



LEXXLY Suite

Full-Stack Legal Marketing Intelligence

The operating system for law firm growth.

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The Problem

Law firm marketing runs on fragmented tools and manual processes. Ten disconnected platforms. Content QA that depends on who has time. Guesswork on what topics matter. Generic stock imagery. Reactive news coverage. Random link outreach.

LEXXLY replaces the patchwork with a unified intelligence system.

Current Reality	LEXXLY Solution
10+ disconnected tools	One integrated platform
Manual content review	Automated quality auditing
Guesswork on topics	Research-driven intelligence
Stock photos everywhere	Unique documentary-style visuals
Reactive news coverage	Proactive story scoring
Spray-and-pray link building	Intelligence-driven prospecting

LEXLY Modules

LEXLY Research

Proprietary content research with primary source validation. Every query returns citations from authoritative sources: CDC, NIH, court records, OSHA, medical journals. No hallucinated statistics. Everything traceable.

- Multi-source intelligence (medical, legal, government, news)
- Numbered citations with URLs
- Real-time data feeds (no knowledge cutoffs)

LEXLY Audit

Automated 15-point quality check before anything publishes. Catches AI tells, law firm cliches, and style inconsistencies. Instant feedback, not manual queues.

Check	Target
Title length	Under 60 characters
Meta description	Under 160 characters
Readability	Flesch 50-60
Passive voice	Under 20 percent
Banned phrases	Zero matches (50+ patterns)

LEXLY Link Validator

Pre-deploy scanning catches broken links before they reach production. Links to deleted pages, URL typos, missing slashes. Complete coverage, not sampling.

LEXLY News Intelligence

Daily monitoring with algorithmic scoring (0-100). Stories above 70 auto-draft. Source filtering blocks competitors. Indexed history prevents duplicate coverage.

LEXLY Visual Studio

Programmatic image generation with enforced brand consistency. Documentary photography aesthetic (35mm film grain, Kodak Portra warmth). No stock photos. No text overlays. Unique per article.

Output	Dimensions	Use
Card images	800x450px	Blog cards, social previews
OG images	1200x630px	Link sharing
Hero images	1920x1080px	Landing pages

LEXLY Sentiment

Social listening mines real discussions: Reddit threads, Avvo questions, review sites. Output is pain point clusters with mention counts. FAQs answer questions people actually ask, in the words they use.

LEXLY Backlink Intelligence

Data-driven link prospecting. Full backlink audit, competitor gap analysis, prospect scoring by authority and relevance. Output: prioritized list with contacts, specific pages, and custom outreach templates.

LEXLY Gap Analysis

Competitive intelligence identifies what competitors rank for that you do not. Output: prioritized roadmap with traffic potential, difficulty scores, and recommended actions.

LEXLY CTV (Taqtics Exclusive)

Behavioral audience targeting on connected TV. Reach households before they search. 150+ premium networks. Non-skippable, 100 percent completion. One firm per market exclusivity.

How Modules Work Together

LEXLY is not a collection of tools. Modules feed into each other as an integrated system.

Input	Module	Output	Feeds Into
Topic request	Research	Cited brief	Audit
Draft content	Audit	Quality report	Visual Studio
Approved content	Visual Studio	Brand images	Link Validator
Breaking news	News Intelligence	Scored stories	Research
Domain profile	Backlink Intel	Prospect list	Content strategy
Competitor data	Gap Analysis	Roadmap	Research

The Taqtics Difference

LEXLY is built and maintained by Taqtics. This is not off-the-shelf SaaS available to your competitors. It is proprietary technology deployed exclusively for LEXGRO clients.

Custom implementation. Market exclusivity. Continuous development.



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