GUIDE

A Firm Families Trust.Now AI Can Read Why.

For years, a good website, a 5.0 rating and word of mouth were enough to be found and chosen. Then people started asking AI assistants which attorney to call. Donald Flaig has protected Conejo Valley families since 1997, and Digilu rebuilt his site so those assistants can read the trust his clients already know.

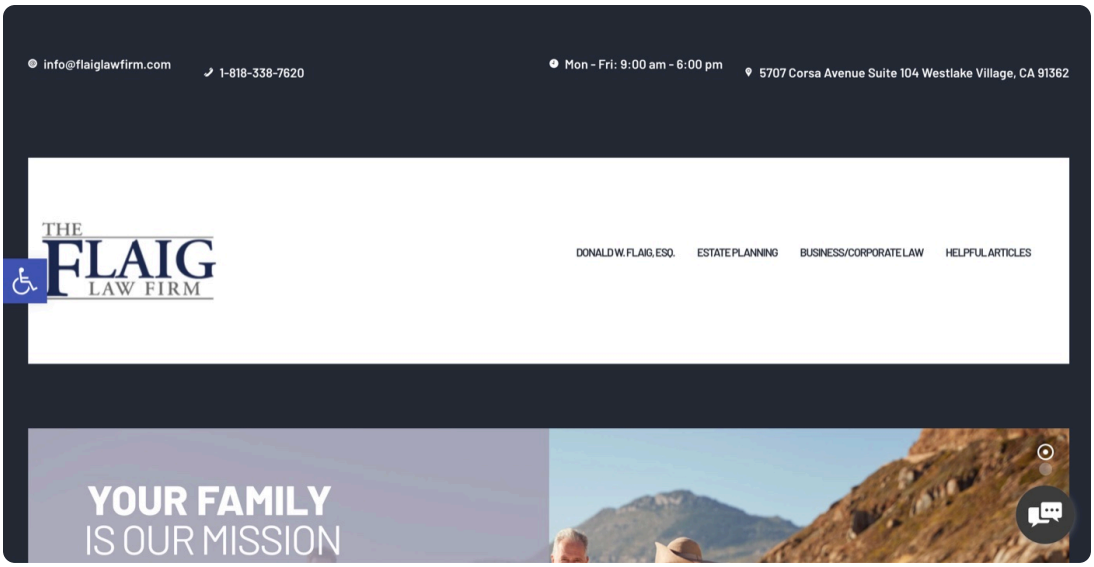
7 minute read

Digilu Case Study · AI Trust Visibility

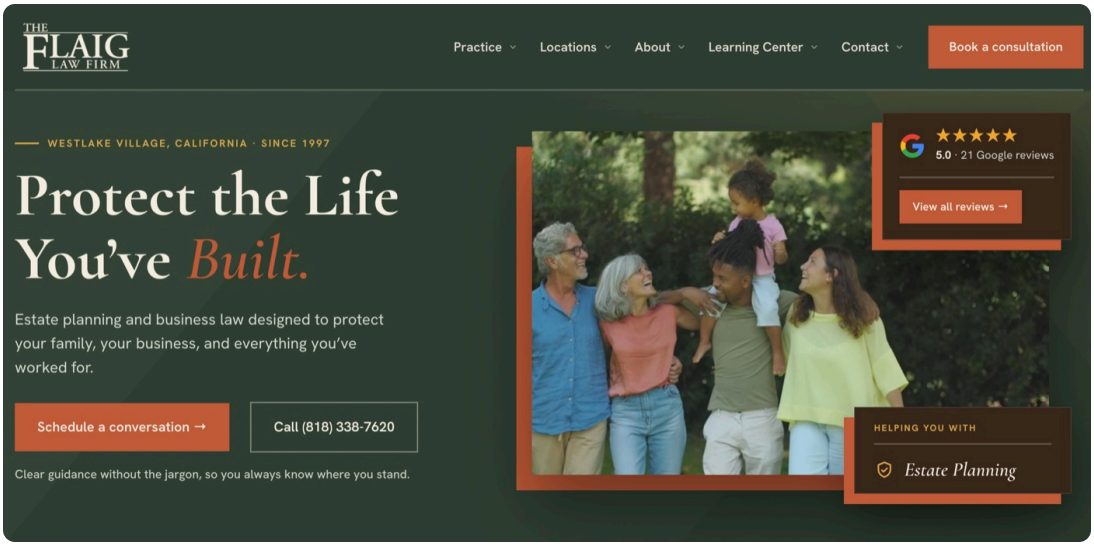
AIOInsights

AI visibility score
measured live
Before Digilu5.0June 2026
Today9.4/10Measured November 20, 2026
+4.4 points
Open to ChatGPT ✓ Claude ✓ Gemini ✓ Perplexity ✓
5.0
22 Google reviews

Before



After



AIOInsights

6 things AI could not see.
Now it sees every one.

The same AIOInsights check, run on the first site on June 25, 2026 and on the live site on November 20, 2026. Every line below is a finding it recorded. This is what decides whether ChatGPT, Claude, Gemini and Perplexity can recommend Donnie Flaig.

ChatGPTCAN READ IT
ClaudeCAN READ IT
GeminiCAN READ IT

PerplexityCAN READ IT
What AI checks
First site**Jun 2026**New site**Nov 2026**
Your star ratingAI can read your review score straight from your own site
NO→YES
What your business is Written in the structured language AI systems read
NO→YES
Your Google Maps listing Linked, so AI can match the site to the real place
NO→YES
Who is behind it An About page AI can read
NO→YES
What you do Service pages AI can quote
NO→YES
A summary AI can quoteA meta description for every page
NO→YES

Run the same free check on any site at aioinsights.com.

The Result

Six Pillars of AI Trust. Measured, Not Estimated.

AIOInsights scores a site on six pillars of AI trust visibility. The way AI reads a site changed, and Flaig Law Firm's first site, built for people, read lowest on the pillars that matter most for a local estate & business law business. Today the live site reads 9.4 of 10. Before is the first site, measured June 26, 2026; today is flaiglawfirm.com, measured November 20, 2026.

Pillar Before → Today
Trust 2.0 → 10.0
Local Presence 2.0 → 10.0
AI Discoverability 3.2 → 10.0
Semantic Clarity 5.2 → 6.8
Entity Consistency 8.8 → 10.0
Authority 5.6 → 10.0

5.0

Before · first site

→

9.4 / 10

Today · the live site

Live, deterministic AIOInsights scores. The same number shows in the AIOInsights badge in the footer of the live site.

Watch

Watch the film: two firms, one strategy

Download the results brief: We help you get found (PDF)

The Client

The Web Changed Under a Respected Firm

Donald W. Flaig has practiced estate planning, trust administration, and business law in Westlake Village since 1997. Conejo Valley families trust him with the most important decisions they will ever document. The reputation is real: a 5.0 rating, an Avvo 10.0, and Super Lawyers recognition.

Then the way people find an attorney changed. More and more, they ask ChatGPT, Gemini or Perplexity, and the assistant answers from what it can read. Flaig found Digilu through a free AIOInsights check, which measures exactly that. Measured in June 2026, the site scored 5.0 out of 10, with Trust and Local Presence, the two pillars that matter most for a local firm, at 2.

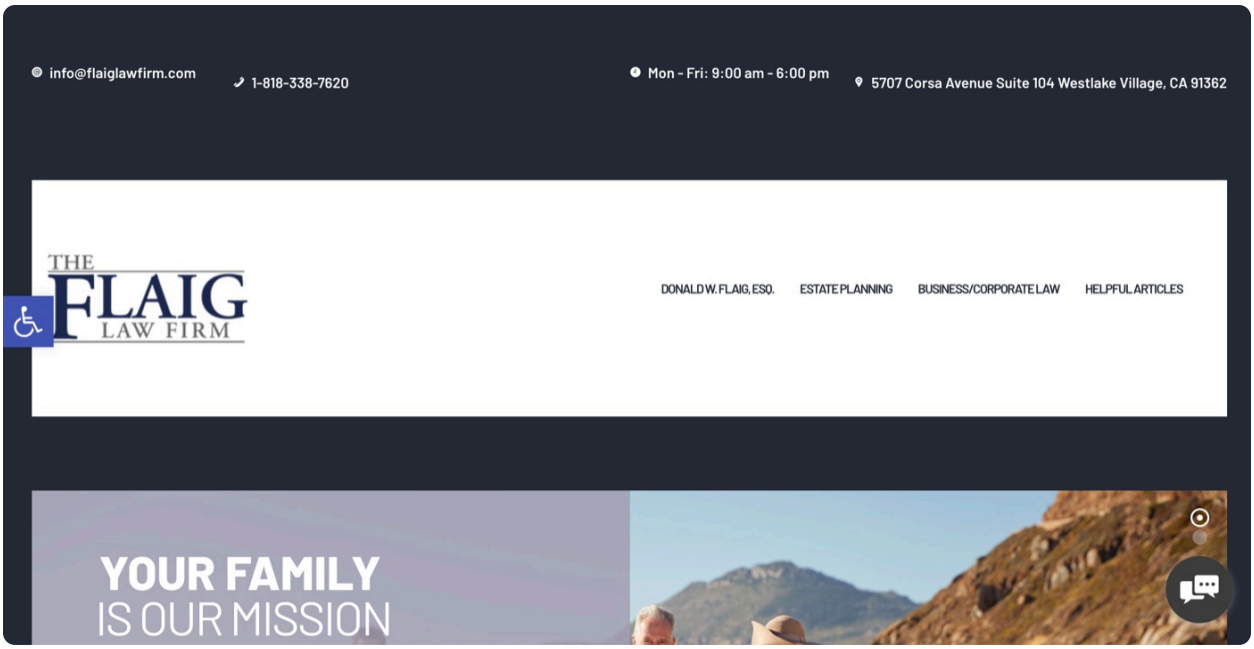
Nothing about the site had changed. The world around it had. It was built the dependable way, for people reading a page, and it served the firm well. AI assistants read the code underneath, and that code did not yet carry the firm's rating, credentials or service area in a form they could use.

The gaps the check found

- **Trust (2.0):** no `AggregateRating` in the structured data, so AI could not see his 5.0 rating from his own site.
- **Local Presence (2.0):** no Google Maps link and no service-area structure for the Conejo Valley cities he covers.
- **AI Discoverability (3.2):** no `llms.txt` and no entity graph, the files AI crawlers now look for first.

Flaig Law Firm

Before



↓

After

THE FLAIG LAW FIRM

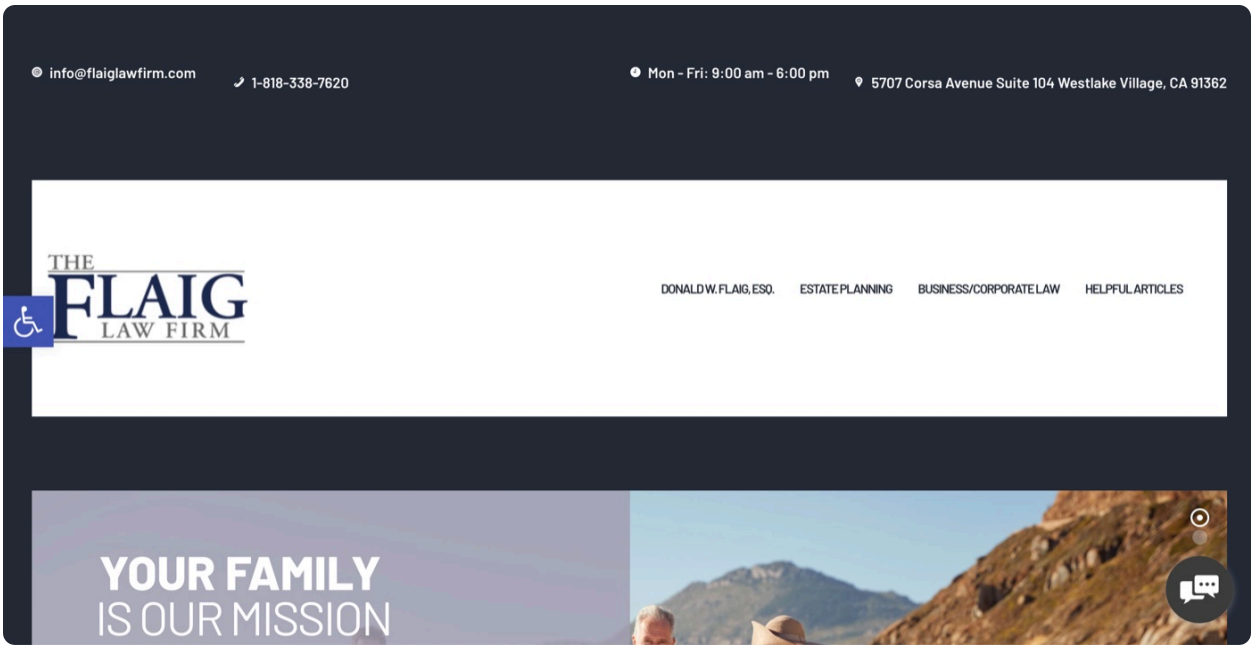
The business

- ✓ Donald W. Flaig, estate & business law
- ✓ Serving Westlake Village, California since 1997
- ✓ 5.0 rating across 22 reviews
- ✓ Found Digilu through a free AIOInsights check

Built for People. Rebuilt for People and AI.

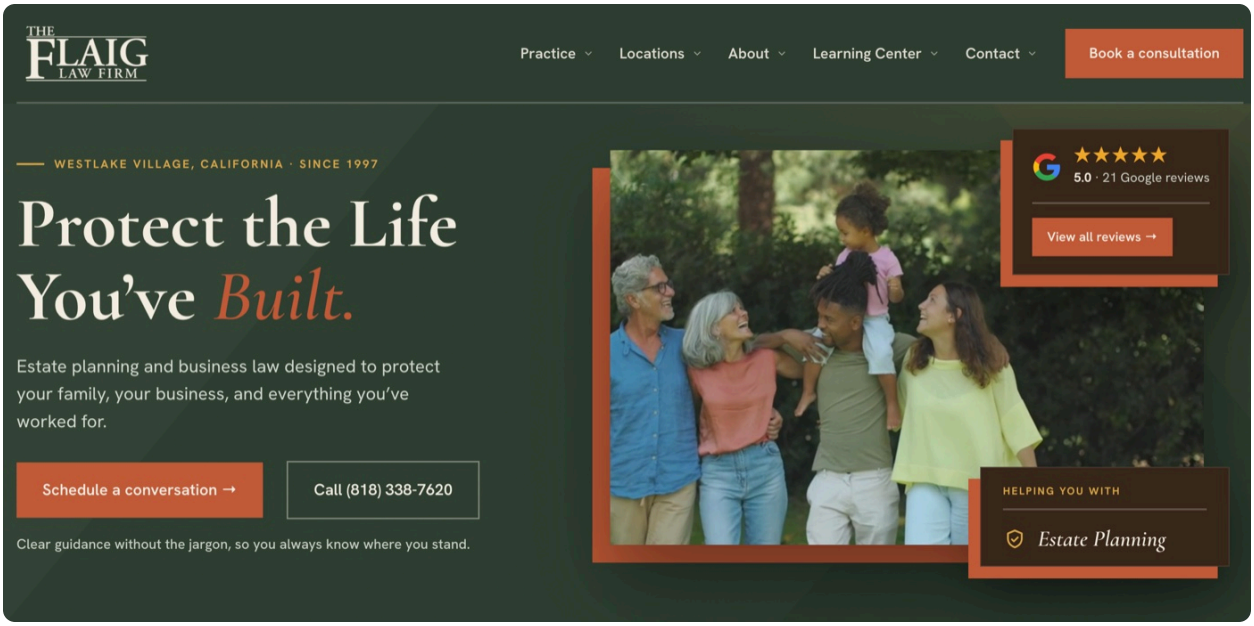
The first site served the firm for years. The rebuild keeps what worked and puts Donald, his credentials and his proof at the top, written so AI can read them too. Here is the first site, the rebuild, and the score it produced.

Before · the first site



The first site. A navy-and-orange WordPress design built for people reading a page, the way sites were built then.

No page summary for AI No review schema No service-area pages
After · the rebuild



What we built. A warm, owner-first design that leads with Donald, his 5.0 rating and his real credentials, all of it written as structured data an AI model can read.

Owner-first hero Machine-readable trust Six Conejo Valley city pages
Why we made the change

People and AI assistants size up an attorney in the first few seconds, on the trust they can see. Flaig had a real record families relied on. Putting that proof first, and encoding it as structured data, made it readable to both.

The result 5.0→**9.4**/10 AIOInsights Trust Visibility today: 9.4 of 10, up from 5.0.

5.0

★★★★★

22 reviews on Google, plus Avvo 10.0 and Super Lawyers recognition.

He Already Had the Trust. It Just Wasn't Reaching AI.

Flaig Law Firm did not need a louder pitch. It had decades of earned trust and a wall of five-star reviews. What changed was who reads the website first: an AI system now often reads it before a person does, and that reputation was not yet written in a form it could use.

We published his real aggregate rating as `AggregateRating` structured data, added `Review` objects, and marked the firm up as a literal `Attorney` / `LegalService`. Now when an AI system reads his site, the first thing it learns is that real clients trust him, and exactly how much.

His biggest asset is now the first thing both people and machines see.

What Digilu Built

The firm's story, rebuilt for the way AI reads the web.

Machine-Readable Trust

Real AggregateRating and Review structured data so AI systems can finally see the 5.0 rating and the reviews behind it, straight from the firm's own site.

Conejo Valley Service Pages

Distinct city pages for Westlake Village, Thousand Oaks, Agoura Hills, Calabasas, Newbury Park, and Oak Park, each with local content, a Maps link, and its own schema.

Attorney Schema & Entity Graph

A literal Attorney / LegalService markup, an llms.txt file, an AI-crawler-friendly robots.txt, a clean sitemap, and an entity graph so modern crawlers can find and trust the site.

An Owner-First Brand

A warm “Conejo” design system, a real Flaig logo, and a family-video hero that leads with Donald from the first second.

Practice-Area Depth

Dedicated pages for estate planning, trust administration, and business law, each written for the questions clients actually ask, and structured for AI to answer them.

Lead Capture That Works

A contact form that emails the firm directly, plus phone and consultation calls to action on every page, turning new visibility into real conversations.

Tracked, Not Frozen

A Case Study That Keeps Score

Digilu does not stop at launch. This site is actively managed, and its AIOInsights score is re-measured on the live engine every month. The number below is not a one-time result, it is a public, running record. Last checked November 2026; next check December 2026.

Current score

9.4 / 10

Since launch

5.0 → 9.4

9.9 June
2026
build
9.9 July
2026
build
9.8 October
2026
build
9.4 November
2026

Each bar is a real monthly reading from the live AIOInsights engine. Readings marked “build” were taken on the new site before it went live on its own domain. As the site earns real traffic and results, winning performance metrics will be added here too.

The trust was always there. Visibility was the missing piece.

A near-perfect score is not the goal. It is the evidence. Flaig Law Firm proves what the trust thesis predicts: when a firm already deserves to be chosen, the work is not manufacturing trust, it is making the trust legible to the systems doing the recommending.

Search is changing. People ask an AI assistant which attorney to call before they ever open a map. The firms that win that question are the ones whose proof is machine-readable. Donald's clients always trusted him. Now the machines can read why.

That is the thesis. Flaig Law Firm is the proof.

Curious how AI sees your business?

Run the same free check Donnie Flaig did. It is real, it is instant, and it measures exactly what AI can see when it decides who to recommend.

DIGILU TRUST WINS

(805) 490-7900 digilu.com

Digilu takes ongoing responsibility for keeping businesses easy to find, easy to trust, and easy to choose as search, AI, reviews, and customer expectations change.