

Example Canadian Law Firm LLP

DEMONSTRATION DATA ONLY - not a live score and not a claim about a real firm.

62 Illustrative score	38 Strong	27 Partial	35 Missing
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What a scoped review can show

- Which prospective-client questions the current indexed evidence can answer clearly.
- Where lawyer, practice, office, jurisdiction or intake attribution is incomplete.
- Which high-value questions have no usable evidence.
- Which improvements should be prioritized instead of publishing generic content.
- Which issues can be fixed internally versus quoted as implementation work.

Commercial rule

The report is a diagnostic deliverable. Analysis depth and implementation are scoped separately. A firm can act on the findings internally, use its existing web team, or request a custom implementation quote.

Sample question coverage

STATUS	CLIENT QUESTION	EVIDENCE FINDING
MISSING	Do you offer video consultations?	No clear website evidence found.
PARTIAL	Which lawyer handles wrongful dismissal?	Employment-law evidence exists, but lawyer attribution is incomplete.
STRONG	Does the firm handle employment matters in Ontario?	Practice and jurisdiction evidence are clear and attributable.
MISSING	What should I prepare for the first consultation?	No intake-preparation guidance is visible.
PARTIAL	Can the firm help clients outside its office city?	Office information exists, but service geography is unclear.

Common evidence categories

- Client question coverage
- Lawyer identity evidence
- Practice-area evidence
- Location / jurisdiction evidence
- Trust and attribution
- Content depth
- Freshness
- Contact / intake readiness

Analysis and implementation are separate products

A report can identify an evidence gap. The work required to fix that gap may be small or substantial, depending on the firm's website, approval process, content structure and private knowledge.

BEFORE	PROPOSED EVIDENCE	AFTER
No clear answer	Requires approval	Clearer evidence
Question: Do you offer consultations by video?	Example: "We offer telephone and video consultations for clients throughout Ontario."	Once approved and implemented, the answer can become attributable and retrievable.
Indexed evidence: no clear answer found.	The firm must confirm accuracy and where it should be published or stored.	Implementation may be done by the firm, its web team or Canadian Law Directory.

What changes the quote?

- Number of lawyers, offices and practice areas.
- Website size and quality of existing evidence.
- Analysis-only versus implementation.
- Amount of firm-supplied private knowledge.
- Approval, governance and update requirements.
- Need for recurring monitoring, content or support.

Three separate ways to buy

DIRECTORY LISTING Recurring listing service • Profile / listing presence • Claiming / verification • Enhanced information • Designed for scale	AI VISIBILITY REVIEW Custom quote • Question coverage • Evidence gaps • Prioritized findings • Scope varies by firm	CUSTOM AI / SUPPORT Project or custom agreement • Private knowledge system • Implementation • RAG / approved answers • Ongoing workload if needed
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STANDARDIZE WHAT SCALES. QUOTE WHAT DOES NOT.

A directory serving thousands of lawyers and firms needs standardized listing products. Custom AI and consulting work must be scoped to the actual workload so simple firms are not overcharged and complex firms are not subsidized.

REQUEST SERVICE INFORMATION

canadianlawdirectory.ca/law-firm-services.php

support@canadianlawdirectory.ca