How AI recommends a Bristol family law firm

A real sample. Firm names are hidden; the figures are real.

We asked ChatGPT, Gemini and Perplexity ten questions a Bristol client might ask about family law, fifteen times each: 450 answers in all. AI answers change every time you ask, so one check can mislead. Fifteen askings give a share you can trust, with a margin of error (±, 95%).

The client · all three — 2nd in Bristol

63% ± 4

Named in 63% of 450 answers

ChatGPT — Biggest gap

38% ± 7

of 150 answers

Gemini

81% ± 5

of 150 answers

Perplexity

71% ± 6

of 150 answers

WHAT TO FIX FIRST

Two gaps worth fixing, and two that aren't.

01 — Profiles

Complete the review and directory profiles

ChatGPT names the client far less than Gemini does, and it leans on review and directory sites more than the other two. Check the profiles there are complete and current.

Cited by ChatGPT, of 150 answers: ReviewSolicitors 39, Chambers 35, Resolution 20, Legal 500 19

02 — New page

A page for couples separating who aren't married

The client covers this in one section of another page. The firms named instead have a page of their own, and those are the pages the AI cites.

Named in 24 of 45 answers, against 32 for Firm A

03 — By design

Fixed fees and free consultations: nothing to fix

The client charges by the hour and offers a discounted first meeting, and the AI reports that correctly. If that ever changes, these 90 answers are where it would show.

Fixed-fee divorce: 2 of 45. Free first consultation: 5 of 45

✓ **Working well:** the client's children and prenup pages are each cited in 30 of 45 answers on those questions, and the client's website is the second most-cited site across all 450.

WHO AI NAMES IN BRISTOL

The client is second of the Bristol firms.

Firm	0% 25% 50% 75% 100%	All three	ChatGPT	Gemini	Perplexity
Firm A		71% ± 4	59%	85%	68%
The client		63% ± 4	38%	81%	71%
Firm B		57% ± 4	45%	40%	85%
Firm C		32% ± 4	24%	39%	34%
Firm D		32% ± 4	13%	37%	47%
Firm E		30% ± 4	25%	48%	17%

The bar shows the 95% range for all three engines together. Each engine's own figure is ± 5 to 7 points. Top six firms shown.

QUESTION BY QUESTION

Where the client is named, and where it isn't.

Question	Answers naming the client	of 45	Named most instead
Best divorce solicitors in Bristol		42	–
Financial settlement in a divorce		41	–
Family law solicitor, who should I contact?		36	–
Best reviews		35	–
Child arrangements after separation		34	Firm A 43
Prenuptial agreement		34	Firm A 36
High-net-worth divorce		32	–
Separating and not married		24	Firm A 32
Free first consultation		5	Firm F 33, Firm A 32, Firm D 32
Fixed-fee divorce		2	Firm A 43, Firm G 42, Firm H 38

NEXT MONTH

The same 450 questions, asked again. A move of about 7 points or more in the client's share will show up as real, not noise.

- Each client's share on every engine, with its margin of error
- Whether the change since last month is real
- Who is named instead, and the sites AI cites
- What to fix first, under your agency's name

HOW THIS WAS MEASURED

Method

- ChatGPT (GPT-5.4 mini), Gemini (3.5 Flash) and Perplexity (Sonar), all searching the web, asked through their APIs on 3 November 2026. Results in the ChatGPT app can differ.
- Each question asked exactly as written, 15 times on each engine, with no firm named in the question.
- A firm counts as named when the answer mentions it by name; spelling variants count as the same firm.
- Shares are averaged over questions, then engines.