Nameranked

MONTHLY SEO & AI REPORT · OCTOBER 2026

Northgate Web Studio

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

SAMPLE

PREPARED FOR
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Northgate Web Studio

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DATE
October 11, 2026

WEBSITE
northgatewebstudio.com

Sample report. The client'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

78 / 100

Good. 18 checks passed, 9 need attention and 1 need fixing.

Your website is technically sound: it is secure, easy for search engines to read, and every page has solid content. The biggest problem is visibility. None of your three search terms show up in Google's top 100 in San Francisco, Gemini and Claude leave you out when asked for a law firm website designer, none of your main pages mention San Francisco in their title or main heading, and the home page loads slowly on phones. Because this is your first report, there is no earlier month to compare against.

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.
GOOD	**One address for the site (www or not)** northgatewebstudio.com redirects to northgatewebstudio.com.

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GOOD	**robots.txt present and not blocking the site**	robots.txt is present and lists the sitemap.
GOOD	**XML sitemap found**	https://northgatewebstudio.com/sitemap_index.xml lists 299 addresses.
GOOD	**Home page responds quickly**	The home page took 0.01 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.
NEEDS ATTENTION	**Canonical tags point to the right page**	1 page has a canonical tag pointing elsewhere. · */our-work/* *https://northgatewebstudio.com/listings/*
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.

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NEEDS ATTENTION **Meta descriptions present, unique and the right length**

1 page has no meta description; 5 descriptions are over 165 characters.

- */our-work/: missing*
- */about/* (208)
- */services/* (168)
- */clients/* (175)
- */insights/* (168)

NEEDS ATTENTION **One H1 heading per page**

1 page has more than one H1.

- */law-firm-seo-guide/* (2)

GOOD **Subheadings (H2) used**

Longer pages use H2 subheadings.

NEEDS ATTENTION **Images have alt text**

39 of 48 images have alt text.

- */law-firm-seo-guide/* (9/14)

GOOD **Social sharing tags on the home page**

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

NEEDS ATTENTION **Search terms covered by page titles and headings**

2 of 3 search terms are covered by a page title or heading; "San Francisco, CA" appears in the title or H1 of 0 of 8 pages.

- *Not covered: law firm website designer*
- *Covered: law firm web design* *Home page*
- *Covered: attorney website design* *Home page*

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 11, 2026 (0 days ago).

Local & structured data

GOOD **Structured data present**

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

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NEEDS ATTENTION **Firm described as a legal business in structured data**
Only a generic Organization is declared; a LegalService or Attorney type with address and phone would be more specific.

NEEDS ATTENTION **Phone number and address on the home page**
No address was found on the home page.

Speed & Core Web Vitals

NEEDS ATTENTION **Mobile performance score (Lighthouse)**
Mobile performance score 52/100 (LCP 13.3 s, CLS 0.15, TBT 94 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.

GOOD **Lighthouse SEO audit**
Lighthouse SEO score 92/100 for the home page.

FOR INFORMATION **Lighthouse accessibility audit**
Lighthouse accessibility score 95/100 for the home page.

Search results & traffic

NEEDS FIXING **Rankings for your search terms**
0 of 3 search terms rank on page 1 (top 10); 0 on pages 2–3; 3 not found.
- *law firm website designer: not in the top 100*
- *law firm web design: not in the top 100*
- *attorney website design: not in the top 100*

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

AI visibility

NEEDS ATTENTION **Recommended by AI assistants**
Mentioned by 2 of 4 AI tools. Firms AI recommends most often: Razorfrog Web Design, Yerkey Design, Inovista, Hyer Studios.
- *ChatGPT: Mentioned. Others named: Kegan Quimby, Yerkey Design, Razorfrog.*
- *Gemini: Not mentioned. Named instead: Razorfrog Web Design, Inovista, Hyer Studios, PaperStreet, MeanPu…*
- *Perplexity: Mentioned. Others named: Yerkey Design, MileMark Media, Cyrusson, Thomas Digital.*
- *Claude: Not mentioned. Named instead: Scorpion, Juris Digital, Consultwebs, Postali, Justia, FindLaw. It does…*

SAMPLE

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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	Law Firm Website Design | SEO & Brand...	159 chars	1	1,317
/about/	30+ Years of Law Firm Web & Marketing...	214 chars	1	1,433
/services/	Law Firm Marketing Services - Northga...	168 chars	1	1,147
/our-work/	Portfolios Archive - Northgate Web Stu...	missing	1	365
/clients/	Trusted by 1,000+ Law Firms & Professi...	181 chars	1	1,181
/insights/	Law Firm Marketing Blog - Northgate W...	168 chars	1	550
/law-firm-marketing-guide-2026-...	Law Firm Marketing Guide 2026 - Best...	141 chars	1	8,990
/law-firm-seo-guide/	Law Firm SEO Guide: Best Strategies for...	183 chars	2	5,073

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
52 / 100

SEO
92 / 100

ACCESSIBILITY
95 / 100

Lab measurements for the home page on a simulated phone: Largest Contentful Paint 13.3 s, Cumulative Layout Shift 0.15, Total Blocking Time 94 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.

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06 / SEARCH

Where you rank, and what Google sends you

SEARCH TERM	POSITION	SINCE LAST MONTH
law firm website designer	not in top 100	
law firm web design	not in top 100	
attorney website design	not in top 100	

Google results for each term with "San Francisco, 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 Northgate Web Studio stands today

2 / 4

AI tools mentioned Northgate Web Studio when asked the questions potential clients ask. We checked ChatGPT, Gemini, Perplexity, and Claude.

More and more people ask AI assistants to recommend a business instead of searching on their own. We asked four leading AI tools the questions someone looking for a law firm website designer in San Francisco, CA might ask, with live web search turned on, and recorded who they recommended. Northgate Web Studio was mentioned by 2 of 4 AI tools. The businesses named most often were Razorfrog Web Design, Yerkey Design, and Inovista.

08 / WHAT WE CHECKED

The questions clients ask

1. *"Who is the best law firm website designer in San Francisco, CA?"*
2. *"Recommend a law firm website designer near San Francisco, CA"*
3. *"What do you know about Northgate Web Studio in San Francisco, 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 business only when it names the business in answer to a question that does not name it. The last question shows what the tool knows about the business when asked directly.

SAMPLE

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09 / WHAT WE FOUND

Tool by tool

ChatGPT

MENTIONED

Other businesses named: Kegan Quimby, Yerkey Design, Razorfrog

WHAT IT SAID

I'd start with Northgate if you want a full-service law firm website agency in San Francisco. That's a recommendation based on its legal-industry focus and published services—not an independently verified "best in the city" ranking. It offers website development, branding, and SEO, and lists a San Francisco address at 500 Market Street, Suite 300. (northgatewebstudio.com) My shortlist would be: | Designer / agency | Who I'd consider it for | Evidence behind the recommendation | |---|---|---| | Northgate | A firm seeking website design plus ongoing marketing support | Reports more than 1,000 law firm website projects and publishes named... (Full answer in the appendix.)

Gemini

NOT MENTIONED

Businesses named instead: Razorfrog Web Design, Inovista, Hyer Studios, PaperStreet, MeanPug Digital, Postali

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

WHAT IT SAID

Because legal practices vary—ranging from high-stakes corporate and tech litigation to consumer-facing personal injury or estate planning—there is no single "best" website designer for every practice. However, several top-tier agencies stand out in the San Francisco Bay Area, categorized by whether you prefer a local San Francisco agency or a specialized national legal marketing firm. --- 1. Top Local San Francisco & Bay Area Designers If you prefer working face-to-face with a designer who understands the local Bay Area tech ecosystem and professional culture: Razorfrog Web Design (San Francisco, CA) Best for: Boutique, mid-sized, and... (Full answer in the appendix.)

Perplexity

MENTIONED

Other businesses named: Yerkey Design, MileMark Media, Cyrusson, Thomas Digital

WHAT IT SAID

There isn't an objective "best," but Yerkey Design looks like a strong choice for a San Francisco firm seeking legal-sector branding and website design. Its portfolio includes work for San Francisco litigation firm Keker & Van Nest and Schiff Hardin, giving it directly relevant legal experience. Yerkey Design If your priority is a provider that focuses exclusively on law firms and legal marketing, MileMark Media is another option, though it's based in Tampa rather than San Francisco. (Full answer in the appendix.)

SAMPLE

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

Claude

NOT MENTIONED

Businesses named instead: Scorpion, Juris Digital, Consultwebs, Postali, Justia, FindLaw

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

WHAT IT SAID

There isn't one agreed-upon "best" designer. The right choice depends on your budget, practice area, and whether you also need SEO and ongoing marketing. I also don't have current reviews or rankings, so treat the names below as places to start, not endorsements. Firms that work mainly with lawyers (national, and they serve SF firms) - Scorpion: a large legal marketing agency offering design, SEO and ads. Expensive, and it often locks clients into long contracts. - Juris Digital: well regarded for custom design combined with SEO. - Consultwebs: long experience with personal injury and litigation firms. (Full answer in the appendix.)

BUSINESSES AI RECOMMENDS MOST OFTEN

Razorfrog Web Design · Yerkey Design · Inovista · Hyer Studios · Postali · MileMark Media

10 / COMPETITORS

How you compare



We chose these businesses 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.

RAZORFROG.COM ALREADY DOES

Canonical tags point to the right page · 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

THEMODERNFIRM.COM ALREADY DOES

Canonical tags point to the right page · One H1 heading per page · Phone number and address on the home page

KEGANQUIMBY.COM ALREADY DOES

Canonical tags point to the right page · Meta descriptions present, unique and the right length · One H1 heading per page

SAMPLE

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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

Add a San Francisco law firm website designer page

CONTENT · ABOUT 5 HOURS · $750

Needs editor access to your site.

When asked for the best law firm website designer in San Francisco, Gemini and Claude did not mention you. Gemini named Razorfrog Web Design, Inovista and Hyer Studios, and Claude named Scorpion, Juris Digital and Postali, even though both tools know who you are. Gemini also credited Razorfrog and Inovista with answering the questions buyers should ask. We will write a new page titled "Law Firm Website Designer in San Francisco | Northgate Web Studio" with the main heading "Law Firm Website Design in San Francisco". It will cover your San Francisco office, ADA accessibility, California Bar advertising rules, who owns the finished site, and how firms edit their own WordPress pages, and we will link to it from /services/. This also gives "law firm website designer", the one search term no page on your site currently covers, a page of its own.

2

Rewrite the titles and headings on 6 pages

SITE EDITS · ABOUT 3 HOURS · $450

Needs editor access to your site.

None of your 8 crawled pages mention San Francisco in the title or main heading, and several main headings are only a single word. We will rewrite the titles and main headings on the home page, /about/, /services/, /our-work/, /clients/ and /insights/. For example, the home page main heading would become "Law Firm Website Design in San Francisco" instead of "We craft experiences...". On /our-work/, we would change "Portfolios Archive" and "Archives: Portfolios" to "Law Firm Website Design Portfolio". On /services/, the heading "Services" would become "Law Firm Website Design and Marketing Services". These changes let search engines and AI tools see what you do and where you work right from the page itself.

SAMPLE

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3

Cut the 13.3-second mobile load on the home page

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 mobile, your home page scores 52 for speed, and its main content takes 13.3 seconds to appear. The page weighs 2.9 MB. The two biggest causes Google found are unused JavaScript (an estimated 277 KiB saving) and unused CSS (an estimated 181 KiB saving). We will remove or delay the scripts and styles the home page does not use, and we will turn on caching and compression so the page appears much faster. This work needs control of the hosting, so it is only possible once your site is hosted with us.

SAMPLE

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12 / GOING AHEAD

How to approve the work

WORK	TYPE	ESTIMATE	PRICE
1. Add a San Francisco law firm website designer page	Content	about 5 hours	$750
2. Rewrite the titles and headings on 6 pages	Site edits	about 3 hours	$450
3. Cut the 13.3-second mobile load on the home page	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.

SAMPLE

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13 / WHO DOES THE WORK

Inherent, builders of law firm websites since 1993

Nameranked 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.

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A / APPENDIX

What each AI tool said

The full answer each tool gave to “Who is the best law firm website designer in San Francisco, CA?”, as written, with formatting simplified. Answers vary from one search to the next.

ChatGPT

I’d start with Northgate if you want a full-service law firm website agency in San Francisco. That’s a recommendation based on its legal-industry focus and published services—not an independently verified “best in the city” ranking. It offers website development, branding, and SEO, and lists a San Francisco address at 500 Market Street, Suite 300. (northgatewebstudio.com)

My shortlist would be:

| Designer / agency | Who I’d consider it for | Evidence behind the recommendation |

| Northgate | A firm seeking website design plus ongoing marketing support | Reports more than 1,000 law firm website projects and publishes named client testimonials from firms including Lubin Olson and Hirschfeld Kraemer. Those are company-published claims, rather than independently audited results. (northgatewebstudio.com) |

| Kegan Quimby | A firm that prefers working directly with an individual designer/developer | Identifies himself as San Francisco-based and offers direct collaboration. His legal work includes an attorney’s WordPress website and a Bay Area DUI client portal. (keganquimby.com) |

| Yerkey Design | A firm prioritizing distinctive branding and visual design | Its published portfolio includes brand and website work for Keker & Van Nest, plus website projects for BakerHostetler and Munger, Tolles & Olson. Ask for recent examples, since several showcased projects are historical. (yerkey.com) |

Before choosing, I’d request three recent law firm projects, two client references, and a written proposal covering website ownership, maintenance costs, accessibility testing, SEO migration, and post-launch support.

What’s your practice area, approximate budget, and firm size? Those would help narrow this to one best-fit recommendation.

Gemini

Because legal practices vary—ranging from high-stakes corporate and tech litigation to consumer-facing personal injury or estate planning—there is no single “best” website designer for every practice. However, several top-tier agencies stand out in the San Francisco Bay Area, categorized by whether you prefer a local San Francisco agency or a specialized national legal marketing firm.

1. Top Local San Francisco & Bay Area Designers

If you prefer working face-to-face with a designer who understands the local Bay Area tech ecosystem and professional culture:

SAMPLE

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- Razorfrog Web Design (San Francisco, CA)
- Best for: Boutique, mid-sized, and specialized corporate/family law practices.
- Why them: Razorfrog is one of San Francisco's most established web design boutiques with a dedicated portfolio of legal clients (such as Sloan Sakai, Monchamp Meldrum, and Seeley Family Law). They focus on clean, high-performance WordPress builds, structured content architecture, and strong UI/UX without locking you into expensive monthly proprietary retainers.
- Inovista (San Francisco Bay Area)
- Best for: Solo practitioners and boutique firms wanting modern, fast, design-forward websites paired with local SEO.
- Why them: Inovista explicitly caters to the Bay Area market, emphasizing fast load times and modern aesthetic standards built for tech-savvy Bay Area clients. They operate on market exclusivity (partnering with only one firm per practice area in a given market).
- Hyer Studios (San Francisco, CA)
- Best for: Firms needing full-identity branding alongside web development.
- Why them: A local agency offering branding development, custom graphic design, and search-optimized web design tailored specifically for legal practices in San Francisco.

2. Premier Dedicated Legal Design Agencies (Serving San Francisco)

If your firm requires a firm that deals exclusively with the legal industry and understands complex legal SEO, intake funnels, and bar compliance:

- PaperStreet
- Best for: Established law firms of all sizes looking for award-winning, bespoke legal websites.
- Why them: Founded by an attorney, PaperStreet has designed hundreds of law firm websites across California. They specialize in custom visual design, deep compliance with state bar guidelines, and complex practice area hierarchies.
- MeanPug Digital
- Best for: Modern, high-growth litigation, personal injury, and tech-focused firms.
- Why them: MeanPug takes a very modern, product-driven design approach that looks closer to high-end tech/venture-capital brands than traditional stiff law firm templates. This style performs particularly well with Bay Area clients.
- Postali
- Best for: Firms prioritizing a custom boutique design feel combined with aggressive local and organic SEO.
- Why them: Postali builds bespoke sites from scratch (no cookie-cutter templates) and has a reputation for strong storytelling, attorney bios, and photography integration.

How to Choose the Right One for Your Firm

When evaluating agencies in the San Francisco market, keep three criteria in mind:

1. Tech-Savvy Audience Expectations: San Francisco clients frequently work in or around tech, meaning they are accustomed to fast, modern, mobile-first design. Clunky, outdated 2010s-era legal templates will hurt your conversion rates almost immediately.

2. California Bar Compliance (Rules 7.1–7.5): Ensure the agency knows California State Bar advertising rules regarding disclaimers, past results, testimonials, and specialist claims.

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3. Exclusivity Clauses: If hiring an agency that also provides ongoing SEO or PPC, ask if they represent your direct competitors in the same geographic sub-market (e.g., another employment litigation firm in SF).

Perplexity

There isn't an objective "best," but Yerkey Design looks like a strong choice for a San Francisco firm seeking legal-sector branding and website design. Its portfolio includes work for San Francisco litigation firm Keker & Van Nest and Schiff Hardin, giving it directly relevant legal experience. Yerkey Design

If your priority is a provider that focuses exclusively on law firms and legal marketing, MileMark Media is another option, though it's based in Tampa rather than San Francisco. MileMark

Before choosing, compare proposals, ask for recent law-firm references, and confirm who will handle content, SEO, accessibility, and ongoing maintenance.

Claude

There isn't one agreed-upon "best" designer. The right choice depends on your budget, practice area, and whether you also need SEO and ongoing marketing. I also don't have current reviews or rankings, so treat the names below as places to start, not endorsements.

Firms that work mainly with lawyers (national, and they serve SF firms)

- Scorpion: a large legal marketing agency offering design, SEO and ads. Expensive, and it often locks clients into long contracts.
- Juris Digital: well regarded for custom design combined with SEO.
- Consultwebs: long experience with personal injury and litigation firms.
- Postali: strong on design and content marketing.
- Justia and FindLaw: established legal website platforms, usually built from templates.
- LawLytics: a lower-cost do-it-yourself platform made for small firms.

Local SF Bay Area options

Many general design agencies in San Francisco build law firm websites. To find ones with real legal experience, search Clutch.co, UpCity or Google Maps for "law firm web design San Francisco." Then filter by reviews from other attorneys.

How to pick one

1. Look at their portfolio: ask for live websites they've built for law firms, ideally in your practice area.

2. Check if you own the site: some agencies keep ownership of your site or domain. Avoid that.

3. Read the contract: watch for long lock-ins and setup fees.

4. Know the ethics rules: they should understand California State Bar advertising rules (Rule 7.1–7.5).

5. Ask for results: request examples of their SEO results, like rankings and leads, if marketing is part of the job.

6. Talk to past clients: ask 2–3 of their attorney clients about responsiveness and return on investment.

7. Expect a wide price range: a custom law firm site usually costs from about $5k to over $30k, plus monthly fees for SEO or hosting.

SAMPLE

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If you tell me your practice area, budget, and whether you need SEO, I can help narrow the list or put together questions to ask each firm.

SAMPLE

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