



LEXXLY Suite

Full-Stack Legal Marketing Intelligence

The operating system for law firm growth.

Technology by Taqtics • February 2026

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 |

LEXXLY Modules

LEXXLY 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)

LEXXLY 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) |

LEXXLY Link Validator

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

LEXXLY News Intelligence

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

LEXXLY 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 |

LEXXLY 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.

LEXXLY 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.

LEXXLY Gap Analysis

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

LEXXLY 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

LEXXLY 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

LEXXLY 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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