

SOLICITORS · YOUR CITY

Harnwell & Co

*When buyers in your city ask AI for a solicitor, it names you 35 times — and picks **someone else** nearly every time.*

7/130

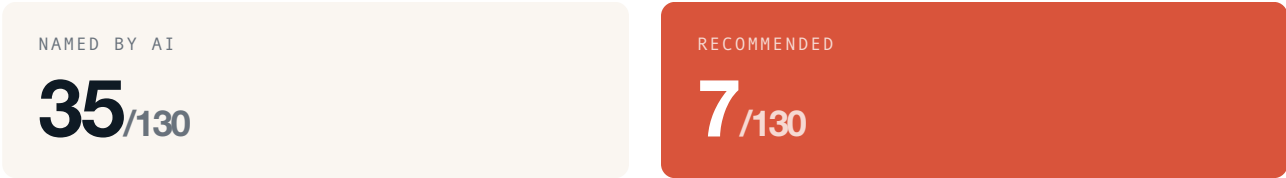
recommended by AI, across
ChatGPT, Gemini & Claude

BUILT FROM AI ANSWERS · SEARCH · BUYER VOICE

61% of UK lawyers now use AI, up from 46% a year ago. **Clients are starting to use it the same way** — to shortlist a firm before they ever call. Source: LexisNexis

WHERE YOU STAND

Named a lot. Recommended 7 times.



WHO AI RECOMMENDS — 50 QUESTIONS, 3 ENGINES



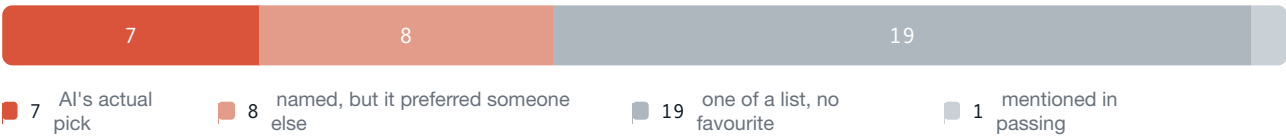
How often each firm was AI's actual pick, out of 130 real answers (23 July 2026). Gemini and Claude answered all 50 questions; ChatGPT answered 30. What AI said, not a ranking of quality.

ChatGPT GPT-5.6 · live web NAMED REC. 11/30 3/30	Gemini 2.5 Flash · live web NAMED REC. 14/50 0/50	Claude Sonnet · live web NAMED REC. 10/50 4/50
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WHAT AI ACTUALLY SAID

Named often. Chosen rarely.

AI mentioned Harnwell & Co **35 times**. Only 7 times were you the pick. The rest of the time you're one name on a list.



“Rival firm B LLP is probably my top general recommendation: it's one of the largest independent law firms in the south of England, well regarded across corporate, family and private client work, with offices in your city and...”

Claude, live web search · “Can you recommend a good law firm in your city?” · 23 July 2026

Harnwell & Co was named earlier in this same answer — then left out of the pick.

WHO KEEPS WINNING INSTEAD

Rival firm B

5×

rival-b.co.uk
Wins from its own website — not a directory.

Rival firm A

4×

rival-a.co.uk
Wins from its own website — not a directory.

WHAT YOUR BUYERS ACTUALLY SAY

Their words, not ours.

We read **120 real comments** from 48 public discussions and review pages where people in this market talk about choosing a firm. Nobody was surveyed and nothing here is written by us.

WHAT STOPS THEM

“What am I actually paying for?”

24 of 120 comments

“All they do is input the details into the form and send it off, and you pay THOUSANDS”

public forum

WHAT WINS THEM

Handing it over and not thinking about it again

24 of 120 comments

“worth every single penny to not have to be personally involved”

public forum

WHAT THEY CONSIDER INSTEAD

Doing it themselves

24 of 120 comments

“I don't think it is difficult to do it yourself if there are no complications - I base this on having recently applied for probate myself.”

Reddit · 2023-11

THE WORDS GAP

THEY SAY

sorting this out · filling in a form · safe hands

→

YOU SAY

estate administration · private client · contentious probate

24% — of complaints to the Legal Ombudsman are about poor communication, and a further 23% about delay, far ahead of complaints about cost

Source: Legal Ombudsman, 2025

WHAT SEARCH SAYS

You are winning search and losing the recommendation.

The same firms, measured the traditional way: how strong your website is, how many searches you show up for, and whether the machines can read you.

SITE AUTHORITY 54 Rival firm A: 51	TERMS YOU RANK FOR 6,954 Rival firm A: 10,228	MONTHLY VISITS FROM SEARCH 19,365 Rival firm A: 13,666
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WHERE YOU WIN, AND WHERE YOU DON'T

#1	divorce solicitors [your city]	590/mo
#29	solicitors [your city]	1,000/mo

CAN THE MACHINES READ YOU?

AI crawlers can read your site	Machine-readable identity present	Sitemap published	No llms.txt
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HOW YOU FIX IT

Five moves, from three different places.

IN AI ANSWERS

01 Study exactly what beats you: Rival firm B

AI is quoting Rival firm B's own site — rival-b.co.uk — to make the recommendation, 5x in this sweep. Open that page today, see what it says and how it's built, and match it. That is the specific thing outscoring you.

02 Go check reviewsolicitors.co.uk this week

AI cited reviewsolicitors.co.uk 31x across these answers — more than any other single site. If it's a directory or review site, make sure your listing there is live and current. If it's a rival's own page ranking for this, that's worth knowing too. Either way, it's the first place to look.

IN SEARCH

03 Build the pages Rival firm A has and you don't

Rival firm A runs 9 separate pages that pair one service with your city — divorce, conveyancing, commercial property, each on its own page. You have 1. When someone asks about one specific thing, there is a page built to answer it on their site and a general one on yours. That is the difference.

04 Go and win “solicitors [your city]”

It is searched about 1,000 times a month, the biggest local term in this market, and you are at position 29 — page three, which in practice means nobody sees you. Rival firm A sits at 20, so nobody has taken it. You already rank at the top for narrower terms, so this is reachable.

FROM YOUR BUYERS

05 Answer the thing that stops them: “What am I actually paying for?”

This is the single most common worry buyers in this market voice out loud. 24 of the 120 buyer comments we read raised it. Read your own site as a worried buyer would and find where it is answered. If it is not answered in plain words on the page, it is being answered by whoever does.

06 Win back the answers where a rival gets picked and you don't

07 Fix the buyer questions where you score zero everywhere

08 Get back on the review sites (ReviewSolicitors, Chambers, Legal 500) AI quotes for this market

09 Make every service page easy for AI to read

10 Close the gap

+ 400 MORE ACTIONS · 100,000+ DATA POINTS

These are the 5 we can see from the outside, for free. A full Avouch audit surfaces the rest — every gap, every rival, across six engines and hundreds of questions.

THE NEXT STEP

See your full picture.

**Book a 15-minute walkthrough
of the full audit — no
obligation.**

THE 50 QUESTIONS WE ASKED

- 1 Can you recommend a good law firm in your city?
- 2 Top-rated law firms in your city and county?
- 3 Independent local law firms versus the big national firms, who is best?
- 4 Who are good residential property solicitors in your city?
- 5 Who should I use for a divorce in your city?
- 6 Who handles estate planning and inheritance tax in your city?
- 7 Who should I see about a settlement agreement in your city?
- 8 Who handles medical negligence claims in your city?
- 9 Who should a small business in your city use for legal advice?
- 10 Who handles a contract dispute for a business in your city?
- 11 I am buying my first home in your city, which conveyancing solicitor should I use?
- 12 I am starting a business in your city and need a solicitor, who is good?
- 13 Who are the most trusted solicitors in your area?
- 14 Which local solicitors do locals rate most highly?
- 15 Who should I contact for a good solicitor near your city for a personal legal issue?
- 16 Best solicitor in your city for child custody and contact arrangements?
- 17 Who can help with a prenuptial agreement in your city?
- 18 My partner and I are separating and we jointly own a house in your city, which solicitor should I use?
- 19 Who are the best probate solicitors in your city for dealing with an estate?
- 20 My father died without a will in your city, which solicitor handles probate and intestacy?
- 21 Who can set up a lasting power of attorney in your city?
- 22 I want to contest a will in your city, who should I instruct?
- 23 Which local solicitor is best for care home fees and later-life planning?
- 24 Best commercial property solicitors in your city for a business lease?
- 25 Who handles a boundary dispute with a neighbour in your city?
- 26 I'm a landlord in your city and need to evict a tenant, which solicitor should I use?
- 27 Who is good for remortgage and transfer of equity conveyancing in your city?
- 28 Best employment solicitors in your city for an unfair dismissal claim?
- 29 I'm facing redundancy in your city, which employment solicitor can advise me?
- 30 Who handles workplace discrimination claims in your city?
- 31 Which local solicitor do employers use for HR and employment law advice?
- 32 Best no win no fee personal injury solicitors in your city?
- 33 I was injured in a car accident near your city, which solicitor should I claim with?
- 34 Who handles accident-at-work injury claims in your city?
- 35 I'm selling my business in your city, which solicitor handles the sale?
- 36 Best solicitors in your city for a commercial contract or shareholder agreement?
- 37 Who handles a shareholder or partnership dispute for a your city business?
- 38 Which local solicitor is best for commercial debt recovery?
- 39 Best immigration solicitors in your city for a spouse or family visa?
- 40 Who can help with a UK visa or immigration application in your city?
- 41 Who handles professional negligence claims against a solicitor or accountant in your city?
- 42 How much do solicitors in your city charge, and which offer fixed fees?
- 43 Cheapest conveyancing solicitors in your city for selling a house?
- 44 Affordable family law solicitors in your city with a free first consultation?
- 45 Which local law firms are ranked by the Legal 500 or Chambers?
- 46 Award-winning solicitors in your city with the best client reviews?
- 47 Best solicitors near me in the next town over?
- 48 Good solicitors in two nearby towns for a will and estate?
- 49 Which solicitors cover the two nearest towns for family law?
- 50 Recommended conveyancing solicitor in the nearest town or your city?

WHERE AI GOT ITS ANSWERS — TOP 45 OF 133 SITES

rival-a.co.uk · 76	firm-06.co.uk · 8	justicedirectory.co.uk · 4
rival-e.co.uk · 55	firm-07.co.uk · 8	reddit.com · 4
rival-c.co.uk · 47	reallymoving.com · 7	firm-17.co.uk · 4
rival-b.co.uk · 46	firm-08.co.uk · 7	firm-18.co.uk · 4
rival-d.co.uk · 35	firm-09.co.uk · 7	firm-19.co.uk · 4
reviewsolicitors.co.uk · 31	firm-10.co.uk · 6	firm-20.co.uk · 3
legal500.com · 26	firm-11.co.uk · 6	firm-21.co.uk · 3
firm-01.co.uk · 25	firm-12.co.uk · 5	lawsociety.org.uk · 3
harnwell-co.co.uk · 24	gov.uk · 5	firm-22.co.uk · 3
chambers.com · 16	firm-13.co.uk · 5	firm-23.co.uk · 3
firm-02.co.uk · 15	sra.org.uk · 5	firm-24.co.uk · 2
firm-03.co.uk · 14	threebestrated.co.uk · 5	firm-25.co.uk · 2
trustpilot.com · 9	firm-14.co.uk · 4	firm-26.co.uk · 2
firm-04.co.uk · 9	firm-15.co.uk · 4	firm-27.co.uk · 2
firm-05.co.uk · 8	firm-16.co.uk · 4	forlawyer.com · 2

+ 88 more sites

How we did this. AI answers. We asked ChatGPT, Gemini and Claude 50 real buyer questions about Solicitors · your city, each with live web search on. Gemini and Claude answered all 50; ChatGPT answered 30 (130 answers total). These are naming and recommendation counts from one sweep on 23 July 2026, not a quality ranking; AI answers change over time. **Search figures.** Site authority is Ahrefs' Domain Rating; terms ranked for, monthly visits and positions are Semrush (UK index), both read on 2026-07-27. The technical checks (crawler access, markup, sitemap, llms.txt) come from reading harnwell-co.co.uk's own public files on the same date. Anything we could not check is shown as 'not assessed' rather than as a fail. **Buyer voice.** 120 comments from 48 public discussions and review pages, harvested on 2026-07-27. Every quote is real, published text, reproduced with names and contact details removed; nothing is paraphrased into quotation marks. Reviews are the opinion of the person who wrote them. The full Avouch Recommendation Index™ covers six engines and hundreds of questions, with evidence behind every figure. Not a comment on any firm's professional standing. Full answers and sources on request.