LEXGRO™

Capabilities Guide

Intelligence Platform • Enterprise Editorial • Full Funnel Growth

Stop Guessing. Start Leading.

Contents

Part 1: Intelligence Platform

The LEXXLY Suite

LEXXLY is a suite of intelligence tools white-labeled from Taqtics infrastructure. These tools power the data layer that informs every strategic decision. Not dashboards you log into. Programmatic intelligence that feeds directly into workflows.

Intelligence tells us what to build, who to target, and where the gaps are.

LexxlyRank: SEO Intelligence

LexxlyRank provides keyword research, SERP tracking, backlink analysis, and content gap identification. The data comes from enterprise-grade APIs that return actual search volume, competition scores, CPC benchmarks, and historical trends. Not estimates. Real data.

Why It Matters

Most keyword research relies on third-party estimates. LexxlyRank pulls directly from search engine data. When we say a keyword has 320 searches per month, that number is real. When we say competition is medium, that is calculated from actual SERP analysis, not a simplified score.

Capabilities

Capability	What It Does	Why It Matters
Keyword Gap Analysis	Finds keywords competitors rank for that you do not	Prioritized roadmap of content to create
SERP Tracking	Monitors ranking positions daily or weekly	See movement, catch drops early
Backlink Analysis	Maps competitor link profiles, finds opportunities	Data-driven link building, not spray and pray
Local Pack Monitoring	Tracks Google Maps rankings by location	Essential for firms serving specific geographies
Featured Snippet Tracking	Monitors position zero opportunities	Capture high-visibility SERP real estate

Output Example: Content Gap Report

Keyword Gap	Monthly Volume	Difficulty	Recommended Action
scaffold accident lawyer nyc	320	Medium	Create dedicated practice page
uber accident lawyer brooklyn	210	Low	Quick win, prioritize this month
construction settlement amounts ny	480	High	Comprehensive guide with data
can i sue my employer for injury	1,200	Medium	FAQ expansion, schema markup

Content Planning Methodology

Not all keywords are equal. A high-volume keyword with brutal competition may take two years to rank. A medium-volume keyword with weak competition could hit page one in eight weeks. LexxlyRank scores every opportunity to prioritize what gets built first.

Opportunity Score Formula

Opportunity Score = (Monthly Volume × Estimated CPC) ÷ Difficulty Score

The formula weights commercial value (volume times CPC reflects what competitors pay for that traffic) against the effort required to compete. High scores mean valuable traffic that is achievable. Low scores mean either low value or unrealistic competition.

Why CPC Matters for Organic

CPC reveals intent and value. When competitors pay $400 per click for "mesothelioma lawyer," that keyword converts. When they pay $2 for "what is asbestos," that traffic is informational. CPC benchmarks from paid search tell us which organic keywords drive cases, not just visits.

Time to Page One Estimates

Every opportunity includes a realistic timeline estimate based on current domain authority, existing topical relevance, and competitor strength. This prevents wasted effort on keywords that would take years while ignoring quick wins available now.

Difficulty Tier	Domain Authority Required	Estimated Time to Page 1	Strategy
Low (0-30)	Any DA with relevant content	4-8 weeks	Quick wins. Prioritize immediately.
Medium (31-50)	DA 20+ with topical depth	8-16 weeks	Core strategy. Build content clusters.
High (51-70)	DA 40+ with authority signals	4-8 months	Long play. Requires link building.
Very High (71+)	DA 60+ with brand recognition	12+ months	Aspirational. Build toward over time.

Priority Tiers

Based on opportunity score and time to rank, keywords fall into four priority tiers. Content production follows this prioritization to maximize return on effort.

Priority	Opportunity Score	Time to Rank	Action
Tier 1: Quick Wins	70+ score, Low difficulty	Under 8 weeks	Build immediately. First in queue.
Tier 2: Core Strategy	50-70 score, Medium difficulty	8-16 weeks	Steady production. Monthly targets.
Tier 3: Strategic Investments	30-50 score, High difficulty	4-8 months	Plan link building alongside content.
Tier 4: Long Horizon	Under 30 score or Very High	12+ months	Track but do not prioritize yet.

Example: Prioritized Content Calendar

Keyword	Volume	CPC	Difficulty	Score	Priority	Timeline
uber accident lawyer brooklyn	210	$285	22	2,717	Tier 1	4 weeks
scaffold accident settlement	170	$195	35	947	Tier 2	10 weeks
construction injury lawyer nyc	390	$320	58	2,152	Tier 2	12 weeks
mesothelioma lawyer new york	480	$890	78	5,477	Tier 3	6 months

Tier 1 keywords get built this month. Tier 2 fills the quarterly calendar. Tier 3 requires link building strategy alongside content. This is how execution follows data, not guesswork.

LexxlyPulse: Sentiment Discovery

LexxlyPulse mines real online discussions to discover what your audience actually asks, how they phrase their questions, and what pain points drive their decisions. Sources include legal advice forums, review platforms, social discussions, and news commentary.

Why It Matters

Most law firm FAQs answer questions the firm thinks clients ask. LexxlyPulse answers questions clients actually ask, in the words they actually use. This improves content relevance, search visibility, and conversion rates because visitors see their exact concerns addressed.

Pain Point Clusters

Raw mentions are organized into clusters with counts. This shows not just what people ask, but how frequently each concern appears. Content prioritization follows the data.

Pain Point Category	Mentions Found	Content Opportunity
Medical and injury concerns	203	Symptom pages, treatment timelines, what to expect
Legal process questions	128	Timeline content, step-by-step guides, FAQ expansion
Financial stress	85	Cost information, no-fee explanations, settlement ranges
Insurance disputes	70	Denial appeal content, bad faith documentation
Location-specific issues	65	Local court info, jurisdiction-specific pages

News Monitoring

LexxlyPulse also monitors news for trending topics, verdict announcements, regulatory changes, and PR opportunities. Stories are scored on news value, audience relevance, and timeliness. High-scoring stories trigger content production automatically.

LexxlyIQ: Attribution Intelligence

LexxlyIQ identifies the contribution of each marketing channel to case acquisition. Not just last-click attribution, but the full journey from first impression to signed case. This answers the question every firm asks: which marketing actually drives cases?

Why It Matters

CTV builds awareness but rarely gets last click. Paid search captures intent but did not create it. Without proper attribution, firms over-invest in bottom-funnel tactics and under-invest in awareness channels that fill the funnel. LexxlyIQ shows the real contribution of each channel.

Attribution Model

Channel	Role in Journey	Typical Attribution Problem	LexxlyIQ Solution
CTV	Creates awareness, first impression	Gets zero credit (no click)	View-through attribution, brand lift measurement
Paid Search	Captures intent	Gets all credit (last click)	Weighted contribution based on journey
SEO/Content	Builds trust, answers questions	Undervalued if not last touch	Engagement scoring, assist tracking
Retargeting	Brings visitors back	Often double-counted	Deduplicated conversion paths

LexxlyAIO: AI Search Optimization

When someone asks ChatGPT or Google AI Overview "Who is the best personal injury lawyer in Atlanta?" will your firm be mentioned? LexxlyAIO tracks how AI models reference your firm, which sources they cite, and how competitors appear in AI-generated responses.

Why It Matters

AI-powered search is changing how people find lawyers. A growing percentage of searches now include AI-generated summaries that recommend specific firms. If your firm is not being cited by AI models, you are invisible to a growing segment of potential clients.

Tracking Capabilities

- LLM mentions across ChatGPT and Google AI Overview
- Citation source analysis (which websites AI models reference)
- Competitor mention comparison
- Query pattern tracking (which prompts trigger mentions)
- Sentiment analysis of AI-generated mentions

Part 2: Enterprise Editorial Suite

Content production at scale with quality controls at every step. Research before writing. Automated auditing before publishing. Unique visuals for every piece. This is not content farming. This is enterprise editorial.

Every piece starts with research. Every piece passes automated quality checks. Every piece gets a unique image.

Research Layer

Before any content is written, it goes through a research layer that gathers facts from primary sources. CDC, NIH, OSHA, court records, medical journals. The output is a brief with numbered citations. No hallucinated statistics. Everything traceable to a source.

Why It Matters

Generic content says "according to studies" without citing which studies. Our content says "according to OSHA data from 2024, construction falls accounted for 34.6 percent of workplace fatalities" with a link to the source. This builds credibility with readers and search engines.

Research Output Example

Field	Example
Topic	Scaffold Accident Injuries in NYC
Primary Sources Found	8 (OSHA violation database, NY DOL reports, appellate decisions)
Statistical Data	Violation counts, settlement ranges, fatality rates
Citation Format	Numbered references with URLs, ready for footnotes or inline links

Content Production

Content is generated with strict style rules enforced at the prompt level. Voice guidelines, banned phrases, readability targets, and project-specific rules are built into the production process. The output is draft-ready, not raw generation.

Style Enforcement

Rule Category	Examples	Why It Matters
AI pattern detection	"It's important to note", "In today's world"	Removes generic, machine-sounding language
Law firm cliche removal	"entitled to compensation", "don't wait"	Differentiates from every other PI firm
Filler word elimination	very, really, extremely, utilize	Tightens prose, improves readability
Voice consistency	Project-specific tone guides	MesoWatch sounds different from AEE Law

Visual Generation

Every article gets a unique image. Documentary photography style. 35mm film grain, muted tones, natural lighting. No stock photos. No template graphics with text overlays. No people, faces, or readable text in generated images.

Why It Matters

Stock photos signal "generic content." Template graphics with headlines say "we made this in Canva." Documentary-style images signal editorial quality. They match what readers see in STAT News, NYT Health, or The Atlantic. The visual language reinforces the content quality.

Visual Standards

Element	Specification
Style	Documentary photography, shot on 35mm film, natural lighting, slight grain
Color	Desaturated, muted tones, darker moody palette
Exclusions	No people, no faces, no hands, no readable text, no logos
Card images	800×450 pixels, WebP and JPG formats
OG images	1200×630 pixels for social sharing

Automated Auditing

Before any content publishes, it runs through an automated audit. Fifteen checkpoints covering SEO requirements, readability, style violations, and banned phrases. Zero violations required before deploy.

Audit Checkpoints

Check	Target	Why
Title length	Under 60 characters	Google truncates longer titles in SERPs
Meta description	Under 160 characters	Full display in search results
Readability score	Flesch 50-60	Accessible without dumbing down
Passive voice	Under 20 percent	Direct, authoritative tone
AI patterns	Zero matches	50+ patterns in detection library
Banned phrases	Zero matches	Project-specific prohibited language

News Pipeline

For news-driven projects like MesoWatch, the entire pipeline runs automatically. Monitor news, score stories, research high-scorers, write articles, generate images, publish to production, distribute to social. No manual intervention required for stories scoring above threshold.

Pipeline Steps

Step	What Happens	Automation Level
1. Monitor	Fetch latest news from intelligence APIs	Fully automated, runs daily
2. Score	Rate 0-100 on news value, relevance, timeliness, uniqueness	Fully automated
3. Research	Gather facts and citations for stories scoring 70+	Fully automated
4. Write	Generate article with style rules enforced	Fully automated
5. Image	Create unique documentary-style card image	Fully automated
6. Publish	Commit to repository, trigger production build	Fully automated

7. Distribute	Add to social queue, post on schedule	Fully automated

Stories scoring 70 or higher auto-publish. The pipeline handles 5-10 articles per week without human review.

Part 3: Full Funnel Growth System

Most law firm marketing is fragmented. SEO runs one direction, paid runs another, TV looks nothing like the website. The Full Funnel Growth System aligns every channel under one visual language and one strategic approach. From first CTV impression to signed case.

Same visual language. Every touchpoint. A prospect who sees a CTV spot should recognize the same firm when they land on the website.

CTV Behavioral Targeting

Traditional PI advertising waits for someone to search "car accident lawyer." By then, they are comparing ten firms. Taqtics reaches households with qualifying events before they search. First to establish trust. First call when they are ready.

Why It Matters

Ninety percent of people who will need a lawyer have not searched yet. Paid search fights over the ten percent who have. CTV reaches the ninety percent. Blue ocean positioning instead of red ocean competition.

Structural Advantages

Traditional Approach	Taqtics Approach
Basic demographic targeting	Behavioral audiences based on qualifying events
Wait for search intent to appear	Reach households before they search
Compete with other firms on same inventory	Market exclusivity. One firm per geography.
Measure impressions and reach	Track from commercial view to signed case

Market Exclusivity

One firm per market. Period. Competitors cannot access the same behavioral audiences in your geography. This is structural exclusivity, not a preference setting. Your TV spots reach households your competitors cannot touch.

Visual Brand Alignment

Every channel looks like it comes from the same firm. Documentary photography. Consistent color palette. Same typography. Same voice. A prospect moves from CTV spot to Google search to website to intake form experiencing one unified brand.

Channel Application

Channel	Visual Treatment	Voice Treatment
CTV spots	Documentary style, brand palette, logo end card	Tagline, phone, clear CTA
Social video	Same visual language, platform-optimized	Short, punchy, same voice
Display/retargeting	Same photography style, consistent colors	Direct response, clear action
Landing pages	Dark authority design, trust signals	Confident, empathetic, local
Content/blog	Unique documentary images per piece	Educational, authoritative, helpful

Local Services Ads

Local Services Ads appear above everything else in search results. Above paid ads. Above organic. Above maps. They include a Google Verified badge that signals trust before the click even happens. And you only pay when someone actually contacts you, not when they click.

Why LSAs Matter for Law Firms

In October 2025, Google expanded the Google Verified badge to LSA advertisers, replacing the older Google Screened designation. This badge appears directly in search results and communicates that Google has verified the firm's license, insurance, and background. For legal services, this trust signal converts browsers into callers.

LSA vs. Traditional Search Ads

Factor	Local Services Ads	Traditional Search Ads
Payment Model	Pay per lead (call or message)	Pay per click (regardless of intent)
Position	Above all other results	Below LSAs, above organic
Trust Signal	Google Verified badge displayed	No verification badge
Targeting	Service area radius	Keywords and demographics
Control	Limited (budget, hours, areas)	Full (bids, keywords, ad copy)
Lead Quality	Higher (direct contact intent)	Variable (may be research clicks)

Reviews Drive LSA Ranking

LSA ranking is heavily influenced by review count and rating. A firm with 150 five-star reviews will outrank a firm with 20 reviews, even if both have identical budgets. Review velocity matters too. Firms that consistently add reviews rank better than those with stale review profiles.

LSA Review Factors

Factor	Impact	Recommendation
Total review count	High	Target 100+ reviews minimum, 200+ for competitive markets
Average rating	High	Maintain 4.5+ stars, respond to all negative reviews
Review recency	Medium	Add 4-8 new reviews per month consistently
Response rate	Medium	Respond to every review within 24 hours
Review content	Low-Medium	Encourage detailed reviews mentioning practice areas

Running LSAs Alongside Search

LSAs and traditional search ads are not either/or. They serve different functions. LSAs capture high-intent local searchers who want to call now. Search ads capture informational and comparison searchers who need more nurturing. Running both increases total visibility and captures leads at different stages of the decision process.

Best practice: Run LSAs for direct-response practice areas (PI, family law, criminal defense) while running search ads for longer-consideration areas (estate planning, business law).

Paid Media Architecture

Paid media is not one channel. It is a layered system where each channel serves a specific function. LSAs and search capture active intent. Performance Max extends reach algorithmically. Display and video retarget. Social reinforces and re-engages. Every dollar has a defined role.

The funnel is not linear. A prospect might see a CTV spot, search your name, leave without converting, see a retargeting ad on Instagram, return via branded search, and finally call. Attribution tracks the full journey, not just the last touch.

Channel Hierarchy

Channels are prioritized by proximity to conversion. LSAs and search run first because they capture people actively looking for a lawyer. Performance Max and demand generation run second to extend reach. Retargeting runs continuously to bring back non-converters.

Priority	Channel	Budget %	Function	Primary KPI
1	Local Services Ads	15-25%	Capture high-intent local leads	Cost per lead
2	Google Search (non-brand)	20-30%	Capture keyword intent	Cost per conversion
3	Google Search (brand)	5-10%	Capture name searches from awareness	Impression share
4	Performance Max	15-20%	Algorithmic reach extension	Conversions at target CPA
5	Meta Retargeting	10-15%	Re-engage site visitors	Return visit rate
6	Demand Gen / YouTube	10-15%	Video awareness, retargeting	View-through conversions
7	Display Retargeting	5-10%	Visual reminders across web	Frequency, conversions

Google Ads Campaign Structure

Search campaigns are organized by practice area and intent level. Each practice area gets its own campaign for budget control. Within campaigns, ad groups separate high-intent keywords (lawyer, attorney, sue) from informational keywords (how to, can I, what is).

Campaign Type	Targeting	Bid Strategy	Use Case
Practice Area - High Intent	"[city] car accident lawyer"	Target CPA or Maximize Conversions	Primary lead generation
Practice Area - Informational	"car accident settlement amounts"	Maximize Clicks with cap	Funnel building, remarketing lists
Brand	Firm name, attorney names	Target Impression Share 95%+	Protect brand searches
Competitor	Competitor firm names	Manual CPC or Target CPA	Conquest, brand awareness
Performance Max	Algorithmic across all Google	Target CPA	Incremental reach and conversions

Why Meta Retargeting Outperforms Google for Law Firms

Google restricts retargeting for legal services due to sensitive category policies. You cannot retarget users based on their interest in personal injury or criminal defense. Meta has fewer restrictions, allowing more precise retargeting of website visitors. This makes Facebook and Instagram the primary retargeting channels for law firm campaigns.

Meta Retargeting Audiences

Audience	Definition	Message	Frequency Cap
Practice Page Visitors	Viewed specific injury type page	Direct CTA for that practice area	3-5 per week

Blog Readers	Read 2+ articles, no form fill	Educational content, soft CTA	2-3 per week
Form Abandoners	Started form but did not submit	Urgency messaging, easy next step	5-7 per week
Video Viewers	Watched 75%+ of any video	Different creative, same message	3-5 per week
Converters (Exclude)	Already submitted form or called	Exclude from all retargeting	N/A

Frequency Capping

Retargeting without frequency caps creates ad fatigue and brand damage. A prospect who sees the same ad 30 times in a week will associate the firm with annoyance, not authority. Caps ensure visibility without overexposure.

- Display retargeting: Maximum 3 impressions per user per day
- Social retargeting: Maximum 5-7 impressions per user per week
- Video retargeting: Maximum 2-3 impressions per user per week
- Combined frequency: No more than 15 total retargeting impressions per user per week

Performance Max Considerations

Performance Max campaigns use machine learning to place ads across Search, Display, YouTube, Gmail, Maps, and Discovery. They can deliver incremental conversions but require careful setup. Without proper audience signals and asset groups, PMax may cannibalize branded search or deliver low-quality placements.

PMax Best Practices for Law Firms

- Provide strong audience signals: upload customer lists, define custom segments
- Create separate asset groups per practice area with tailored creative
- Exclude brand keywords to prevent PMax from taking credit for brand searches
- Set realistic target CPA based on search campaign performance plus 20-30%
- Monitor placement reports weekly and exclude low-quality sites

Conversion Architecture

Traffic means nothing without conversion. Every page is built to move visitors toward contact. Multiple pathways: form, phone, chat. Friction minimized. Response time maximized.

Conversion Elements

Element	Placement	Purpose
Sticky header	Every page, persists on scroll	Phone number always one tap away
Hero form	Homepage, above fold	Immediate capture for high-intent visitors
Sidebar form	Practice area pages, sticky	Contextual to the injury type being viewed
Chat widget	Bottom right, all pages	Real-time engagement, lower commitment than call
Exit intent	First visit only, triggered on leave	Final capture attempt for abandoning visitors

Response Time Standards

- Form submissions: Response within 5 minutes
- Chat inquiries: Response within 1 minute
- Phone calls: Answered immediately or returned within 2 minutes

Part 4: How It Works Together

Intelligence, Editorial, and Full Funnel are not separate services. They are layers of one integrated system. Intelligence informs what to build. Editorial produces it at scale. Full Funnel distributes it everywhere.

The Flow

Layer	Input	Output	Feeds Into
Intelligence	Market data, competitor analysis, sentiment	Keyword gaps, pain points, opportunities	Editorial priorities
Editorial	Research briefs, style rules, visual standards	Articles, images, landing pages	Full Funnel distribution
Full Funnel	Content assets, targeting data, brand guidelines	CTV spots, paid campaigns, retargeting	LexxlyIQ attribution
Attribution	Conversion data, channel performance	Contribution analysis, optimization signals	Intelligence refinement

Example: New Practice Area Launch

A firm wants to expand into rideshare accident cases. Here is how the system works:

1. Intelligence identifies the opportunity

LexxlyRank gap analysis shows competitors ranking for "uber accident lawyer" with 210 monthly searches and low difficulty. LexxlyPulse sentiment data shows 47 mentions of rideshare injury confusion in forums. The opportunity is validated with data.

2. Editorial produces the content

Research layer gathers facts: NYC TLC regulations, insurance requirements, recent verdicts. Content production creates a practice page, FAQ schema, and three supporting blog posts. Visual generation creates documentary-style images for each piece. Automated audit confirms zero style violations before publish.

3. Full Funnel distributes everywhere

The practice page goes live. Paid search campaigns target rideshare injury keywords. CTV spots mentioning rideshare accidents enter rotation. Social posts link to the new content. Retargeting shows the rideshare page to visitors who viewed car accident pages. Same visual language across every touchpoint.

4. Attribution measures what works

LexxlyIQ tracks the journey from CTV view to website visit to form fill to signed case. After 90 days, the data shows which channels contributed to rideshare case acquisition. Budget allocations adjust based on real contribution, not assumptions.

This is not a collection of services. It is a system. Each layer makes the others more effective.