LAW FIRM MARKETING GUIDES

Personal Injury Lawyer SEO Guide

Competing in the most crowded corner of legal search

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Who this guide is for

This guide is for personal injury (PI) firms that want organic search to become a reliable source of cases. PI is the most competitive legal category online: large firms spend heavily, and directories and lead generators occupy many results. The way to compete is to be more specific, more local and more trustworthy than the generalists.

1. Why PI search is so competitive

PI cases can be valuable, so many firms and lead-selling companies target the same handful of phrases (“personal injury lawyer”, “car accident attorney”). Ranking for those broad terms city-wide takes years for most firms. The opportunity is in the many narrower searches those competitors ignore.

> **Action checklist**
>
> ☐ Search your top three PI phrases and note who ranks: firms, directories, or lead generators.
>
> ☐ Identify three narrower case types you handle well that those pages do not cover in depth.
>
> ☐ Decide which neighbourhoods or suburbs you can realistically own.

2. Case-type pages

Build a page for every case type you handle: car accidents, truck accidents, motorcycle accidents, slip and fall, dog bites, wrongful death, and so on. Each page should explain the law as it applies in your state, common causes, what evidence matters, how compensation is calculated, and the time limit to file.

Specific pages win against generic ones. A page about rear-end collisions on a named highway in your city can outrank a national firm’s generic car accident page for local searches.

> **Action checklist**
>
> ☐ List every case type you accept.
>
> ☐ Write one page per case type with state-specific details and the filing deadline.
>
> ☐ Add sub-pages for high-volume local variants where you have real experience.

3. Content that converts an injured person

PI clients are often in pain, worried about bills and unsure whether they have a case. Content should answer: Do I have a case? What is it worth? What does it cost to hire you? What happens first? Explain contingency fees plainly, describe your process, and make the first step easy (a free case review, if that is what you offer).

> **Action checklist**
>
> ☐ Answer the four questions above on every case-type page.
>
> ☐ Explain your fee arrangement in one short paragraph.
>
> ☐ Describe the first 48 hours after someone contacts you.

4. Local targeting

Rank where you can win. Build honest location content: pages for real offices, and articles about local roads, intersections, hospitals or court procedures where relevant. Never create fake office pages.

> **Action checklist**
>
> ☐ One page per real office with local detail.
>
> ☐ Two local articles per quarter (for example, a guide to the county court process for injury claims).
>
> ☐ Google Business Profile claimed, categorised as “Personal injury attorney”, with regular posts.

5. Authority and links

Search engines reward sites that other reputable sites reference. For PI firms, realistic sources include bar associations, legal directories, local news coverage of community work, sponsorships, scholarship programmes and guest articles for local organisations. Avoid buying links or joining link schemes; penalties are real.

Action checklist

- ☐ Ensure listings on your state and county bar sites.
- ☐ Pick one community initiative per year that can be covered locally.
- ☐ Pitch one article to a local organisation or publication per quarter.

6. Intake and follow-up

Traffic is wasted if calls go unanswered. PI prospects contact several firms and sign with the one that responds quickly and clearly. Track response time, use a consistent intake script, and follow up on every enquiry.

Action checklist

- ☐ Measure average time to first response for calls and forms.
- ☐ Give intake staff a script that gathers facts and sets expectations.
- ☐ Follow up on open enquiries within one business day.

7. Tracking leads to cases

Rankings and traffic are inputs. Measure organic enquiries, qualified consultations, signed cases and the value of those cases. This tells you which pages and case types deserve more investment.

Action checklist

- ☐ Tag the source of every enquiry.
- ☐ Review monthly which pages produced qualified enquiries.
- ☐ Shift effort toward case types that produce signed cases.

Quick checklist

1. Competitors identified for your top three phrases.
2. Three narrower case types chosen as priorities.
3. One page per case type with state law and deadlines.
4. Four client questions answered on every page.
5. Fee arrangement explained plainly.
6. Honest local pages and quarterly local articles.
7. Google Business Profile claimed and active.
8. Bar listings complete; one community initiative per year.
9. Response time measured and improved.
10. Enquiries tracked through to signed cases.

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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