

LEXLY Suite

AI-Powered Marketing Intelligence for Law Firms

"Data In. Decisions Out."

LEXLY gives law firms the same AI-powered marketing intelligence that Fortune 500 companies use—without the enterprise price tag or the guesswork.

Product	Function	Key Benefit
LexlyIQ	Attribution & Media Contribution	Know exactly which channels drive cases
LexlyRank	SEO Intelligence & Gap Analysis	Find keywords competitors rank for
LexlyPulse	Sentiment & Pain Point Discovery	Understand what clients actually want
LexlySchema	Automated Structured Data	Boost visibility with rich snippets
LexlyBuild	Programmatic SEO & Pages	Scale content with AI automation
LexlyAIO	AI Optimization & LLM Mentions	Get recommended by ChatGPT & AI

White-Label Partner: Taqtics.com

Prepared for: Keith Dyer / LEXGRO

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LexxlyAIO: AI Optimization & LLM Mentions

The Future of Search is AI. When someone asks ChatGPT 'Who is the best personal injury lawyer in Atlanta?', will your firm be mentioned? LexxlyAIO tracks and optimizes for this new reality.

What is LLM Mentions?

The LLM Mentions API tracks how your law firm appears in AI-generated responses across major platforms. As AI search grows (ChatGPT, Google AI Overview, Perplexity), this becomes critical for client acquisition.

Supported Platforms

Platform	Status	What We Track
ChatGPT (OpenAI)	Live	Brand mentions, recommendations, sentiment
Google AI Overview	Live	Citations in AI-generated summaries
Perplexity	Coming Soon	Source citations, recommendation context
Claude (Anthropic)	Coming Soon	Brand recommendations and context

Core Capabilities

Feature	Description
LLM Mentions Tracking	Monitor when and how your firm is mentioned in ChatGPT responses
AI Overview Monitoring	Track Google AI Overview citations and rankings for your keywords
Citation Analysis	Identify which sources AI models cite when recommending lawyers
Competitor AI Visibility	See which competitors appear in AI responses for your practice areas
AI-First Content Optimization	Optimize your content to be cited by AI models
Prompt Tracking	Track which prompts/queries trigger mentions of your firm

Key Metrics Tracked

- Mention frequency by platform (ChatGPT vs AI Overview)
- Sentiment of AI mentions (positive / neutral / negative)
- Competitor mention comparison and share of voice
- Source attribution (what websites AI cites when recommending)
- Query patterns that trigger brand mentions

DataForSEO API Integration

LEXLY Suite is powered by DataForSEO's enterprise API infrastructure—the same data source used by major SEO platforms. All tools available as white-label services for your clients.

Available APIs & Use Cases

API	Use Case	LEXLY Product
SERP API	Rank tracking, SERP features, local pack	LexxlyRank
Keywords Data API	Search volume, difficulty, trends	LexxlyRank
Backlinks API	Link analysis, competitor profiles	LexxlyRank
On-Page API	Technical SEO audit, Core Web Vitals	LexxlyRank, Schema
News API	Trending topics, PR opportunities	LexxlyPulse
Reviews API	Sentiment, reputation monitoring	LexxlyPulse
People Also Ask	FAQ mining, content opportunities	LexxlyRank, Pulse
Related Keywords	Content clusters, topical authority	LexxlyRank
AI Optimization API	LLM mentions tracking	LexxlyAIO
LLM Mentions API	ChatGPT/AI Overview citations	LexxlyAIO
Content Analysis	Sentiment, entity extraction	LexxlyPulse
Content Generation	AI-assisted content creation	LexxlyBuild

Full API Documentation: docs.dataforseo.com/v3/

White-Label Advantage

All DataForSEO capabilities can be delivered under the LEXGRO/LEXLY brand:

- Enterprise-grade data at agency pricing
- No 'powered by' attribution on client reports
- Custom branding on dashboards and exports
- API access for custom integrations
- Scalable infrastructure without DevOps overhead

Pricing Tiers

Tier	Monthly	Includes
LexxlyRank Essentials	\$497	Keyword gap analysis (quarterly), 50 keyword tracking, 3 competitors
LexxlyRank Pro	\$997	Essentials + monthly gap analysis, 200 keywords, backlinks, LexxlyPulse
LEXXLY Complete	\$2,497	Pro + LexxlySchema, LexxlyBuild (50 pages/mo), LexxlyAIO
LEXXLY Enterprise	Custom	Unlimited everything + LexxlyIQ attribution + dedicated support

Go-To-Market Strategy

Phase	Timeline	Focus
Soft Launch	Q1 2026	Lead magnet for CMO services, case studies with existing clients
Product Launch	Q2 2026	LEXXLY Suite landing page, demo videos, integrated service offerings
Scale	Q3-Q4 2026	LexxlyIQ attribution integration, agentic AI features, external licensing

Lead Magnet Concepts

- **LexxlyRank Audit** — Free 10-page SEO gap analysis report
- **Practice Area Pulse Report** — Free Reddit sentiment analysis
- **LexxlySchema Scan** — Free structured data audit
- **AI Visibility Check** — Free LLM mentions report (NEW)

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Client Brand: LEXGRO

This document is confidential and intended for internal planning purposes.