Firmranked

MONTHLY SEO & AI REPORT · OCTOBER 2026

Whitfield & Marsh LLP

How your website is doing in search, whether AI assistants recommend your firm, and what to improve next.

SAMPLE

PREPARED FOR
Whitfield & Marsh LLP

PREPARED BY
Jeffrey Kamys
Firmranked, by Inherent
jeffrey.kamys@inherent.com

DATE
October 11, 2026

WEBSITE
whitfieldmarsh.com

Sample report. The firm's name and details have been changed; the findings, rankings and AI answers are from a real monthly check.

01 / SUMMARY

Where your website stands in October 2026

66 / 100

Fair. 17 checks passed, 5 need attention and 6 need fixing.

Your website is technically sound, but it does not yet tell Google or AI assistants what the firm does or where. None of your five search terms appear in the top 100 Google results, none of the eight pages we read has a main heading or names your practice areas or Los Angeles in its title, and none of the four AI assistants we asked named the firm, though all four describe it correctly when asked by name. The home page is also slow to load on phones.

02 / SINCE LAST MONTH

Your first report

This is the first monthly check for your website, so there is nothing to compare against yet. From next month, this section lists every check that improved or slipped, so you can see the effect of each change as it is made.

03 / WHAT WE CHECKED

Findings, area by area

Technical health

GOOD	**Served over HTTPS** HTTPS is in use and http:// addresses redirect to it.
NEEDS ATTENTION	**One address for the site (www or not)** whitfieldmarsh.com answers with HTTP 200 instead of redirecting to whitfieldmarsh.com.
GOOD	**robots.txt present and not blocking the site** robots.txt is present and lists the sitemap.

SAMPLE

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GOOD **XML sitemap found**
https://whitfieldmarsh.com/sitemap_index.xml lists 383 addresses.

GOOD **Home page responds quickly**
The home page took 0.39 s to load (HTML only).

GOOD **Mobile-friendly viewport**
The viewport meta tag is set.

GOOD **Key pages allowed in search results**
None of the crawled pages are marked noindex.

GOOD **Canonical tags point to the right page**
Every crawled page has a self-referencing canonical tag.

GOOD **No insecure (http://) files on secure pages**
No insecure files were found on the crawled pages.

GOOD **Internal links work**
All 20 internal links checked work.

GOOD **Site icon (favicon)**
A site icon is set.

GOOD **Page language declared**
lang="en-US"

FOR INFORMATION **Analytics tag found**
No analytics tag was found on the home page.

On-page basics

GOOD **Page titles present, unique and the right length**
Every crawled page has a unique title of a sensible length.

NEEDS FIXING **Meta descriptions present, unique and the right length**
8 pages have no meta description.

- *Home page: missing*
- */about/: missing*
- */about/diversity-commitment/: missing*
- */core-values/: missing*
- */attorneys/: missing*

SAMPLE

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NEEDS FIXING

One H1 heading per page

8 pages have no H1.

- *Home page: no H1*
- */about/: no H1*
- */about/diversity-commitment/: no H1*
- */core-values/: no H1*
- */attorneys/: no H1*

GOOD

Subheadings (H2) used

Longer pages use H2 subheadings.

NEEDS ATTENTION

Images have alt text

41 of 51 images have alt text.

- *Home page (2/11)*
- */about/ (2/2)*
- */about/diversity-commitment/ (1/1)*
- */core-values/ (1/1)*
- */attorneys/ (1/33)*

GOOD

Social sharing tags on the home page

Open Graph title and description are set on the home page.

NEEDS FIXING

Search terms covered by page titles and headings

0 of 5 search terms are covered by a page title or heading; "Los Angeles, CA" appears in the title or H1 of 0 of 8 pages.

- *Not covered: litigation defense law firm Los Angeles*
- *Not covered: railroad defense attorney Los Angeles*
- *Not covered: FELA defense lawyer Los Angeles*
- *Not covered: product liability defense attorney Los Angeles*
- *Not covered: commercial litigation attorney Los Angeles*

Content

GOOD

Pages have enough content

Every crawled page has at least 300 words.

GOOD

Site updated recently

The newest content date found is October 9, 2026 (2 days ago).

Local & structured data

GOOD

Structured data present

Types found: WebPage, ImageObject, BreadcrumbList, ListItem, WebSite, CollectionPage.

SAMPLE

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NEEDS FIXING **Firm described as a legal business in structured data**
No LegalService, Attorney or LocalBusiness structured data was found.

NEEDS ATTENTION **Phone number and address on the home page**
Phone and address are on the home page, but the number is not a tap-to-call link.

Speed & Core Web Vitals

NEEDS ATTENTION **Mobile performance score (Lighthouse)**
Mobile performance score 62/100 (LCP 11.3 s, CLS 0.01, TBT 0 ms).

FOR INFORMATION **Core Web Vitals (real visitors)**
Google has no real-visitor Core Web Vitals data for this site yet (not enough traffic); the lab figures above apply.

NEEDS ATTENTION **Lighthouse SEO audit**
Lighthouse SEO score 85/100 for the home page.

FOR INFORMATION **Lighthouse accessibility audit**
Lighthouse accessibility score 88/100 for the home page.

Search results & traffic

NEEDS FIXING **Rankings for your search terms**
0 of 5 search terms rank on page 1 (top 10); 0 on pages 2–3; 5 not found.
- *litigation defense law firm Los Angeles: not in the top 100*
- *railroad defense attorney Los Angeles: not in the top 100*
- *FELA defense lawyer Los Angeles: not in the top 100*
- *product liability defense attorney Los Angeles: not in the top 100*
- *commercial litigation attorney Los Angeles: not in the top 100*

NOT CHECKED **Google Search traffic (Search Console)**
Search Console is not connected for this client.

AI visibility

NEEDS FIXING **Recommended by AI assistants**
Not mentioned by any of the 4 AI tools we checked. Firms AI recommends most often: Quinn Emanuel, Bird Marella, Hueston Hennigan, Munger, Tolles & Olson.
- *ChatGPT: Not mentioned. Named instead: John Hueston, Hueston Hennigan, John B. Quinn, Quinn Emanuel,...*
- *Gemini: Not mentioned. Named instead: Brad D. Brian, Munger, Tolles & Olson LLP, Daniel Petrocelli, O'Melv...*
- *Perplexity: Not mentioned. Named instead: Jennifer L. Keller, Gary S. Lincenberg, Law Advocate Group, LLP,...*

SAMPLE

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· *Claude: Not mentioned. Named instead: Munger, Tolles & Olson, Quinn Emanuel, Gibson Dunn, Latham & W…*

FOR INFORMATION **AI assistants know the firm by name**
4 of 4 AI tools describe the firm correctly when asked about it by name.

04 / PAGE BY PAGE

The pages we read

PAGE	TITLE (CHARS)	DESCRIPTION	H1	WORDS
Home page	Home - Whitfield & Marsh LLP (28)	missing	0	776
/about/	About - Whitfield & Marsh LLP (29)	missing	0	531
/about/diversity-commitment/	Diversity Commitment - Whitfield & Ma…	missing	0	487
/core-values/	Core Values Archive - Whitfield & Mars…	missing	0	610
/attorneys/	Attorneys Archive - Whitfield & Marsh L…	missing	0	461
/practice-areas/	Practice Areas - Whitfield & Marsh LLP…	missing	0	1,286
/careers/	Careers - Whitfield & Marsh LLP (31)	missing	0	357
/resources/	Resources - Whitfield & Marsh LLP (33)	missing	0	389

Titles should be about 25–65 characters and descriptions 60–165; each page should have one H1 and at least 300 words.

05 / SPEED

Google PageSpeed Insights (mobile)

PERFORMANCE
62 / 100

SEO
85 / 100

ACCESSIBILITY
88 / 100

Lab measurements for the home page on a simulated phone: Largest Contentful Paint 11.3 s, Cumulative Layout Shift 0.01, Total Blocking Time 0 ms.

Google does not yet have enough real-visitor data for this site to report Core Web Vitals; the lab figures above stand in for now.

SAMPLE

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06 / SEARCH

Where you rank, and what Google sends you

SEARCH TERM	POSITION	SINCE LAST MONTH
litigation defense law firm Los Angeles	not in top 100	
railroad defense attorney Los Angeles	not in top 100	
FELA defense lawyer Los Angeles	not in top 100	
product liability defense attorney Los Angeles	not in top 100	
commercial litigation attorney Los Angeles	not in top 100	

Google results for each term with "Los Angeles, CA", checked on the report date. Rankings move daily and vary by searcher, so treat them as a snapshot.

SAMPLE

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07 / AI VISIBILITY

Where Whitfield & Marsh LLP stands today

0 / 4

AI tools mentioned Whitfield & Marsh LLP when asked the questions potential clients ask. We checked ChatGPT, Gemini, Perplexity, and Claude.

More and more people ask AI assistants to recommend a lawyer instead of searching on their own. We asked four leading AI tools the questions someone looking for litigation defense help in Los Angeles, CA might ask, with live web search turned on, and recorded who they recommended. Whitfield & Marsh LLP was not mentioned by any of the 4 AI tools we checked. The firms named most often were Quinn Emanuel, Bird Marella, and Hueston Hennigan.

08 / WHAT WE CHECKED

The questions clients ask

1. "*Who is the best litigation defense lawyer in Los Angeles, CA?*"
2. "*Recommend a litigation defense attorney near Los Angeles, CA*"
3. "*What do you know about Whitfield & Marsh LLP, the law firm in Los Angeles, CA?*"

Each question was put to ChatGPT, Gemini, Perplexity, and Claude on October 11, 2026, with web search turned on so the answers reflect what the tools find online today.

A tool counts as mentioning the firm only when it names the firm in answer to a question that does not name it. The last question shows what the tool knows about the firm when asked directly.

SAMPLE

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09 / WHAT WE FOUND

Tool by tool

ChatGPT

NOT MENTIONED

Firms named instead: John Hueston, Hueston Hennigan, John B. Quinn, Quinn Emanuel, Gary Lincenberg, Bird Marella

It does know the firm when asked about it by name, but did not recommend it to someone looking for a lawyer.

WHAT IT SAID

If you mean high-stakes business litigation defense, John Hueston of Hueston Hennigan is a strong starting point in Los Angeles. Chambers' 2026 California rankings place him in the "Star Individuals" category for both general commercial litigation and white-collar defense. That supports putting him on a shortlist—not declaring him the best lawyer for every case. (chambers.com) Depending on what you're defending, I'd also consider: | Attorney | Why consider them | |---|---| | John B. Quinn — Quinn Emanuel | For complex business disputes; ranked Band 1 in California general commercial litigation by Chambers in 2026. (Full answer in the appendix.)

Gemini

NOT MENTIONED

Firms named instead: Brad D. Brian, Munger, Tolles & Olson LLP, Daniel Petrocelli, O'Melveny & Myers LLP, John Hueston, Hueston Hennigan LLP

It does know the firm when asked about it by name, but did not recommend it to someone looking for a lawyer.

WHAT IT SAID

Because litigation covers a wide spectrum of legal disputes—ranging from complex commercial battles and white-collar investigations to employment disputes and product liability—there is no single "best" litigation defense lawyer in Los Angeles. Instead, top-tier attorneys are typically recognized by industry authorities (such as Chambers USA, The American College of Trial Lawyers, and the Daily Journal) for specific types of defense work. The most widely acclaimed litigation defense attorneys and firms in Los Angeles include: --- 1. (Full answer in the appendix.)

SAMPLE

Sample report. The firm's name and details have been changed; the findings, rankings and AI answers are from a real monthly check.

Perplexity

NOT MENTIONED

Firms named instead: Jennifer L. Keller, Gary S. Lincenberg, Law Advocate Group, LLP, Tyson & Mendes

It does know the firm when asked about it by name, but did not recommend it to someone looking for a lawyer.

WHAT IT SAID

There isn't one objectively "best" litigation defense lawyer in Los Angeles—the right choice depends on the kind of case, the stakes, and whether you need a trial lawyer or a lawyer focused on a particular field. For high-stakes commercial disputes, Jennifer L. Keller is one notable option: Chambers ranks her among the leading California commercial litigators and nationwide trial lawyers. For white-collar criminal defense, Gary S. Lincenberg is a prominent option; Chambers ranks him Band 1 in California for white-collar crime and government investigations. These are examples, not a definitive ranking. (Full answer in the appendix.)

Claude

NOT MENTIONED

Firms named instead: Munger, Tolles & Olson, Quinn Emanuel, Gibson Dunn, Latham & Watkins, Irell & Manella, Kendall Brill & Kelly

It does know the firm when asked about it by name, but did not recommend it to someone looking for a lawyer.

WHAT IT SAID

No one lawyer is "the best." It depends on what kind of case you have, how big it is, and your budget. A top white-collar criminal defender would be the wrong pick for an insurance dispute or an employment lawsuit. Here's a starting point. First, figure out what kind of "defense" you need - Business lawsuits (contract disputes, IP, securities, class actions) - Criminal defense (federal white-collar or state charges) - Insurance defense (personal injury, liability claims) - Employment defense (employers sued for discrimination, wage-and-hour claims) Firms with strong Los Angeles reputations (as of my last update) - Big business lawsuits... (Full answer in the appendix.)

FIRMS AI RECOMMENDS MOST OFTEN

Quinn Emanuel · Bird Marella · Hueston Hennigan · Munger, Tolles & Olson · Law Advocate Group · Kendall Brill & Kelly

SAMPLE

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10 / COMPETITORS

How you compare

We chose these firms because they rank for your search terms; the same checks were run on their home pages. Tell us through the link in the email if you would rather compare others.

LANIERLAWFIRM.COM ALREADY DOES

One address for the site (www or not) · Meta descriptions present, unique and the right length · One H1 heading per page · Images have alt text · Phone number and address on the home page

MCNICHOLASLAW.COM ALREADY DOES

One address for the site (www or not) · Meta descriptions present, unique and the right length · One H1 heading per page · Phone number and address on the home page

LATIMES.COM ALREADY DOES

One address for the site (www or not) · Meta descriptions present, unique and the right length · Images have alt text

11 / NEXT MONTH

What we can do for you

Three pieces of work, drawn from the findings above, that we can do for you next. Each names the pages involved, roughly how long it takes, its fixed price, and what we need from you to do it.

I

Rewrite the titles and headings on 8 pages

CONTENT · ABOUT 3 HOURS · $450

Needs editor access to your site.

None of your five search terms appear in any page title or heading, and all 8 pages we read, including the home page, /about/, /attorneys/ and /practice-areas/, have no main (H1) heading. We will add an H1 to each page and rewrite its title around the practice area and city. For example, the home page title would become "Litigation Defense Law Firm in Los Angeles, CA | Whitfield & Marsh LLP" with the H1 "Los Angeles Litigation Defense Law Firm,"

SAMPLE

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and /practice-areas/ would get the H1 "Railroad, FELA, Product Liability and Commercial Litigation Defense in Los Angeles." Lanier and McNicholas both use a clear main heading on their home pages, and these edits need editor access to your website.

2

Add a Los Angeles railroad and FELA defense page

CONTENT · ABOUT 5 HOURS · $750

Needs editor access to your site.

ChatGPT, Gemini, Perplexity and Claude all left the firm out of their answers about Los Angeles litigation defense. They named Quinn Emanuel, Hueston Hennigan, Bird Marella and Munger, Tolles & Olson instead, and Perplexity quoted Law Advocate Group directly from its own civil defense page. In the answers we read, your railroad work appeared only once, buried in a long list. We will write a new page at /practice-areas/railroad-fela-defense-los-angeles/ titled "Railroad and FELA Defense Attorneys in Los Angeles, CA," covering what a railroad defendant needs to know about FELA claims, the firm's railroad defense work, the attorneys who handle it, and your Los Angeles address and phone number.

3

Cut the home page's 11.3-second mobile load time

HOSTING & PERFORMANCE · ABOUT 3 HOURS · $450

Needs control of the hosting, so it can only be done once your site moves to our hosting.

On phones the home page scores 62/100, its main content takes 11.3 seconds to appear, and the page weighs 9.7 MB. Lighthouse lists three main causes: multiple redirects (about 780 ms), unused JavaScript (223 KiB) and unused CSS (106 KiB). We will make whitfieldmarsh.com and whitfieldmarsh.com resolve to one address in a single step, remove the scripts and styles the home page does not use, and resize and compress the large images on the home page. This work needs control of the hosting, so it is only possible once the site is hosted with us.

SAMPLE

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12 / GOING AHEAD

How to approve the work

WORK	TYPE	ESTIMATE	PRICE
1. Rewrite the titles and headings on 8 pages	Content	about 3 hours	$450
2. Add a Los Angeles railroad and FELA defense page	Content	about 5 hours	$750
3. Cut the home page's 11.3-second mobile load time	Hosting & performance	about 3 hours	$450
Total		**about 11 hours**	**$1,650**

Each item is a fixed price, worked out from the hours shown; nothing starts until you approve it, and we send a one-page agreement first. Site edits and content need editor access to your website, which you can give us and take back at any time. Work marked as needing control of the hosting can only be done once your site is hosted with us; we are glad to talk through what a move involves.

To go ahead, reply "go ahead" to the report email with the numbers you want, or contact Jeffrey Kamys at jeffrey.kamys@inherent.com or 415-692-0863. We will send the agreement, ask for access, and confirm when each item is done; next month's report will show the effect.

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13 / WHO DOES THE WORK

Inherent, builders of law firm websites since 1993

Firmranked is a monthly report from Inherent, Inc., which has designed and built more than 1,000 custom law firm websites since 1993. Each month it checks how your website is doing in search, whether AI assistants recommend your firm, and what to improve next. Inherent's designers, developers and writers can do the work.

1,000+

custom websites designed and built for law and professional firms

Since 1993

thirty years on how clients find a firm, from the first legal content management tools to AI

In-house

design, development and writing by one team in San Francisco and Scottsdale, no subcontractors

Inherent has built websites for firms across the country, including Musick, Peeler & Garrett LLP, Baker & Hostetler, Theodora Oringher PC, Murphy & King, P.C. and Hirschfeld Kraemer LLP; one client, the Office of the Chapter 13 Trustee, has worked with Inherent for twenty-five years. Each piece of work we propose is a fixed price you see before you approve it, done by the same team that builds our clients' sites.

www.inherent.com

ABOUT THIS REPORT

The checks read a sample of the site's pages and public files on the date above, plus Google's PageSpeed Insights figures where available. They cover the technical and on-page basics that affect search visibility; they are not a ranking report or a guarantee of results. Scores change as the site, search engines and Google's own measurements change. AI assistants change often, personalize their answers and can give different answers to the same question from one search to the next; the AI findings are a snapshot of what each tool said on the report date.

SAMPLE

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A / APPENDIX

What each AI tool said

The full answer each tool gave to “Who is the best litigation defense lawyer in Los Angeles, CA?”, as written, with formatting simplified. Answers vary from one search to the next.

ChatGPT

If you mean high-stakes business litigation defense, John Hueston of Hueston Hennigan is a strong starting point in Los Angeles. Chambers’ 2026 California rankings place him in the “Star Individuals” category for both general commercial litigation and white-collar defense. That supports putting him on a shortlist—not declaring him the best lawyer for every case. (chambers.com)

Depending on what you’re defending, I’d also consider:

| Attorney | Why consider them |

| John B. Quinn — Quinn Emanuel | For complex business disputes; ranked Band 1 in California general commercial litigation by Chambers in 2026. (chambers.com) |

| Gary Lincenberg — Bird Marella | For white-collar criminal defense and government investigations; ranked Band 1 by Chambers in 2026. (chambers.com) |

| Jeffrey Rutherford — Kendall Brill & Kelly | For white-collar defense, including fraud, public-corruption, and related civil matters; ranked Band 1 by Chambers in 2026. (chambers.com) |

Before retaining anyone, I’d ask about experience defending your specific type of claim, who would actually handle the case, availability, conflicts, and the expected budget. Also check the attorney’s license status and public disciplinary history through the State Bar of California’s Attorney Search. (calbar.ca.gov)

Is this a business/contract lawsuit, employment claim, personal-injury claim against you, or criminal matter—and are you hiring for yourself or a company? That would help me narrow the recommendation substantially.

Gemini

Because litigation covers a wide spectrum of legal disputes—ranging from complex commercial battles and white-collar investigations to employment disputes and product liability—there is no single "best" litigation defense lawyer in Los Angeles. Instead, top-tier attorneys are typically recognized by industry authorities (such as Chambers USA, The American College of Trial Lawyers, and the Daily Journal) for specific types of defense work.

The most widely acclaimed litigation defense attorneys and firms in Los Angeles include:

1. High-Stakes Business & Commercial Defense

For massive financial stakes, shareholder disputes, contract litigation, or bet-the-company trials:

- Brad D. Brian (Munger, Tolles & Olson LLP)

SAMPLE

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- Reputation: Consistently ranked among the top trial lawyers in the United States (Chambers Band 1). He has defended major corporations (such as PG&E, Boeing, and MGM) in catastrophic civil litigation, complex class actions, and toxic torts.
- Daniel Petrocelli (O'Melveny & Myers LLP)
- Reputation: One of the most famous trial attorneys in America. Chair of O'Melveny's trial practice, Petrocelli has defended global media giants (e.g., AT&T/Time Warner, Disney), financial institutions, and prominent figures in antitrust, intellectual property, and contract disputes.
- John Hueston (Hueston Hennigan LLP)
- Reputation: Former lead prosecutor in the Enron trial, Hueston runs one of the nation's premier trial boutiques. He regularly defends Fortune 500 companies (Amazon, Tesla, T-Mobile) and corporate executives in high-exposure commercial litigation and government enforcement actions.
- John B. Quinn (Quinn Emanuel Urquhart & Sullivan, LLP)
- Reputation: Founder of Quinn Emanuel, the world's largest business litigation-only firm. Known for aggressive, formidable trial advocacy across complex commercial defense matters.
- Patricia Glaser (Glaser Weil LLP)
- Reputation: Often dubbed the "Queen of LA Litigators," Glaser is legendary in Southern California for defending studios, real estate developers, Fortune 500 executives, and celebrities in high-profile civil trials.

2. White-Collar Criminal Defense & Government Investigations

For corporate executives or entities facing federal/state indictments, SEC actions, or regulatory enforcement:

- Gary Lincenberg (Bird, Marella, Boxer, Wolpert, Nessim, Drooks, Lincenberg & Rhow, P.C.)
- Reputation: Bird Marella is widely considered LA's preeminent white-collar boutique. Lincenberg is a fellow of the American College of Trial Lawyers and routinely defends high-profile executives facing DOJ, SEC, and IRS investigations.
- Brian Hennigan (Hueston Hennigan LLP)
- Reputation: A veteran white-collar defense attorney who handles complex fraud, public corruption, and corporate governance investigations.
- Michael Proctor (Durie Tangri / Foley & Lardner LLP or boutique counsel)
- Reputation: Long recognized as one of Southern California's finest white-collar trial advocates.

3. Appellate & Constitutional Defense

- Theodore (Ted) Boutrous Jr. (Gibson, Dunn & Crutcher LLP)
- Reputation: One of the country's most prominent appellate and crisis-litigation defenders. He has argued before the U.S. Supreme Court, California Supreme Court, and federal circuit courts defending clients like Apple, Walmart, and Chevron in major civil and First Amendment matters.

4. Premier Defense Firms in Los Angeles

If you are looking at institutional strength across deep litigation benches, these Los Angeles-headquartered or dominant local offices handle the most substantial defense matters:

- Munger, Tolles & Olson LLP (Commercial, corporate defense, crisis management)
- Gibson, Dunn & Crutcher LLP (Appellate, commercial, class action defense)
- O'Melveny & Myers LLP (Entertainment, antitrust, class action defense)
- Latham & Watkins LLP (Securities litigation, IP defense, antitrust)

SAMPLE

Sample report. The firm's name and details have been changed; the findings, rankings and AI answers are from a real monthly check.

- Hueston Hennigan LLP (Boutique trial practice, commercial & white-collar)
- Bird Marella (White-collar, regulatory defense, civil fraud)

...

Perplexity

There isn't one objectively "best" litigation defense lawyer in Los Angeles—the right choice depends on the kind of case, the stakes, and whether you need a trial lawyer or a lawyer focused on a particular field.

For high-stakes commercial disputes, Jennifer L. Keller is one notable option: Chambers ranks her among the leading California commercial litigators and nationwide trial lawyers. For white-collar criminal defense, Gary S. Lincenberg is a prominent option; Chambers ranks him Band 1 in California for white-collar crime and government investigations. These are examples, not a definitive ranking.

If you share what kind of dispute you're facing—such as business, employment, insurance, product liability, or criminal—and whether you're hiring as a company or an individual, I can suggest a more relevant shortlist. Before choosing, verify the lawyer's experience with cases like yours, trial record, conflicts, fees, and current California bar status.

Claude

No one lawyer is "the best." It depends on what kind of case you have, how big it is, and your budget. A top white-collar criminal defender would be the wrong pick for an insurance dispute or an employment lawsuit. Here's a starting point.

First, figure out what kind of "defense" you need

- Business lawsuits (contract disputes, IP, securities, class actions)
- Criminal defense (federal white-collar or state charges)
- Insurance defense (personal injury, liability claims)
- Employment defense (employers sued for discrimination, wage-and-hour claims)

Firms with strong Los Angeles reputations (as of my last update)

- Big business lawsuits: Munger, Tolles & Olson; Quinn Emanuel (founded in LA); Gibson Dunn; Latham & Watkins; Irell & Manella. These firms are very expensive and usually handle large corporate cases.
- Boutique trial firms: Kendall Brill & Kelly; Bird, Marella; Hueston Hennigan; Larson LLP. Bird, Marella is especially known for white-collar defense.
- High-profile criminal defense: Mark Geragos (Geragos & Geragos) is well known. Many former federal prosecutors in LA also run strong criminal defense practices.

How to compare lawyers

1. Check rankings: Chambers USA, Best Lawyers, Super Lawyers, and Benchmark Litigation.

2. Look up their record with the State Bar of California (calbar.ca.gov), including any discipline.

3. Get referrals from the LA County Bar Association's Lawyer Referral Service.

4. Ask about trial experience. Many litigators settle almost everything, so if your case might go to trial, ask how many they've actually tried and how they turned out.

SAMPLE

Sample report. The firm's name and details have been changed; the findings, rankings and AI answers are from a real monthly check.

5. Meet two or three lawyers. Many offer a first consultation free or cheap. Ask who will actually work on your case day to day, how they bill, and what strategy they'd suggest.

If you tell me what kind of case it is and roughly how big it is (for example, "a federal fraud investigation" or "a $2M contract lawsuit against my small business"), I can suggest more specific options.

SAMPLE

Sample report. The firm's name and details have been changed; the findings, rankings and AI answers are from a real monthly check.