



Legal Services SEO Starter Kit

The Ultimate Checklist for Law Firms & Legal Professionals to Attract Better Clients Online

Are you a solo attorney or small law firm struggling to get noticed online? With more people searching for legal help via Google than ever before, strong SEO is essential for attracting high-quality clients and building trust in your community.

This comprehensive starter kit walks you through the essential steps for improving your law firm's online presence, boosting your search rankings, and generating better leads—no technical jargon, just practical advice.

WHO THIS IS FOR

- Solo attorneys and boutique law firms
- Legal marketers and office managers
- Any legal professional aiming to grow their practice through online marketing

THE ULTIMATE LEGAL SERVICES SEO CHECKLIST

1. Google Business Profile (GBP) for Law Firms

Why it matters: Your GBP is often the first impression for local clients searching for legal help.

- ☐ Claim and verify your Google Business Profile
- ☐ Complete every section: firm name, address, phone, website, business hours, and legal categories
- ☐ Write a keyword-rich description (e.g., "Family Law Attorney in Austin, TX")
- ☐ Add high-quality photos of your office, attorneys, and staff
- ☐ Collect and respond to client reviews regularly—aim for at least 1 new review per month
- ☐ Post firm updates, FAQs, or legal tips monthly
- ☐ Ensure all contact information matches your website and directories

Pro Tip:

Respond thoughtfully to every review—potential clients read your responses!

2. Website Essentials for Law Firms

Why it matters:* Your website is your virtual office—make it credible and conversion-focused.

- ☐ Ensure your website is mobile-friendly and loads in under 3 seconds
- ☐ Secure your site with HTTPS

- ☐ Clearly list all practice areas on the homepage
- ☐ Create a dedicated page for each service (e.g., Criminal Defense, Estate Planning)
- ☐ Add attorney bios with credentials, awards, and bar memberships
- ☐ Display your firm's NAP (Name, Address, Phone) on every page
- ☐ Include a clear, easy-to-find contact form and a clickable phone number
- ☐ Showcase testimonials and case results (while following local bar rules)
- ☐ Add trust signals: bar association logos, awards, privacy policy, and disclaimers

Pro Tip:

Include a FAQ section that addresses common legal questions—this helps with SEO and builds trust.

3. Local SEO for Legal Services

Why it matters: Most clients search for lawyers “near me” or in their city.

- ☐ Use local keywords (e.g., “divorce lawyer in Chicago”) in your page titles, headings, and content
- ☐ Create location-specific pages if you serve multiple cities or neighborhoods
- ☐ List your firm on top legal directories: Avvo, FindLaw, Justia, Lawyers.com, Super Lawyers
- ☐ Audit all directory listings for NAP consistency
- ☐ Get listed in local bar associations and legal networks

Pro Tip:

Use a citation management tool (like Moz Local) to keep your listings accurate and up to date.

4. Content & Authority Building

Why it matters: Valuable content boosts your search rankings and positions you as a legal expert.

- ☐ Start a legal blog—publish posts on common legal issues, recent changes in law, and FAQs
- ☐ Write in-depth guides or resources (e.g., “What to Do After a Car Accident in Dallas”)
- ☐ Create service and location pages targeting specific keywords
- ☐ Share case studies and client success stories (with permission and anonymized details)
- ☐ Get mentioned or featured on local news, legal blogs, or podcasts
- ☐ Build partnerships with other local businesses or professionals for cross-promotion

Pro Tip:

Repurpose your blog content into social media posts, videos, or downloadable guides.

5. Reviews & Reputation Management

Why it matters: Reviews are critical for client trust and local search rankings.

- ☐ Ask every satisfied client for a review (in person, by email, or text)
- ☐ Make it easy—send a direct link to your GBP review form
- ☐ Respond to all reviews, thank positive ones, and address concerns professionally
- ☐ Display reviews and testimonials on your website and social media
- ☐ Set up alerts to monitor new reviews across platforms

Pro Tip:

Create a simple follow-up email template to request reviews after case closure.

6. Tracking, Analytics & Continuous Improvement

Why it matters: Data helps you understand what's working and where to improve.

- ☐ Set up Google Analytics and Google Search Console
- ☐ Track website visits, contact form submissions, and calls
- ☐ Monitor which pages and keywords generate the most leads
- ☐ Review GBP Insights to see how clients find you
- ☐ Regularly update your site with new content, reviews, and attorney achievements

Pro Tip:

Schedule a monthly "SEO check-in" to review analytics and plan next steps.

BONUS SECTION: Quick Wins & Common Mistakes

Quick Wins:

- Add your main practice area + city to your website title tags
- Update your Google Business Profile with new photos
- Share a client testimonial or recent win on LinkedIn

Common Mistakes to Avoid:

- Ignoring negative reviews
- Using inconsistent contact details across directories
- Failing to update your website with new services or attorney bios

RESOURCES & TOOLS

- [Google Business Profile](<https://business.google.com/>)
- [Google Search Console](<https://search.google.com/search-console/>)
- [Moz Local](<https://moz.com/products/local>)
- [Avvo](<https://www.avvo.com/>)
- [Canva](<https://www.canva.com/>) (for editing images)
- [Website Speed Test](<https://pagespeed.web.dev/>)

Ready to start attracting better clients? Download and print this checklist, and tackle one section each week for steady growth.

Want a personalized review or expert help implementing these steps? Contact Content Mosaic for a free, no-pressure website audit!



www.content-mosaic.com