

Monthly report: month 3

Prepared for: Sample Immigration Law Firm, Houston, TX (fictional)

Cited Legal

This month in one paragraph

The firm was named in 27 of 180 answers (15.0%), up from 20 last month and 14 at the audit. Spanish answers naming the firm rose from 2 to 5 of 90.

Most of the gain came on questions tied to pages we changed this month (page 3). Perplexity improved most, after the crawler block was removed in month 1.

Rate by assistant

Assistant	Audit (baseline)	Month 2	Month 3
ChatGPT	10.0% (6/60)	15.0% (9/60)	16.7% (10/60)
Perplexity	8.3% (5/60)	11.7% (7/60)	18.3% (11/60)
Claude	5.0% (3/60)	6.7% (4/60)	10.0% (6/60)
All	7.8% (14/180)	11.1% (20/180)	15.0% (27/180)
Spanish answers only	0.0% (0/90)	2.2% (2/90)	5.6% (5/90)

Same 20 questions, same three assistants, three runs each, as in the audit. Assistants change from week to week, so read a single month as a direction, not a verdict.

Competitors and sources

Firms named (share of 180 answers)

Firm	Audit	Month 2	Month 3	Change this month
Firm A	34%	33%	31%	–2 pts
Firm B	24%	24%	25%	+1 pt
Firm C	16%	15%	14%	–1 pt
Firm D	10%	11%	12%	+1 pt
Sample Immigration Law Firm	8%	11%	15%	+4 pts

Sources cited (number of answers)

Source	Audit	Month 3	Note
Avvo attorney profiles	52	47	Now shows the firm's corrected details.
Justia lawyer directory	38	36	
Firm A website	33	30	Lost Spanish asylum citations.
Sample Immigration Law Firm website	9	24	Of which the new Spanish asylum page: 6.
uscis.gov	27	28	

Did our changes cause it? Changed pages compared with unchanged pages

Each of the 20 questions is tied to the page on the firm's site that should answer it. This month we changed or published pages for 8 questions and left the pages for the other 12 untouched. If the assistants were simply naming the firm more everywhere, both groups would rise together.

Group	Answers	Start of month	End of month	Change
8 questions, pages changed	72	12.5% (9/72)	25.0% (18/72)	+12.5 pts
12 questions, pages not changed	108	10.2% (11/108)	8.3% (9/108)	–1.9 pts
Difference between the groups				+14.4 pts

Reading: the rise is concentrated on the questions whose pages we changed, and the untouched group did not rise. That points to the work rather than a general shift in the assistants.

Limits. 72 and 108 answers are small samples, and one month is a short window. We repeat this comparison every month and only call an effect clear when it holds for more than one month.

Work log

Articles (8 this month)

#	Title	Lang.	Sent for approval	Approved by firm attorney	Published
1	Asylum in the U.S.: the one-year filing deadline explained	EN	Day 4	Day 7	Day 8
2	Asilo en EE. UU.: el plazo de un año para solicitar	ES	Day 4	Day 7	Day 8
3	Marriage-based green card: steps and documents	EN	Day 6	Day 9	Day 10
4	Residencia por matrimonio: pasos y documentos	ES	Day 6	Day 9	Day 10
5	What an immigration consultation covers	EN	Day 11	Day 14	Day 15
6	Qué incluye una consulta de inmigración	ES	Day 11	Day 14	Day 15
7	Removal defense: what happens at the first hearing	EN	Day 15	Day 19	Day 20
8	Defensa de deportación: qué pasa en la primera audiencia	ES	Day 15	Day 20	Day 21

Nothing was published before the firm’s attorney approved it. Titles are illustrative.

Fixes

Day	Fix
Day 2	Person markup and languages spoken added for 3 attorneys.
Day 3	“English, Spanish” listed on Google Business Profile and Justia.
Day 5	English/Spanish hreflang pairs added for 6 page pairs.
Day 12	Practice pages linked from the sitemap and footer; requested in Brave’s index.
Day 25–28	Re-measurement: 20 questions × 3 assistants × 3 runs = 180 answers.

Next month

1. Spanish fees and consultation page, then its English pair (approval by the firm's attorney first).
2. Answer-first openings on the remaining 3 practice pages.
3. 4 further articles on work visas and U visas (EN and ES).
4. Reviewer name and review date shown on every article.
5. Re-measure on days 25–28; report and 30-minute call on day 30.

Questions for the firm

- Which practice area should get the next Spanish page: work visas or DACA renewals?
- Can the firm's attorney review articles within 3 business days, so that all 8 publish this month?

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