

Exults to Showcase Law Firm AI Search Strategies at MTMP 2025

Exults showcases AI search strategies for law firms at MTMP 2025 in Las Vegas, helping PI firms adapt to AI-driven client searches.

LAS VEGAS, NV, UNITED STATES, October 6, 2025 /EINPresswire.com/ -- As AI continues to change online search and Google introduces frequent algorithm updates, injury firms face mounting challenges in maintaining visibility. [Exults](#), a law firm marketing agency specializing in law firm growth, and will address these challenges at Mass Torts Made Perfect (MTMP) 2025, taking place October 21-23 in Las Vegas.

The Exults team will be at Booths F12 & F13, offering one-on-one strategy sessions that focus on how law firms can adapt to the evolving digital landscape. With AI increasingly driving how injured clients find and evaluate legal representation, the agency stresses that short-term marketing tactics are no longer sustainable.

"Too many firms are chasing trends that collapse with every Google update," said Zach Hoffman, CEO of Exults. "What's needed now are flexible, long-term strategies that ensure consistent visibility, no matter how technology shifts."

At MTMP, Exults will introduce attendees to AI Optimization (AIO), a next-generation approach to SEO designed for large language models (LLMs) like ChatGPT and Gemini. Instead of targeting old keyword strings such as "car accident lawyer + city," AIO prioritizes natural client questions that AI tools now surface in responses, including:

- "What should I do after a car accident in Florida?"
- "Who is the best lawyer for slip and fall cases near me?"



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Zach Hoffman, CEO of Exults

The team will demonstrate how AIO strategies help law firms secure placement in AI-generated answers, the exact places clients are now turning for legal guidance. Private growth audit sessions are available during MTMP, but space is limited. Attorneys interested in securing a session can contact us in advance at Exults.com/mtmp.

To learn more about Exults' AI Search Optimization services for law firms, visit [Exults AI Search Optimization](#).

About Exults

Exults is a full-service law firm marketing agency specializing in AIO, SEO, PPC advertising, social media management, website development, and branding. With two decades of experience, Exults has earned a reputation for delivering customized, data-driven marketing solutions that help businesses maximize online visibility, increasing cases and leads, helping achieve sustainable and predictable growth for law firms. By staying at the forefront of trends and leveraging the latest marketing technologies, Exults continues to set the standard for high-performance law firm marketing strategies that drive results.

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