

5 Point SEO Checklist for Legal Marketing

10+ Years in the Making...Works on All Legal Practice Areas and now, it's ALL YOURS!



10+ Years in the Making... Works on All Types of Legal Marketing Verticals

And now, it's ALL YOURS!

Over the last 10+ years, we have developed a proprietary system for digital marketing for law firms that merges creative ideas with strategies that work when it comes to getting local SEO results in the legal marketing niche. And now, we're giving it to YOU!

What types of law firms benefit from local SEO, you ask? We've used this strategy in a variety of niches such as personal injury, family, criminal, estate planning, business, government contracting, disability and other practice areas as well. They all work.

So here you go... the EXACT CHECKLIST we use on every legal marketing project!

CHECKLIST

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Step 1: Website Checklist

Everyone gets hung up on the visual elements of websites. But there are quite a few technical elements which are just as important.

Website Checklist for Law Firms:

- ☐ ***Crisp, original photography*** - Get high quality pictures of your team and your office.
- ☐ ***Mobile responsiveness*** - Use Google's Mobile Friendly Tool to test your site for its mobile friendliness and work with your developer to fix any errors.
- ☐ ***Website hosting should be fast & secure*** - Use Google's Website Page Speed Test to check your website load speeds and set up SSL for your site.
- ☐ ***Utilize good call(s) to action*** - Law firm websites should tell people what to do next and have a clickable telephone number, schedule a phone consultation and an email opt-in offer signup.
- ☐ ***Display relevant logos, associations, certifications & memberships***
- ☐ ***Feature Customer Reviews prominently***
- ☐ ***Use tools like Siteliner to make sure your site is free of technical errors***

Siteliner

Explore your site.

Find duplicate content, broken links, and more...

Step 2: Local SEO & Content Checklist

These elements impact your local search visibility (or SEO) and are critical for drawing in new clients to your law firm from local search.

Local SEO & Content Checklist for Law Firms:

- ❑ **Google Local** - Make sure your business information is consistent! Put the name of your firm exactly as it appears on other places like your website, Facebook, LinkedIn etc.
- ❑ **Local Business Listings** - Set up profiles on websites where your firm will be active. Listings at sites like AVVO, Findlaw and HR can provide powerful links & good traffic as well!
- ❑ **Areas of Practice Content** - Get professional, in-depth content written for each of the services or practice areas in which you work. Don't skimp with 300 word summary pages. If you want to rank for a competitive keyword in your market, be prepared to create 1,500 word resource pages which talk all about each practice area and the services you provide.
- ❑ **Areas We Serve Content** - Write summary pages for each primary city/suburb you serve. Again, quality is critical here especially in competitive markets.
- ❑ **Blogging** - Original, well written blog content will be displayed high in rankings by search engines, and your clients and colleagues will engage with it on social media.



Step 3: Lead Capture & Nurturing

Not everyone is ready to call or schedule an appointment the first time they visit your site as they may be doing research or looking for information, but you can put them into a sales funnel by leveraging calls to action and special offers on your website.

4 Types of Lead Capture:

- ☐ Call (Phone Number)
- ☐ Contact/Schedule Consultation Form
- ☐ Live Chat
- ☐ Email Signup Forms
- ☐ Lead magnets (free checklists, etc.)

Bonus Tip: Email Marketing

Email marketing strategies can range from simple to complex, so if you've never done it, consistently start simple. As you learn, add in nuances such as targeted messages to specific lists and eventually marketing automation.

The first step is to organize your existing client list by service. Then, send a monthly newsletter with value packed information. If you can't get to it monthly, do it every 60 days.



Step 4: Build Customer Reviews

Studies show that 88% of consumers trust verified customer reviews just as much a referral.



Here is your checklist for building customer reviews:

- ☐ Incorporate a request for reviews in your billing follow up system that goes out via email once a matter is complete or with the bill.
- ☐ Educate your staff on how to ask clients to leave a review at every opportunity including telephone, in person or via email.
- ☐ Leverage review portals such as Customer Lobby which automate the review request process.
- ☐ Invest in a reputation management tool which centralizes all of your reviews in one place and allows you to respond quickly to new reviews.

Step 5: Implement the Checklist to Grow Your Law Firm!

We wish you the best of luck implementing these strategies in your law practice. We haven't hidden anything from you...it's all right here in this guide!

If you would like some help implementing these strategies in your business, or just have some questions, please [click here to book a time to talk with me!](#)

GET A FREE STRATEGY SESSION

Meet the Author



Gary Levine has been helping law firm clients embrace and implement digital marketing for 15+ years.

If you'd like to learn more about High Level Thinkers, [click here to find out what We Believe.](#)

Email: Glevine@HighLevelThinkers.com

