

AI Search Benchmark: Silberstein & Miklos (ASK4SAM) Overtakes Morgan & Morgan in Personal Injury AI Visibility

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A benchmark published today by AEO Engine, an AI SEO agency specializing in driving AI visibility for law firms, finds that the law firms winning AI-generated attorney recommendations are not the firms winning the advertising market. The study measured AI share of voice for 72 eligible personal injury firms in the New York market across 300 tracked legal questions and 991 AI-generated answers collected over the 30 days ending July 24, 2026, from ChatGPT, Gemini, Perplexity and Google AI Overviews. One firm featured in the results, Silberstein & Miklos, P.C., operating as ASK4SAM, is an AEO Engine client, a relationship disclosed here because the firm ranks near the top of the index.

The benchmark arrives as consumer research points to a rapid shift in how people find attorneys. A 2026 nationwide study of 1,110 U.S. consumers by iLawyer Marketing found Google usage for attorney research fell from 86.7% to 71.9% in a single year, while ChatGPT usage climbed from 28.1% to 41.9%. The same study found 53.5% of consumers trust AI more than they did a year ago, and 47% agree they would trust an AI to give them accurate, legally sound information.

Morgan & Morgan, the largest personal injury firm in the United States with more than 1,100 attorneys across 50 states and more than \$2 billion in annual revenue, spent an estimated \$350 million on advertising in 2025 across television, digital, out-of-home and secondary channels, according to legal ad-spend tracking published by Taqtics. In the benchmark, the firm appeared in 4.3% of tracked brand appearances. Silberstein & Miklos, P.C. appeared in 12.7% from two offices in Queens and the Bronx.

The full ranking, by AI share of voice:

Gair, Gair, Conason, Rubinowitz, Bloom, Hershenhorn, Steigman & Mackauf: 20.0% Silberstein & Miklos, P.C. (ASK4SAM): 12.7% Jacob D. Fuchsberg Law Firm: 11.0% Sullivan Papain Block McGrath Coffinas & Cannavo: 7.0% Oresky & Associates, PLLC: 4.9% Salenger, Sack, Kimmel &

Bavaro: 4.4% Morgan & Morgan: 4.3% All other tracked firms (65 combined): 36.0%

Gair Gair, founded in 1919, has recovered more than \$5 billion for clients and holds the record for the highest pain-and-suffering award in New York State history. Its first-place position is consistent with more than a century of accumulated third-party signals: peer citation, verdict reporting, legal press and professional recognition.

ASK4SAM entered the index in seventh place. Over 180 days of measurement it moved to second, with AI presence rising 9 percentage points against the prior measurement period. The firm now appears in 46% of the 300 tracked questions, up from 37%.

"Advertising buys attention. It does not buy citation," said Vijay Jacob, founder of AEO Engine. "A language model has no impression counter. It cannot see a billboard, a cable spot or a YouTube pre-roll. When someone asks it who to call after a crash in Queens, it assembles an answer from what it can read, parse and verify."

"ASK4SAM started this engagement in seventh, which is where Morgan & Morgan sits today. The difference in the data is not budget. One firm's content is structured so a model can read it, verify it and repeat it," Jacob said. "Gair Gair earned first place over 107 years and deserves it. What this measurement suggests is that younger firms can build the same third-party signals deliberately rather than waiting on decades of accumulation."

Over the same period, ask4sam.net recorded 58 unique organic-search form submissions between June 1 and July 24, 2026, up 176%, measured in Plausible Analytics. Total conversions rose 167% to 80. Organic traffic in the sixth month of the engagement reached 5,480 visitors, up 73.4% year over year, with 5,627 ranking keywords, up from 4,139. Prior results do not guarantee a similar outcome. Results vary by market, practice area and competitive conditions.

The question set spans practice areas, injury types and location phrasings drawn from real search demand in the studied market. Each question was submitted to each of the four engines during the 30-day window, producing 991 answers, which were parsed for firm mentions. Share of voice is a firm's share of all tracked brand appearances. The 72 eligible firms were identified as actively marketing personal injury services in the market. The benchmark covers a single market and practice area over a 30-day window, and generative engines vary by phrasing, session and time, so results are a snapshot rather than a fixed ranking. The methodology, category-level question taxonomy, engine-level breakdown and full 72-firm ranking are published at aеоengine.ai.

About AEO Engine: AEO Engine is an answer engine optimization platform serving more than 50 clients

across legal, healthcare, e-commerce and professional services. It measures and improves brand citation frequency across ChatGPT, Google AI Overviews, Perplexity, Gemini and Claude. More at aengine.ai.

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