LAW FIRM MARKETING GUIDES

Law Firm SEO Strategy Guide

A practical plan for attracting the right clients through search

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Who this guide is for

This guide is for law firm owners and partners who want to understand how search engine optimization (SEO) works for a legal practice before hiring help or doing it in-house. It assumes no technical background. By the end you will know what to build, in what order, and how to tell whether it is working.

1. Why SEO matters for a law firm

Most people who need a lawyer start with a search. They type a problem (“car accident lawyer near me”, “how to file for divorce in Texas”) and choose from the firms that appear. If your firm is not visible for the searches your ideal clients make, those clients hire someone else.

SEO is the work of making your website appear for those searches and convincing the searcher to contact you. Unlike paid ads, organic visibility keeps producing enquiries after the work is done, which is why it is usually the most cost-effective long-term channel for established firms.

> **Action checklist**
>
> ☐ Write down the five problems your best clients had when they first contacted you.
>
> ☐ Search each one on Google the way a client would. Note which firms appear.
>
> ☐ Decide whether you are competing for a city, a region, or a state.

2. How legal clients actually search

Legal searches fall into three groups, and each needs a different page.

- **Urgent searches** (“DUI lawyer open now”, “arrested in Phoenix what to do”). The searcher wants a phone number and reassurance, fast.
- **Research searches** (“how long does a personal injury case take”). The searcher is early and wants a trustworthy explanation.
- **Comparison searches** (“best family lawyer in Denver”, “firm name reviews”). The searcher is choosing between firms.

A good SEO plan covers all three: service pages for urgent intent, articles for research intent, and reviews plus clear credentials for comparison intent.

> **Action checklist**
>
> ☐ Sort your five problems into urgent, research, or comparison.
>
> ☐ For each one, note what the searcher needs to see to feel confident.
>
> ☐ Identify which type you currently serve well and which you ignore.

3. Site structure: practice pages and location pages

Search engines rank pages, not firms. Your site needs one clear page for each service you want to be found for, and one for each location where you want clients.

A simple structure works best:

- Homepage: who you are, what you do, where you practice.
- One page per practice area (personal injury, family law, estate planning).
- Where it fits, one page per case type inside a practice area (car accidents, truck accidents).
- One page per office location or target city, with content that is specific to that market.

Avoid creating thin “city + practice” pages that only swap the city name. Search engines recognise the pattern and clients find it unconvincing.

Action checklist

- ☐ List every practice area and location you want to rank for.
- ☐ Check whether each one has its own page with at least 600 words of specific content.
- ☐ Remove or merge duplicate pages that compete with each other.

4. Content that earns trust

Your service pages should answer the questions a nervous client asks: What happens next? How long does it take? What does it cost? Who will handle my case? Write in plain language, and show credentials, process and real differences rather than slogans.

Articles support the service pages by answering research questions. Each article should link to the relevant service page so a reader who is ready can take the next step.

Action checklist

- ☐ For each practice page, list the five questions clients ask on the first call and answer them on the page.
- ☐ Plan two articles per month that answer research questions in your practice areas.
- ☐ Add an author name and review date to every article.

5. Reviews, authority and reputation

Search engines weigh signals of trust: reviews, mentions on other reputable sites, bar association listings and directory profiles. For law firms, reviews on Google are the most visible of these.

Ask every satisfied client for a review, respond to every review you receive, and never post or buy fake reviews. Keep your firm’s name, address and phone number identical across your site, Google Business Profile, state bar listing and legal directories.

Action checklist

- ☐ Add a review request to your case-closing process.
- ☐ Claim your profiles on the main legal directories and your state bar.
- ☐ Check that your name, address and phone number match everywhere.

6. Technical basics

A slow or broken website undermines everything else. The essentials are: pages load quickly on mobile, every page has a unique title and description, there are no broken links, and the site uses HTTPS. You do not need to master the details, but you should ask your web team to confirm each of these.

Action checklist

- ☐ Test your homepage and one practice page with Google PageSpeed Insights.
- ☐ Ask for a list of broken links and pages with duplicate titles.
- ☐ Confirm the site is secure (padlock in the browser).

7. Measuring results

Track enquiries, not just rankings. The numbers that matter are: calls and form submissions from organic search, the share of those that become consultations, and the share that become clients. Google Search Console and Google Analytics are free and sufficient to start.

Action checklist

- ☐ Set up Google Search Console and Google Analytics.
- ☐ Record where every new enquiry came from.
- ☐ Review organic enquiries monthly, not daily.

8. A 90-day starting plan

- **Days 1–30:** fix technical basics, claim profiles, build or rewrite the three most important practice pages.
- **Days 31–60:** add location pages for real offices, publish four articles, start the review process.
- **Days 61–90:** review Search Console for queries you almost rank for, expand those pages, add case-type pages.

Expect measurable movement in three to six months for competitive markets. Anyone promising faster guaranteed results should be treated with caution.

Quick checklist

1. Five ideal-client problems written down.
2. Each sorted into urgent, research, or comparison intent.
3. One page per practice area with specific content.
4. One page per real office or target market.
5. First-call questions answered on every practice page.
6. Two research articles per month with author and date.
7. Review request built into case closing.
8. Name, address and phone consistent everywhere.
9. Site fast, secure, no broken links.
10. Enquiries tracked by source and reviewed monthly.

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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