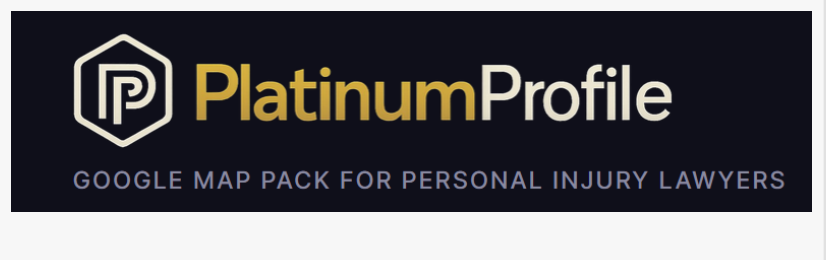


Injury Law Firms Are Missing From Google's Top Map Results in 4 Out of 5 Places Their Clients Search, New Study Finds

Analysis of 235,000 map results shows no firm dominates its market — a different three lawyers appear every few blocks, and 30% of firms never appear at all



ORLANDO, FL, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- The

number every law firm quotes — “we rank #3 on Google Maps” — does not exist. According to a new analysis by PlatinumProfile.ai of more than 235,000 Google Map-Pack observations collected across 78,000 measured map positions since May 2026, Google’s local results change so sharply block by block that an average of 31 different firms rotate through the three map slots within a single 10-mile area — and no firm, anywhere measured, held even half of its market’s pack real estate.

“

Firms think their Google rank is a number. It's a weather map.”

*Jacob Malherbe, co-founder,
PlatinumProfile.ai*

The findings come from 49-point geographic grid measurements — the same method used by professional rank-tracking — run across 1,792 firm-market measurements. The results describe an industry that is largely invisible on the surface that decides its caseload:

- The average firm appears in the 3-Pack at just 18.9% of measured points in its own market.
- 74% of measured firms crack the pack at fewer than a quarter of the locations their potential clients search from.
- 30% of measured firms never appeared in the pack at a single one of their market’s 49 points.
- Only 9% of firms achieve dominant coverage (top-3 visibility across 75%+ of their market) — proof that dominance is attainable, and rare.

“Firms think their Google rank is a number. It’s a weather map,” said Jacob Malherbe, co-founder of PlatinumProfile.ai. “The firm that’s #1 outside its own office can be invisible three miles away — where the injured person actually is. And because roughly 44% of local-intent clicks go to the map pack, invisible on the map means invisible, period.”

The analysis lands one day after sister company BrandTerritory reported that branded search demand for the nation's most-searched injury firms fell nearly 10% last quarter. "Put the two datasets together and the picture is stark," Malherbe said. "Demand for firm names is draining, decided instead at the map and in AI answers — and the map, our data shows, is unclaimed ground. Nobody owns it. The one-in-eleven firms with dominant coverage prove it can be owned. Google Business Profile optimization is how."

Any firm can measure its own coverage at no cost: PlatinumProfile.ai's public scanner runs the same 49-point grid used in this study in about 60 seconds, with no email required to see the result, at platinumprofile.ai. PlatinumProfile manages Google Business Profiles exclusively for personal injury firms — 32 offices under management — at \$2,000 per office per month with no long-term contract.

Methodology. Between May 2 and August 26, 2026, PlatinumProfile.ai recorded Google Maps local results for personal-injury search terms at 78,348 grid points across 1,625 scans (7×7 grids spanning 10-mile squares), capturing the top three results — approximately 235,000 pack observations — across 1,792 firm-market measurements. Rankings are measured positions in Google local results at specific coordinates and times; Google's rankings are Google's alone and change continuously.

About PlatinumProfile.ai

PlatinumProfile.ai is a done-for-you Google Business Profile optimization service built exclusively for personal injury law firms, founded by Logan Jack and Jacob Malherbe and published by Mass Tort Ad Agency, the team behind BrandTerritory and AdaptLegal.

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