

Key Strategies to Optimize for AI Crawlers

Content

- **Long-tail & Semantic Keywords:** Utilize long-tail keyword phrases that are more specific and relevant to user searches. Incorporate related keywords and synonyms to improve context understanding.
- **In-depth Content:** Provide thorough information on topics, covering all relevant aspects.
- **EEAT:** Emphasize your experience, expertise, authoritativeness, and trustworthiness throughout the content to build credibility.
- **Natural Language:** Write in a conversational style, using natural language that users would naturally ask.
- **User Intent:** Understand user search intent and tailor content to address their needs directly.
- **Regular Updates:** Keep content fresh by adding new information and updating existing pages regularly.

Technical Optimization

- **Clear Structure:** Have a clear, organized site structure. Keep important pages close to the root domain.
- **Breadcrumb Navigation:** Add breadcrumbs to help users and crawlers understand the structure of your website.
- **Schema Markup:** Add schema markup, such as LegalService, Attorney, FAQPage, LocalBusiness, etc., to provide additional context about your content to AI crawlers.
- **Sitemaps:** Submit a sitemap to search engines to help crawlers discover and index your pages efficiently.
- **Robots File:** Ensure your robots.txt file isn't inadvertently blocking critical pages or directories. Explicitly allow AI bots to crawl the site.
- **Minimize JavaScript and Dynamic Content Issues:** Ensure content generated dynamically (e.g., with JavaScript frameworks) is crawlable. Use server-side rendering (SSR) or static site generation (SSG) for better accessibility by crawlers.

Authority

- **Legal Directories:** Have a presence on the legal directories AI crawlers often refer to for information and authoritativeness. Below is a list of the top 10 directories ChatGPT and Perplexity pull from.

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| • Avvo | • Nolo |
| • FindLaw | • Super Lawyers |
| • Justia | • HG.org |
| • Martindale-Hubbell | • LegalMatch |
| • Lawyers.com | • LawTally |