LAW FIRM MARKETING GUIDES

DUI/DWI Lawyer SEO Guide

Reaching people who need help tonight, not next month

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Who this guide is for

This guide is for criminal defense firms that handle DUI, DWI, OWI or similar charges and want more of those clients from search. DUI searches are different from most legal searches: they are urgent, emotional and often made late at night on a phone. This guide shows how to match that reality.

1. Understand the DUI client

Someone searching after an arrest is frightened and under time pressure. There may be a licence suspension deadline within days. They are not reading long articles; they are looking for a firm that sounds competent, is available, and tells them what to do first.

That shapes everything: pages must be short at the top, give immediate next steps, show a phone number and state when someone will answer.

> **Action checklist**
>
> ☐ Note the key deadlines in your state (for example, the days allowed to request a licence hearing).
>
> ☐ Put those deadlines near the top of your DUI page.
>
> ☐ Decide how calls outside office hours are handled and say so on the site.

2. Use the words your state uses

States use different terms: DUI, DWI, OWI, OVI, DWAI. Searchers use the term they see on their paperwork. Your pages should use the local term first and mention alternatives once so searchers using either find you.

> **Action checklist**
>
> ☐ Confirm the primary charge name used in your state and counties.
>
> ☐ Use it in page titles, headings and the first paragraph.
>
> ☐ Mention alternative terms once, naturally.

3. Pages you need

At minimum: one main DUI/DWI defense page, one page for first-offence cases, one for repeat or felony cases, and one for licence suspension hearings. Add pages for related issues that get searched in your market, such as breath test refusals, underage DUI or commercial drivers.

Each page should cover: what the charge means, possible penalties in your state, the immediate deadlines, how you defend these cases, and what to do now.

> **Action checklist**
>
> ☐ Build the four core pages before anything else.
>
> ☐ Add a clear “What to do in the next 24 hours” section to each.
>
> ☐ Link each page to a contact option visible without scrolling.

4. Landing page essentials for urgent intent

For urgent searchers, the top of the page must show within seconds: the charge you handle, that you serve their area, a phone number, and one line of reassurance (for example, that an arrest is not a conviction). Below that, the deadline information and your process. Long credentials can come later on the page.

Action checklist

- ☐ Rewrite the first screen of your DUI page to show charge, area, phone, reassurance.
- ☐ Make the phone number tappable on mobile.
- ☐ Keep the page loading in under three seconds on a phone.

5. Intake speed wins cases

A DUI prospect often calls several firms. The firm that answers, speaks clearly and offers a next step wins. Review how calls are answered after hours, how fast online forms get a reply, and whether the first conversation covers the licence deadline.

Action checklist

- ☐ Test your own after-hours call handling.
- ☐ Set a target for replying to web enquiries (and measure it).
- ☐ Give intake staff a short script covering deadlines and next steps.

6. Reviews and trust signals

DUI clients worry about judgement and privacy. Reviews that mention professionalism, discretion and clear communication reassure them. Credentials that matter include trial experience, training in breath or blood testing, and former prosecutor experience, where true.

Action checklist

- ☐ Ask DUI clients for reviews only after their matter is resolved, and never request case details in reviews.
- ☐ Show verified credentials and memberships on the DUI page.
- ☐ Add a short “what happens on the first call” explanation.

7. Advertising rules

Bar rules on attorney advertising vary by state. Common requirements include avoiding guarantees, not implying past results predict future outcomes, and including required disclaimers. Check your state’s rules before publishing claims, and keep a record of approvals.

Action checklist

- ☐ Review your state bar’s advertising rules for websites.
- ☐ Remove any language that promises or implies outcomes.
- ☐ Add the disclaimers your state requires.

Quick checklist

1. State deadlines shown near the top of DUI pages.
2. Local charge term used in titles and headings.
3. Four core DUI pages built.
4. “Next 24 hours” section on each page.
5. First screen shows charge, area, phone, reassurance.
6. Phone number tappable; page loads in under three seconds.
7. After-hours call handling tested.
8. Reply target for web enquiries set and measured.
9. Verified credentials and reviews on the page.
10. State advertising rules checked and disclaimers added.

Next step: get a review of your firm's website

Want us to look at how your firm's site performs for the searches that matter in your market? Request an audit through the website where you downloaded this guide.

This guide offers marketing guidance only and is not legal advice. Results vary by market, practice area and firm. Nothing in this guide guarantees rankings, enquiries, cases or revenue. Check your state bar's advertising rules before publishing any marketing content.

About this guide

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About this series
This guide is part of a series of practical marketing guides written for law firms in the United States, covering SEO, paid media, AI search visibility, websites, content and client intake.

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