

# LEXXLY Suite

AI-Powered Marketing Intelligence for Law Firms

*"Data In. Decisions Out."*

LEXXLY 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                             |
|--------------|----------------------------------|---|
| LexxlyIQ     | Attribution & Media Contribution | Know exactly which channels drive cases |
| LexxlyRank   | SEO Intelligence & Gap Analysis  | Find keywords competitors rank for      |
| LexxlyPulse  | Sentiment & Pain Point Discovery | Understand what clients actually want   |
| LexxlySchema | Automated Structured Data        | Boost visibility with rich snippets     |
| LexxlyBuild  | Programmatic SEO & Pages         | Scale content with AI automation        |
| LexxlyAIO    | 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

LEXXLY 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                                 | LEXXLY 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/](https://docs.dataforseo.com/v3/)

## White-Label Advantage

All DataForSEO capabilities can be delivered under the LEXGRO/LEXXLY 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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**White-Label Partner:** Taqtics.com

**Client Brand:** LEXGRO

*This document is confidential and intended for internal planning purposes.*