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Kevin Iredell Discusses Impact of AI on Search Engine Visibility with The American Lawyer

Articles & Press

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Sept. 23, 2025 – Kevin Iredell discussed the impact of generative AI on law firm search engine visibility with [The American Lawyer](#).

In the article, Iredell breaks down how law firms are adapting their websites and best practices as modern search engines turn toward AI to guide searches, making traditional search engine optimization techniques less helpful.

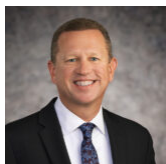
“You have to keep in mind that filling your site full of keywords or content all around an area needs to be structured in a way where chatbots can see it, read it, associate it with the right firm,” Iredell said. “Law firms are looking at their websites to make sure that they are appearing in the results coming up from generative AI-based engines. ... That’s going to be the focus for most of the big firms for the next 12 to 18 months at least, maybe longer.”

Iredell further explains how this change can impact the way law firm websites are structured, as information being pulled from different sources might be presented differently to a viewer or algorithm.

“That’s fine for a search engine, fine for a user, but some of the AI agents aren’t seeing it all together, depending on how the site is built,” Iredell said. “If you go to Google and you search, you may not show up there because the algorithm can’t read all of that data the way it was meant to be read.”

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Kevin Iredell