LEXGRO™

Team Training Guide

Capabilities, Differentiators, and Sales Language

Stop Guessing. Start Leading.

What We Sell

Research-backed content and full-funnel marketing for law firms. Every piece starts with real data. Every asset passes automated quality checks before it goes live.

Five Things That Set Us Apart

Differentiator	What It Means for Clients
Data over guesswork	Proprietary research systems pull from authoritative sources. No making things up.
Quality at scale	Automated auditing catches errors, cliches, and generic language before publish.
Enterprise-grade visuals	Documentary photography aesthetic. Every image unique. No stock photos.
Technical rigor	Zero broken links. Schema markup. Programmatic SEO foundations.
Full funnel coverage	CTV, social, search, landing pages. One visual language across channels.

How to Talk About It

Say This	Not This
Research-backed editorial	AI-generated content
Data-driven strategy	ChatGPT, Claude, or any tool name
Proprietary intelligence systems	We use automation
Enterprise visual brand	We make graphics

Two Rules That Never Break

- Never quote pricing. Markets vary. Refer prospects to Taqtics for custom scoping.
- Never promise rankings or timelines. Focus on capabilities and process.

Capability: Content Research

Most agencies have writers Google for twenty minutes. We run every topic through a research system that returns citations from primary sources.

What Others Do	What We Do
Writer searches Google	Proprietary research with source tracking
Trust the writer got it right	Primary source validation (CDC, NIH, courts, OSHA)
Knowledge cutoff gaps	Real-time intelligence feeds
"According to studies..."	Numbered citations with URLs

Every stat has a source. We do not make things up.

Capability: Content Auditing

Before anything publishes, it runs through a 15-point automated check. This catches the things that make content sound generic or machine-made.

What Others Do	What We Do
Editor reads it once	Automated audit with instant feedback
Hope AI detection passes	Active phrase banning (50+ patterns)
Style guide in a drawer	Programmatic style enforcement

What Gets Checked Automatically

- Title under 60 characters (Google truncates longer ones)
- Meta description under 160 characters
- Readability score between 50 and 60
- Passive voice under 20 percent of sentences
- Zero matches against banned phrase library

Phrases We Flag and Remove

Law Firm Cliches	Generic AI Patterns	Filler Words
"entitled to compensation"	"It's important to note"	very, really, extremely
"call now for free consultation"	"In today's world"	utilize (just say use)
"don't wait another day"	"When it comes to"	leverage (as a verb)
"you deserve justice"	"At the end of the day"	synergy, holistic

Capability: Link Validation

Every internal link gets validated before deploy. Not spot checks. Every link on every page.

What Others Do	What We Do
Manual spot checks	Full pre-deploy scan
Find broken links in Search Console	Catch them before publish
Random sampling	Complete coverage

What It Catches

• Links to deleted pages • URL typos (/serivces/ instead of /services/) • Links to unpublished drafts • Missing trailing slashes

Zero broken links. Every time.

Capability: News Intelligence

We monitor news daily and score every story on a 100-point scale. Stories above 70 auto-draft. No meetings to decide coverage. No missed opportunities.

What Others Do	What We Do
Google Alerts	Proprietary news intelligence
Editor picks stories by gut	Algorithmic scoring (0-100)
Meeting to discuss coverage	Auto-draft at threshold
Hope we remember past coverage	Indexed history prevents duplicates

How Stories Get Scored

Dimension (25 pts each)	What It Measures
News Value	Is this actually newsworthy?
Discover Potential	Will Google surface this in feeds?
Audience Relevance	Does our target audience care?
Timeliness	How fresh is the story?
Uniqueness	Are competitors already covering it?

We do not miss stories. We do not waste time on low-value coverage.

Capability: Visual Generation

Every article gets a unique image. Documentary photography style. No stock photos. No template graphics with text overlays.

What Others Do	What We Do
Stock photos from Getty	Proprietary generation, unique per article
Template with headline text	Documentary photography aesthetic
Different style per designer	Programmatic style enforcement
Wait for designer availability	Generated in content pipeline

Technical Specs

- Card images: 800×450px for blog and social previews
- OG images: 1200×630px for link sharing
- Style: 35mm film grain, muted tones, 1970s-1990s documentary look
- Film references: Kodak Portra 400, Kodak Gold 200, Fuji Pro 400H
- Never includes: people, faces, readable text, logos

Capability: Social Sentiment Analysis

We mine actual online discussions to find what people ask and how they phrase it. FAQs answer real questions, not questions we assume they have.

What Others Do	What We Do
Guess what clients ask	Mine questions from real discussions
Assume pain points	Quantified clusters with mention counts
Write in legal jargon	Use the words people actually use
Static once written	Refreshable from live data

Sample Pain Point Clusters

Category	Mentions
Medical and injury concerns	203
Legal process questions	128
Financial stress	85
Insurance disputes	70
Location-specific issues	65

Our FAQs answer questions people actually ask.

Capability: CTV Advertising

This is the Taqtics advantage. Competitors cannot replicate it.

Traditional PI advertising waits for someone to search "car accident lawyer." By that point, they are comparing ten firms. We reach households with qualifying injury events before they search. First to establish trust. First call when they are ready.

What Others Do	What Taqtics Does
Basic demographic targeting	Behavioral audiences competitors cannot access
Wait for search intent	Reach households before they search
Compete with other firms	One firm per market. Structural exclusivity.
Measure impressions	Track from commercial to signed case

Platform Coverage

150+ premium streaming networks: HBO Max, Hulu, Peacock, Paramount+, YouTube TV, Tubi, Discovery. Non-skippable ads with 100 percent completion. This is where 48 percent of viewers watch now, but only 52 percent of ad dollars have followed.

Market Exclusivity

One firm per market. Period. Your competitors cannot access the same behavioral audiences in your geography. This is structural, not a preference setting.

Your competitors fight over the 10 percent who search. We reach the 90 percent who have not searched yet.

Capability: Backlink Intelligence

Link building driven by data, not spray-and-pray outreach.

What Others Do	What We Do
Buy a list, mass email	Intelligence-driven prospecting with quality scoring
Check Domain Authority only	Full backlink profile plus competitor gap analysis
Generic outreach templates	Site-specific pitches with exact insertion points

Our Process

1. Domain Analysis: Full backlink audit, competitor comparison, gap identification
2. Prospect Scoring: DA, traffic, relevance, link placement quality, contact accessibility
3. Classification: Link insertions, guest posts, resource pages, HARO opportunities
4. Output: Prioritized list with contacts, specific pages, and custom templates

Capability: Content Gap Analysis

We identify exactly what competitors rank for that you do not, then build a roadmap to close those gaps.

What Others Do	What We Do
Manual SERP review	Parallel intelligence gathering
SEMrush export, no action	Proprietary analysis with prioritized roadmap
Gut feel on opportunities	Traffic potential times difficulty matrix

Sample Gap Output

Gap Identified	Volume	Difficulty	Action
scaffold accident lawyer nyc	320/mo	Medium	New page
uber accident lawyer brooklyn	210/mo	Low	Quick win
construction settlement amounts	480/mo	High	Guide

Sales Response Guide

Quick answers for common prospect questions.

When They Ask	Your Response
"How is your content different?"	"Every piece starts with research from authoritative sources. Automated checks catch issues before publish."
"Do you use AI?"	"We use proprietary research and automation. Our system flags and removes what makes content sound machine-made."
"What about visuals?"	"Documentary photography style. Same quality as STAT News or NYT Health. Every image unique to the article."
"Full funnel?"	"CTV, social, search, retargeting, landing pages. Same visual language across every channel."
"Link building?"	"Intelligence-driven. We analyze competitor backlinks, score prospects by authority and relevance, and craft site-specific pitches."
"CTV advertising?"	"Behavioral audiences your competitors cannot access. Ninety percent blue ocean. One firm per market exclusivity."
"What results can I expect?"	"Focus on our capabilities and process. We do not promise rankings or timelines."
"What does it cost?"	"Scoping depends on your market and goals. I will connect you with Taqtics for a custom proposal."

Demo Reference: aeelaw.com

Use this site in sales conversations to show our work:

- Homepage: Dark authority design, case results, borough navigation
- Practice pages: FAQ schema with questions mined from real discussions
- Reviews page: 5.0 rating with proper schema markup

Project Voice Guidelines

Each project has specific rules. Know which voice you are writing in.

Project	Key Rules	Tagline
LEXGRO (B2B)	Spell out percent. No em-dashes. Direct tone.	Stop Guessing. Start Leading.
MesoWatch (Health)	Use % symbol. Person-first language. No law firm language.	STAT News meets Mayo Clinic
AEE Law (PI/NYC)	Trial-ready differentiator. NYC-specific. Say injured person, not victim.	We Do Not Settle. We Fight.

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