LAW FIRM MARKETING GUIDES

Local SEO Checklist for Law Firms

Be the firm that appears when someone nearby needs a lawyer

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Who this guide is for

This checklist is for firms that serve clients from one or more physical offices and want to appear in the map results and local listings that Google shows for searches like “divorce attorney near me”. It is written for owners and office managers, not developers. Work through it section by section; most items take less than an hour.

1. Google Business Profile: the foundation

The map pack (the three businesses shown with a map) gets a large share of clicks for local legal searches. Your Google Business Profile (GBP) controls whether you appear there.

Claim the profile for each real office. Use your exact legal or trading name, your real street address, and a local phone number that is answered. Choose the most specific primary category (for example “Personal injury attorney” rather than “Lawyer”) and add secondary categories for other practice areas.

> **Action checklist**
>
> ☐ Claim and verify a profile for every real office.
>
> ☐ Set the primary category to your main practice area.
>
> ☐ Add opening hours, a short description, and the services you offer.
>
> ☐ Upload at least five real photos of the office and team.

2. Name, address and phone consistency

Search engines compare your details across the web. If your firm is “Smith & Jones, LLP” on your site, “Smith and Jones” on your bar listing and “Smith Jones Law” in a directory, trust drops.

Pick one format and use it everywhere: website footer, Google profile, state bar, legal directories, social profiles.

> **Action checklist**
>
> ☐ Write your canonical name, address and phone in one document.
>
> ☐ Check your website footer and contact page match it exactly.
>
> ☐ Correct your state bar listing and your top five directory profiles.

3. Local citations and directories

A citation is any mention of your firm’s name, address and phone on another site. The valuable ones for law firms are the state bar, county bar, legal directories (such as Avvo, Justia, FindLaw), the Better Business Bureau and local chambers of commerce.

Quality beats quantity. Ten accurate, reputable listings help more than a hundred low-quality ones.

> **Action checklist**
>
> ☐ List your current directory profiles and fix inconsistencies.
>
> ☐ Add missing profiles on the main legal directories.
>
> ☐ Remove or correct listings for old addresses.

4. Reviews: ask, respond, never fake

Reviews affect both ranking and whether a searcher calls. A steady flow of recent reviews matters more than a large but old total.

Ask clients at a natural moment (when a matter closes well), make it easy with a direct link, and respond to every review, including negative ones, professionally and without discussing case details.

Action checklist

- ☐ Create a short review link and add it to your closing email template.
- ☐ Assign one person to respond to reviews within two business days.
- ☐ Never ask for reviews from people who were not clients, and never offer incentives.

5. Location pages done honestly

If you have more than one office, give each a page on your website with its own address, map, hours, team members and directions. Describe the courts and communities that office serves.

Do not create pages for cities where you have no office and no real presence unless you can write substantive content about serving that market. Fake offices and virtual addresses violate Google’s rules and can get profiles removed.

Action checklist

- ☐ One page per real office with address, hours, photos and local details.
- ☐ Link each office page from your main navigation or footer.
- ☐ Embed the Google map for that office.

6. Local content ideas

Content that mentions real local details helps both ranking and trust. Examples: a guide to the local courthouse process, how a state-specific law affects clients, community involvement, or explanations of county-level procedures.

Action checklist

- ☐ Write one article per quarter about a local court, process or law change.
- ☐ Post updates to your Google Business Profile at least twice a month.
- ☐ Mention local community involvement where it is genuine.

7. Mobile and calls

Most local searches happen on phones. Your site must load fast on mobile, show the phone number on every page, and make it tappable.

Action checklist

- ☐ Call your own number from the website on a phone to test it.
- ☐ Check that the contact form works on mobile.
- ☐ Confirm calls are answered or returned within business hours.

Monthly local SEO checklist

1. Respond to all new reviews.
2. Post two updates to Google Business Profile.
3. Check Google profile for unauthorised edits.
4. Review calls and form enquiries from local searches.
5. Add new photos if anything has changed.
6. Confirm hours are correct, including holidays.

Quick checklist

1. Google profile claimed and verified for every real office.

2. Primary category set to main practice area.
3. Name, address and phone identical everywhere.
4. State bar and top legal directories listed and accurate.
5. Review link in your closing process.
6. All reviews answered within two business days.
7. One honest page per office with local details.
8. One local article per quarter.
9. Mobile site fast with tappable phone number.
10. Monthly checklist 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.

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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