

AI Visibility Ranking: Dubai Law Firms

Which Dubai and UAE law firms AI assistants name when individuals and SMEs ask whom to hire, across family, employment, property, corporate and immigration matters.

AI Tamimi & Company Most visible law firm, 53.3% of answers	1,610 AI answers analyzed, 5 engines	79 law firms tracked, 38 above 1% visibility	113pp Top-3 combined visibility
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Key findings

- AI Tamimi & Company is the most-recommended law firm in AI answers: named in 53.3% of 1,610 answers across 5 engines.
- 41 of 79 tracked law firms are practically invisible: named in under 1% of answers.
- AI Tamimi & Company leads on every engine, but the spread is wide: from 24.2% on Perplexity to 89.8% on ChatGPT.
- Concentration: the top three (AI Tamimi & Company, Hadeef & Partners, Clyde & Co) hold 113 points of combined visibility, versus 210 for the remaining 76 together.
- Even the leader has blind spots: AI Tamimi & Company is named in 69.5% of employment questions but only 38.1% of golden visa and immigration questions.

Leaderboard: share of AI answers naming each law firm

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Dubai Law Firms: who AI assistants recommend

Share of 1,610 AI answers naming each law firm · ChatGPT, Claude, Gemini, Google Search, Perplexity · top 15 of 79

01	AI Tamimi & Company		53.3%
02	Hadeef & Partners		33.9%
03	Clyde & Co		26.0%
04	BSA Ahmad Bin Hezeem & Associ...		25.5%
05	Afridi & Angell		15.3%
06	Al Rowaad Advocates		15.2%
07	Baker McKenzie		13.2%
08	James Berry & Associates		12.2%
09	Habib Al Mulla & Partners		8.8%
10	Dentons		8.0%
11	Clifford Chance		7.8%
12	DLA Piper		7.3%
13	Davidson & Co		7.3%
14	Awatif Mohammad Shoqi Advocat...		7.1%
15	Galadari Advocates & Legal Co...		6.2%

Source: Seeno.ai; 161 organic client prompts; 2 runs; August 2026. Prompts never name a brand; every mention is earned.
Full ranking and per-law firm scorecards: seeno.ai/research/dubai-law-firms · Free to republish with credit (CC BY 4.0)

Top 15 shown. Full ranking of all 79 law firms in the table below and online.

Engine by engine

The same law firm can be a household name for one assistant and absent from another. Share of each engine's answers naming the law firm, top 10 overall.

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Dubai Law Firms: engine by engine

Share of each engine's answers naming the law firm · top 10 overall

	ChatGPT	Perplexity	Gemini	Claude	Google Search
01 AI Tamimi & Company	89.8%	24.2%	37.0%	62.1%	53.4%
02 Hadef & Partners	80.7%	14.6%	15.8%	46.3%	12.1%
03 Clyde & Co	52.2%	12.7%	9.9%	30.1%	24.8%
04 BSA Ahmad Bin Hezeem & Associ...	66.1%	2.5%	3.1%	48.4%	7.5%
05 Afridi & Angell	40.1%	4.7%	6.2%	14.6%	10.9%
06 Al Rowaad Advocates	4.3%	15.2%	27.6%	5.3%	23.6%
07 Baker McKenzie	22.7%	5.3%	1.9%	33.5%	2.8%
08 James Berry & Associates	20.8%	7.8%	17.7%	0.3%	14.6%
09 Habib Al Mulla & Partners	21.4%	3.1%	4.0%	13.0%	2.5%
10 Dentons	14.6%	2.5%	6.2%	14.3%	2.5%

Source: Seeno.ai, 1,610 answers to 161 organic client prompts, August 2026. Google Search = Google's AI and search surfaces.
Full ranking and per-law firm scorecards: seeno.ai/research/dubai-law-firms · Free to republish with credit (CC BY 4.0)

Full ranking: 79 law firms

#	Law firm	Overall	ChatGPT	Perplexity	Gemini	Claude	Google
1	Al Tamimi & Company	53.3%	89.8%	24.2%	37.0%	62.1%	53.4%
2	Hadeef & Partners	33.9%	80.7%	14.6%	15.8%	46.3%	12.1%
3	Clyde & Co	26.0%	52.2%	12.7%	9.9%	30.1%	24.8%
4	BSA Ahmad Bin Hezeem & Associates	25.5%	66.1%	2.5%	3.1%	48.4%	7.5%
5	Afridi & Angell	15.3%	40.1%	4.7%	6.2%	14.6%	10.9%
6	Al Rowaad Advocates	15.2%	4.3%	15.2%	27.6%	5.3%	23.6%
7	Baker McKenzie	13.2%	22.7%	5.3%	1.9%	33.5%	2.8%
8	James Berry & Associates	12.2%	20.8%	7.8%	17.7%	0.3%	14.6%
9	Habib Al Mulla & Partners	8.8%	21.4%	3.1%	4.0%	13.0%	2.5%
10	Dentons	8.0%	14.6%	2.5%	6.2%	14.3%	2.5%
11	Clifford Chance	7.8%	5.3%	3.4%	1.6%	26.7%	1.9%
12	DLA Piper	7.3%	19.9%	5.9%	2.5%	4.7%	3.7%
13	Davidson & Co	7.3%	9.3%	9.0%	10.6%	0.0%	7.5%
14	Awatif Mohammad Shوقي Advocates	7.1%	3.7%	6.8%	6.5%	0.0%	18.3%
15	Galadari Advocates & Legal Consultants	6.2%	19.3%	3.4%	3.1%	2.8%	2.5%
16	Horizons & Co	6.2%	21.1%	3.1%	3.4%	0.3%	3.1%
17	Expatriate Law	5.8%	13.7%	5.3%	5.9%	0.3%	3.7%
18	A&O Shearman	5.6%	4.3%	3.7%	1.2%	16.5%	2.2%
19	Alsuwaidi & Company	5.0%	0.0%	6.2%	8.1%	0.0%	10.9%
20	Latham & Watkins	4.6%	0.0%	9.0%	5.6%	6.5%	1.9%
21	Fragomen	4.2%	8.1%	3.1%	4.0%	0.3%	5.3%
22	White & Case	3.9%	4.3%	6.2%	1.9%	5.0%	2.2%
23	Pinsent Masons	3.4%	9.9%	2.8%	1.6%	0.0%	2.5%
24	HHS Lawyers	3.3%	0.3%	2.5%	3.4%	1.2%	9.0%
25	Charles Russell Speechlys	3.0%	11.5%	0.0%	0.3%	2.5%	0.9%
26	Norton Rose Fulbright	2.4%	6.5%	2.5%	0.3%	2.2%	0.3%
27	RAALC Law Firm	2.4%	0.3%	1.9%	2.2%	0.0%	7.8%
28	Al Kabban & Associates	2.3%	0.0%	5.0%	5.9%	0.0%	0.6%
29	Fichte & Co	2.2%	1.2%	0.9%	5.9%	0.0%	3.1%
30	STA Law Firm	1.9%	7.5%	1.9%	0.3%	0.0%	0.0%
31	Al Safar & Partners	1.9%	0.0%	6.5%	2.5%	0.0%	0.6%
32	Addleshaw Goddard	1.7%	4.0%	0.9%	1.6%	0.3%	1.6%
33	Emirates Advocates	1.6%	0.0%	6.5%	1.2%	0.0%	0.3%
34	Linklaters	1.5%	1.2%	1.9%	0.6%	3.4%	0.3%
35	Herbert Smith Freehills Kramer	1.4%	1.2%	0.0%	0.0%	5.3%	0.3%
36	Eversheds Sutherland	1.2%	0.9%	2.8%	0.9%	0.0%	1.6%
37	HPL Yamalova & Plewka	1.2%	1.6%	0.9%	0.6%	0.0%	2.8%
38	Trowers & Hamlins	1.0%	2.8%	0.9%	0.9%	0.0%	0.3%
39	Simmons & Simmons	0.9%	1.9%	0.6%	1.2%	0.0%	0.6%
40	Hamdan AlShamsi Lawyers	0.9%	0.0%	2.2%	0.9%	0.0%	1.6%
41	Al Adl Legal	0.9%	0.0%	0.0%	4.7%	0.0%	0.0%
42	Holland & Knight	0.7%	0.0%	1.2%	0.0%	0.0%	2.2%
43	Motei & Associates	0.7%	0.9%	1.2%	0.6%	0.0%	0.9%
44	Fotis International	0.7%	2.5%	0.6%	0.0%	0.6%	0.0%
45	Squire Patton Boggs	0.5%	0.0%	0.3%	0.9%	0.0%	1.2%

#	Law firm	Overall	ChatGPT	Perplexity	Gemini	Claude	Google
46	ASK The Law	0.5%	0.0%	1.9%	0.6%	0.0%	0.0%
47	NYK Law Firm	0.5%	0.0%	0.6%	1.9%	0.0%	0.0%
48	Reed Smith	0.3%	0.0%	1.2%	0.3%	0.0%	0.0%
49	ADG Legal	0.3%	0.3%	0.0%	0.6%	0.0%	0.6%
50	Taylor Wessing	0.2%	0.6%	0.6%	0.0%	0.0%	0.0%
51	The Legal Group	0.2%	0.0%	0.6%	0.6%	0.0%	0.0%
52	Bin Eid Advocates	0.2%	0.0%	0.3%	0.3%	0.0%	0.3%
53	Al Aidarous Intl Legal Practice	0.2%	0.0%	0.0%	0.0%	0.9%	0.3%
54	OGH Legal	0.2%	0.6%	0.0%	0.6%	0.0%	0.0%
55	M&CO Legal	0.2%	0.0%	0.0%	0.6%	0.0%	0.3%
56	Gulf Law	0.2%	0.0%	0.0%	0.0%	0.6%	0.3%
57	Khairallah Advocates	0.1%	0.3%	0.3%	0.0%	0.0%	0.0%
58	Bin Haider Advocates	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%
59	United Advocates	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%
60	Yasin Al Hamed Advocates	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%
61	Bracewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
62	Kaden Boriss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
63	Nasser Hashem & Partners	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
64	Al Mansoori & Partners	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
65	Global Advocacy and Legal Counsel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
66	Jasim Almaeeni Advocates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
67	Prestige Advocates & Legal Consultants	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
68	Ibrahim Alserkal Advocates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
69	Shah & Alshamali Associates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
70	Kochhar & Co	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
71	Winson Law Offices	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
72	SAT & CO	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
73	Primecase	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
74	Alliott Hadi Shahid	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
75	LAWGICAL GROUP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
76	Sunil Ambalavelil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
77	BIZILANCE Legal Consultants	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
78	Baitulhikma Lawyers	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
79	Wasel & Wasel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Per-law firm scorecards (engine breakdown, question categories, exact prompts where the law firm is missing): <https://seeno.ai/research/dubai-law-firms>

Methodology

161 organic client prompts about Dubai and UAE legal services were put to 5 AI engines (ChatGPT, Claude, Gemini, Google Search, Perplexity), in 2 independent runs, in August 2026, producing 1,610 answers.

Prompts are written the way individuals and SMEs actually ask (needs, budgets, areas, situations) and never name a company, so every mention is earned. Visibility is the share of answers that name the law firm. Mentions are extracted deterministically with brand and alias matching, then aggregated per engine and per question category. The Google Search column reflects Google's AI and search surfaces for the same queries.

Rankings are a snapshot of August 2026. AI answers change as models and sources change, so Seeno re-runs the panel and publishes updates. Data collected by Seeno.ai.

How to use this data

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- Per-law firm scorecards and Arabic version: <https://seeno.ai/research/dubai-law-firms>
- Interviews, custom cuts (by area, by question type, competitor sets) and the raw prompt list on request: hi@seeno.ai

About Seeno.ai

Seeno.ai measures how AI assistants (ChatGPT, Perplexity, Gemini, Claude, Google AI) talk about brands: who gets recommended, for which questions, and which sources drive it. Brands and agencies use Seeno to track and grow their AI visibility. Seeno is based in Dubai and publishes independent AI visibility research on Gulf markets.

Anton Kuznetsov, Founder, Seeno.ai

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