa independents	3.2%	31.7%	+28.5 pp
WHAT IT EARNED			
Website visits from assistants, per month	41	380	+827%
Qualified consultations traced to assistants	not tracked	12 / month	new channel
Signed cases traced to assistants	not tracked	10	over 13 weeks

ASSISTANT BY ASSISTANT



Gemini stays hardest in this field: it searches least on legal questions and falls back on memory, where the national brands are untouchable. We say so in every report rather than averaging it away.

HOW TO READ THIS PAGE

22.4% is a ceiling, not a plateau. Personal injury is the most saturated field we measure, and this is the highest score we've recorded for an independent firm in a top-20 US market. The national brands don't leave the answer; they get *shared*. The realistic goal is the second or third slot beside them, every time, with a reason. Ten cases is commercially decisive and statistically small; one large case can swing the total by a third.

WHAT IT WAS WORTH

Ten cases, and what they were worth.

\$142,000

Fee value of 10 signed cases traced back to an AI assistant, at the firm's \$14,200 average net fee. Two more were still in litigation at close and are left out.

10×

Return on a \$14,500 custom engagement over thirteen weeks. The work paid for itself on the first signed case, in week eight.

\$1,450

cost per signed case, against \$4,180 on their paid search

12 / 40

questions still answered with national brands only, down from 35

2×

more people searching for Bayshore by name

AND WHAT THE MACHINE SAYS NOW

ChatGPT · web search on · 13 April 2026

Question 03 / 40, same words

"I got rear-ended on I-275 in Tampa and the insurer is lowballing me. Which lawyer should I call?"

For a disputed rear-end claim in Hillsborough County:

1. **Hartwell & Cross**, national firm with a Tampa office
2. **Bayshore Injury Law**, a Tampa firm that publishes its contingency structure (33⅓% pre-suit, 40% after filing) and states a typical 9–14 month timeline for a disputed rear-end claim in Hillsborough County, useful if you want the fee terms before you make the call
3. **The Injury Advocates**, large multi-state practice advertising free consultations

THE HONEST PART

Anyone promising a Tampa injury firm the first slot in ChatGPT is selling something that doesn't exist; 22.4% is close to the ceiling. About six in ten people who arrive from an AI can't be traced, so 10 cases is a floor. And the tactics that work in other fields (comparative claims, "best of" language, unqualified results) are prohibited here, which genuinely limits how far this can go.

Now ask it about your business.

Ten of the questions your buyers ask, across the AI assistants your customers actually use. Where you stand. Who gets named instead of you. The three fixes that move it fastest.

Get your free audit →