LAW FIRM MARKETING GUIDES

Google Business Profile Guide for Law Firms

Set up and maintain the listing that drives local calls

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Who this guide is for

This guide is for firms with at least one physical office. It walks through setting up and maintaining a Google Business Profile (GBP), the free listing that appears in Google Maps and the map results. For many firms it produces more calls than the website itself, so it deserves the same care.

1. Claim and verify

Search Google Maps for your firm. If a listing exists, claim it; if not, create one. Google will verify ownership, usually by postcard, phone, video or email. Use the office address where clients can actually meet you. Virtual offices, mailboxes and shared addresses without staff are not allowed and can lead to suspension.

> **Action checklist**
>
> ☐ Claim or create one profile per real office.
>
> ☐ Complete verification and store the login details securely.
>
> ☐ Add at least one additional manager so access is not tied to one person.

2. Categories and services

The primary category is the single most important setting. Choose the one that matches your main practice (for example “Personal injury attorney”, “Family law attorney”, “Criminal justice attorney”). Add secondary categories for other practice areas. Then list services under each category with short descriptions.

> **Action checklist**
>
> ☐ Set the primary category to your main practice area.
>
> ☐ Add secondary categories only for services you really offer.
>
> ☐ Add a short description for each service.

3. Business information

Use your exact firm name without added keywords (adding “best injury lawyer” to the name violates the rules). Enter accurate hours, a local phone number, your website, and a description of up to 750 characters that explains who you help and how.

> **Action checklist**
>
> ☐ Name matches your website and bar listing exactly.
>
> ☐ Hours correct, including special hours for holidays.
>
> ☐ Description written in plain language without promises.

4. Photos and posts

Profiles with real photos get more clicks. Add the office exterior, reception, meeting rooms and team. Avoid stock images. Use the Posts feature for short updates: office news, community involvement, explanations of a law change. Posts expire, so schedule them regularly.

> **Action checklist**
>
> ☐ Upload at least ten real photos; add new ones quarterly.
>
> ☐ Post an update at least twice a month.
>
> ☐ Keep posts informational; avoid outcome claims.

5. Questions and answers

Anyone can ask a question on your profile, and anyone can answer. Monitor the section and answer promptly. You can also add common questions yourself (fees, parking, languages spoken, first-consultation process).

Action checklist

- ☐ Add five common questions with your own answers.
- ☐ Check the Q&A section weekly.
- ☐ Correct any inaccurate public answers politely.

6. Reviews

Reviews influence both your map ranking and whether people call. Ask clients at the close of a matter, give them a direct link, and respond to every review. For negative reviews, reply briefly, professionally and without confirming or discussing any case details. Never buy reviews, use review gating, or ask non-clients to review.

Action checklist

- ☐ Create and share a direct review link.
- ☐ Respond to every review within two business days.
- ☐ Report fake or policy-violating reviews through the profile tools.

7. Multiple locations

Each real office needs its own profile with its own address, phone and hours. Keep descriptions and categories consistent, but tailor photos and local details. Link each profile to the matching office page on your website, not just the homepage.

Action checklist

- ☐ One profile per real office; no profiles for areas without an office.
- ☐ Each profile links to its own office page.
- ☐ Consistent name and categories across all profiles.

8. Monthly maintenance

Google allows public edits and sometimes applies them. A monthly check prevents wrong hours or phone numbers from staying live.

Action checklist

- ☐ Check name, address, phone, hours and categories for unexpected changes.
- ☐ Review the Insights/Performance report for calls, direction requests and website clicks.
- ☐ Add photos and posts; respond to reviews and questions.

Quick checklist

1. Profile claimed and verified for every real office.
2. Second manager added.
3. Primary category set to main practice area.
4. Exact name, no keywords added.
5. Hours and phone accurate.
6. Ten real photos uploaded.
7. Two posts per month.
8. Five Q&As added and section monitored.
9. All reviews answered within two business days.

10. Monthly check completed.

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.

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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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