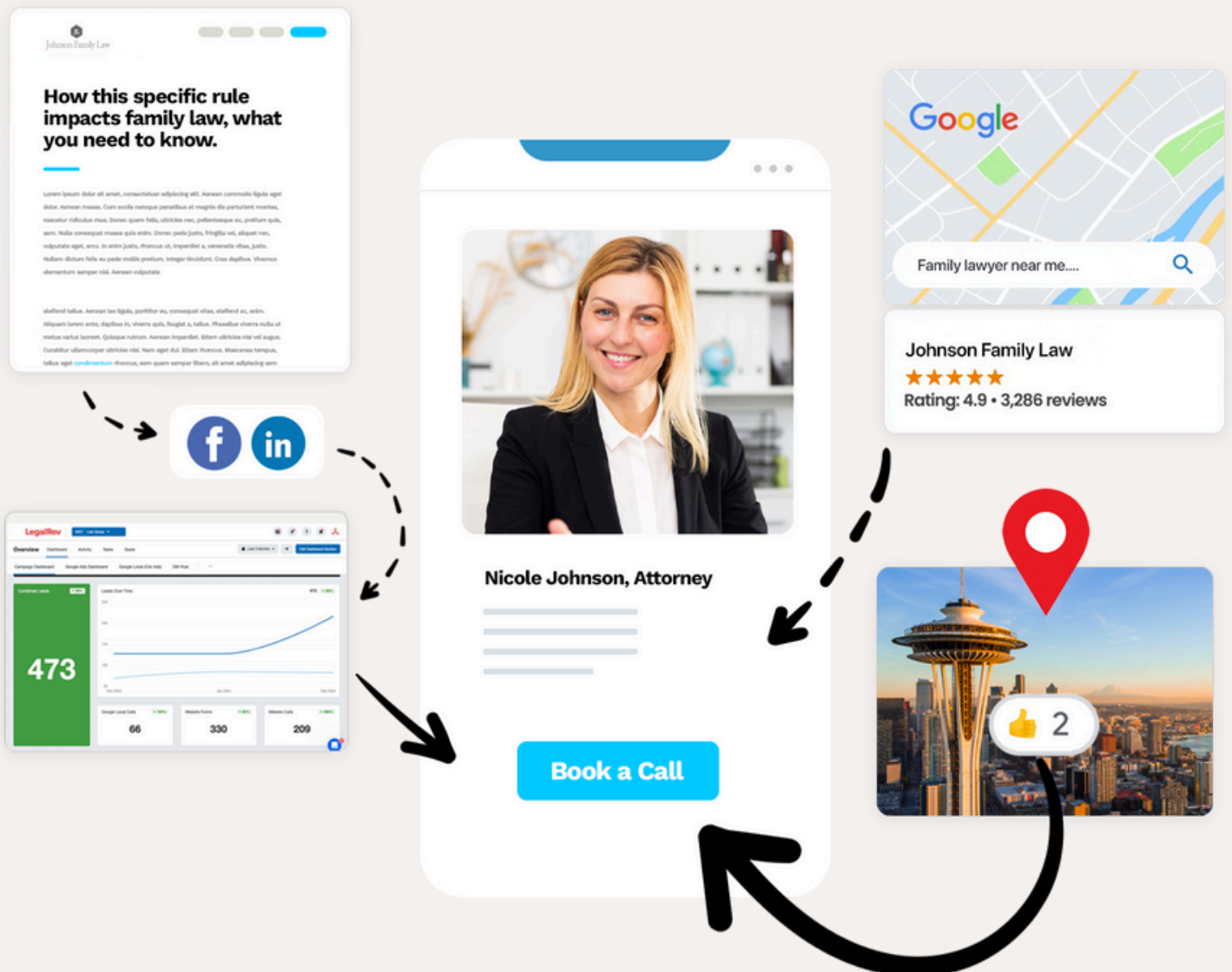




# How lawyers get clients.

The proven way to get the cases and clients you really want.



# Welcome

## How to unlock the Power of Local Digital Marketing for Law Firms

Whether you're a newly minted lawyer, or the owner of a large, established firm, attracting new clients and building (or maintaining) your reputation is imperative for a healthy business.

You're operating in an increasingly competitive legal landscape where clients are using online search engines to make more and more of their decisions. So realistically, the only way to stay ahead of the competition is through utilizing the power of digital marketing and SEO.

Making sure that your prospective clients can find you; understand your offer, and choose you ahead of the other firms around has to be your top priority. So, it goes without saying, that making sure your business is easy to find is key.

Focusing on local SEO is not just about being seen though; it's about being seen by the right people — your potential clients in your immediate geographical area who are the most likely to seek your services. After all, most clients hire lawyers who are in their local area, who understand the distinct differences in local regulations, and who are near where they live for any in-person requirements.



# Why local?

## Because Legal is Local.

**Focusing on local SEO allows smaller businesses to compete more effectively against larger national law brands.**

Those big behemoths with unlimited budgets, multiple offices and recognizable brands often target broader, more competitive keywords. Small businesses can't easily compete.

By targeting local, you can be David against the huge legal Goliaths, coming out on top with a smaller arsenal, but greater precision and proximity.

Not to mention **46% of all Google searches are local searches**, and **four out of five people** use search engines to research their local business needs... making sure you are visible where people are looking for you the most is a marketing no-brainer.

Here are 8 simple rules for success - Proven, effective strategies to help you improve your local SEO.

# Let's Begin

The **Eight top tactics** you need to succeed in local search.

**01**

Create and optimize your GMB profile

**02**

Get regular reviews

**03**

Create content based on local news stories and information

**06**

Optimize your mobile site

**05**

Use location pages or a location-specific "about us" Page

**04**

Make sure your business details are on all relevant directories - consistency is key!

**07**

Create a dedicated webpage for each product/service You offer

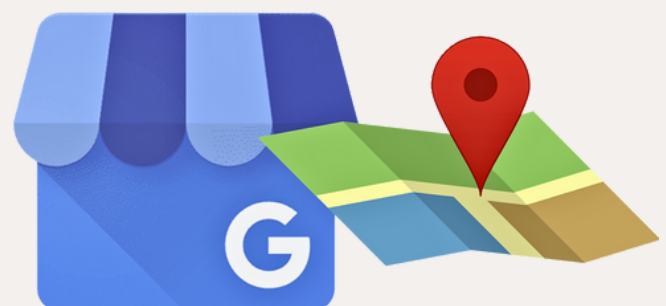
**08**

Hone in on local keywords

# Create and optimize your GMB profile.

When properly optimized, your free Google business listing (known as your Business Profile) can be a huge asset.

- You can showcase your business features, contact information, reviews, opening hours, and other info to inform and engage clients searching for a lawyer online. It basically makes it easy for consumers to discover, learn about, and contact your business.
- **First things first**; to optimize your Business Profile, you need to have access to it. And in order to access it, you need to verify with Google that you are the rightful owner.
- A good place to start to find out more about how to use Google My Business (GMB) is to go to the source.
- <https://www.google.com/business/>



# 01

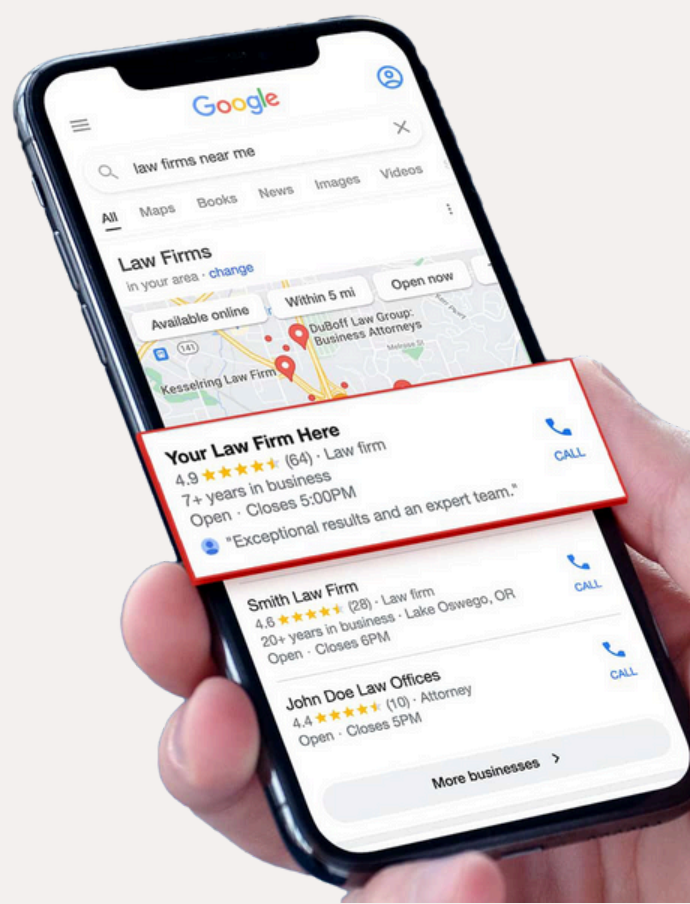
There's a few ways to claim your business once you've got all your ducks lined up, and once its claimed, you'll have access to your GMB profile and dashboard.

### You can then add:

- Business hours
- Chat, where users can send you a message directly from Google search
- Description of your business
- Photos

Once you're set up, you can use the Google Maps app to manage your Business Profile on your mobile, or you can manage it directly from Google Search in your browser.

Adding relevant keywords to your Google My Business profile also increases the likelihood of people finding you. If you are not sure what keywords to include, you can check out popular searches with Google Trends and see if there are any that apply to you to add to your business description or business information.



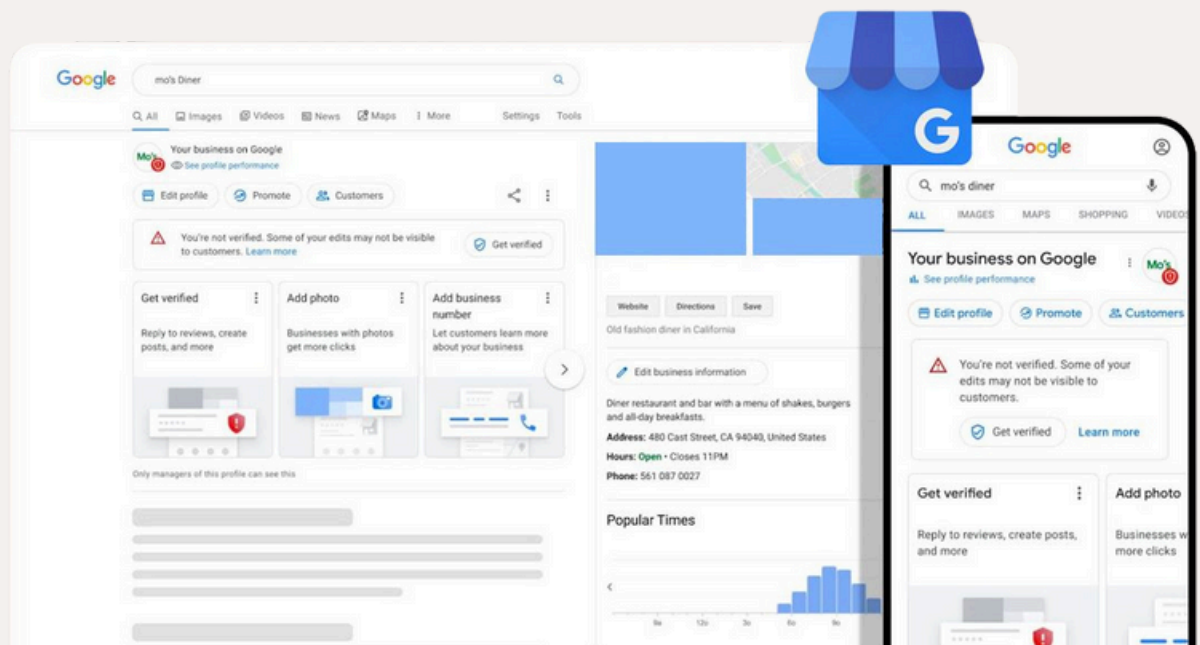
# 01

## A Business Profile is simply a place on Google Maps, which any person or computer can add.

So it's worth noting, that even if you didn't create it, there's a chance your Business Profile already exists. This isn't necessarily something to worry about, but, you want to be able to control the information on there, and also you don't want to miss out on the benefits that it offers you to connect with clients.

So to check if you need to create a new Business Profile, or if one already exists, follow these steps:

- Go to [Google.com/maps](https://www.google.com/maps).
- Search your business name.
- If your business name populates in the drop-down with an address next to it, this means your Business Profile already exists. If it doesn't come up, you can select 'Add a missing place' and add it.





# Get regular reviews. Social proof matters.

Getting your clients to write reviews of the experience they've had for your business doesn't just optimize your Google My Business presence, but it also encourages more local customers to buy from you.

According to Bright Local's 2024 Local Consumer Review Survey, **50% of customers** will believe online reviews as much as personal recommendations from friends and family. And 75% 'always' or 'regularly' read online reviews to decide which businesses to engage with.

There is an extra challenge for lawyers though. Google reviews have to be made by authorized Google accounts, and so reviews will be displayed with a legitimate name. Although this is great for authenticating a review, it can be much harder for lawyers to get clients to leave them.





For example, if they've been through a sensitive family law case, or a criminal law conflict that they would rather keep discreet, they may not be prepared to leave a review even if they loved the service you delivered.

Where you can though, try to encourage clients to leave reviews by following a few principles.

Ask for a review in person after the close of a case. You could print out cards with your GMB details for them to know where to leave the review.

Send a post-case email or text asking customers to write a review (but make sure you've screened them first so you're not approaching dissatisfied customers.)

Respond to existing reviews in a professional way, thanking reviewers and politely addressing complaints for not-so-favorable reviews. (This is an important one, as even if the review was negative, handling it in a calm, polite, and professional way can be as effective as a good review.

Consumers are **41% more likely to use a business that responds to all of its reviews** than a business that doesn't respond to any.)



**Dave King** ✓

15 days ago



I have been a customer of Legal Rev for eight years. Their search engine optimization is outstanding

[Read more](#)



**Note: Google says it's okay to ask your customers for reviews while Yelp doesn't want you to and discourages it.**

# Create content based on local news and information

If you know, you know.

Updating your website with new content regularly is an excellent way to boost your ranking and increase your keywords on your site. And while writing about law topics and general professional guidance can be highly valuable too, for local SEO, we would also advise content that talks directly about **local issues, events, activities and news stories**.

Not only will it be relevant and valuable to your local audience, you will also have less competition for these hyper-local keywords.

**There are two easy ways to do this:**

**01**

## **BLOGS**

We would always encourage regular blog posting, for example, to increase your authority and relevancy.

**02**

## **LOCATION SPECIFIC WEBPAGES**

High quality local content that showcases your services and location at the same time.

## 01 Blogs

So, write a blog post about a local news story or event. You could talk about a local issue with references to relevant historic cases. You could write a blog that talks about a local tradition to talk about the area you come from. If you can find an angle that relates to your practice area, even better. For example, if you are a Trust Attorney, and there was a legendary case where a local eccentric millionaire left his estate to his pet cat.

Or, if you are a family lawyer, you could put out a monthly blog about free family events in your local area.

## 02 Location-specific webpages

If you have multiple locations, or serve different areas, we would advise setting up location-specific webpages on your website with high-quality local content.

You can set up pages for Office A and Office B and personalize the content for each set of pages to include hyper-local references. This strategy can also help you get ranked for each specific location, and allows you to create nuanced content for each of your office locations on one main website.

# Directory listings - consistency is key!

A rose by any other name' won't work.

Being listed accurately in online business directories, like **Yelp, Foursquare, MapQuest, and YellowPages**, is essential.

Not only will getting your business name, address, and phone number into these directories help visibility, but it'll also boost your local SEO, and most of these directories are completely free.

## Your listing needs to include basic information:

- Business name
- Address and phone number
- A backlink to your website
- A thorough description of your business

But the most important thing is that these should be consistent across all directories. Make sure that in all of these directories, your address and other contact details appear **EXACTLY** the same on all. Capital letters, full stops, commas in addresses... they seem like small details, but if they don't match exactly it all impacts your SEO score.



# Use Location-Specific Pages and About Us Page

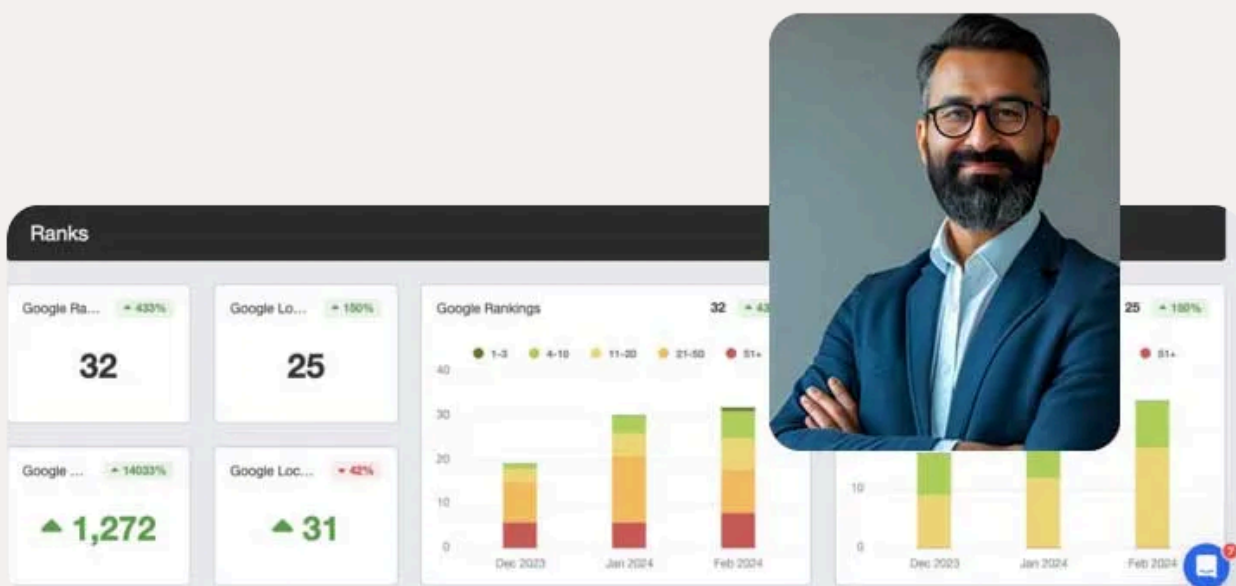
About Us pages are some of the most visited pages on our law firms' sites - people want to know who they are doing business with, where the office is, how long the firm has been around, etc.

So use the opportunity to get some more local SEO 'juice' from these valuable pages.

If you have multiple locations, create unique content for each page, adding descriptions that contain local references.

**These About Us pages should provide the following information:**

- Address, and phone number
- Office opening hours (and parking availability)
- Ideally a Google maps link to your location



**But you should also consider adding**

- a description of where you are based using local landmarks in the copy
- Client testimonials
- Photos of the location with descriptions that contain local keywords

And if you have any other information you can share that showcases your link to the local area, here is a great place to list it.

If you sponsor the local little league team, or offer pro bono consultations to veterans, add it here. Not only do people want to know the kind of people you are, but it helps with your local SEO to mention these local connections.



# Optimize your mobile site

Make sure your site is great at **any size**.

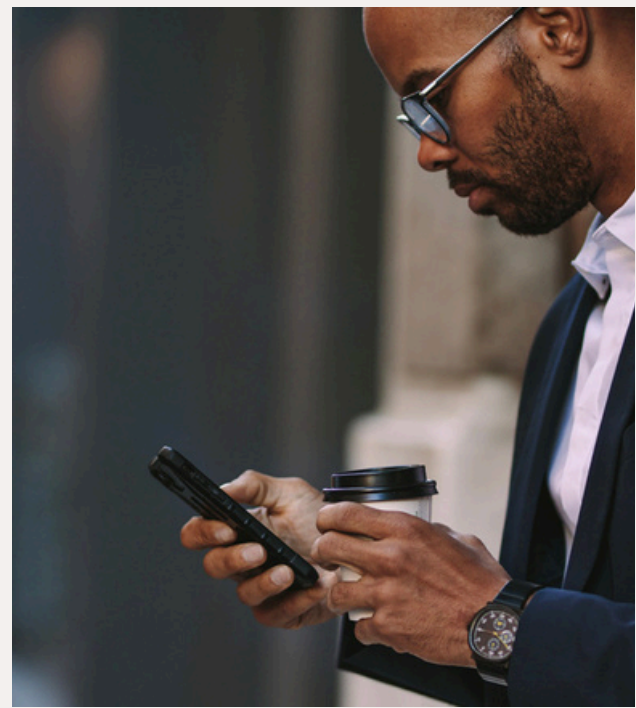
"In comparison to a searching from a laptop or desktop computer, users on handheld devices are more likely to conduct local searches, seeking information distinct to the area where they are searching from."  
([Statista 2024](#))

This will vary a little between practice areas - someone who needs a lawyer urgently (e.g. a car accident attorney or criminal defense) may be more likely to use their phone than someone doing slower research, such as for a family law matter.

But a large-scale [2017 study](#) showed that a massive 75% of all local mobile searches (people's searches for local business solutions for their needs) actually produce in-store, offline visits within 24 hours.

**So optimizing your website to make sure it's a **great mobile experience** is really important.**

75  
%  
**mobile users**





## Here are some tips to achieve a **great** mobile experience:

- Ensure your website loads quickly (no more than three seconds). You can check your site loading speed (and other health scores) at Google's free page speed insights website
- Use bigger fonts that are easy to read on a small screen
- Use images and copy more sparingly than you would on a desktop site, conveying only the information you need
- Add a 'Click to call' phone link, ideally, that stays at the top right of the screen as they scroll so they can contact you at the push of a button straight from their phone
- Think about the user experience (UX) and user interface (UI) - is it clear what you are 'meant to do' on your site? It's a good idea to get someone unfamiliar with the site to see if it's easy to use and understand without context. Perhaps a relative or friend can go on the site and give you candid feedback.

# Dedicated Webpages for Each Product/Service

## Separate pages are great for **SEO**

If you include multiple services on one page, search engines tend not to see your business as an expert or authority in a specific area, and this will impact your ranking. We strongly recommend dedicating a specific page to each service you offer.

You will capture more leads who will find the specific service they are looking for. It takes a bit more work, but the benefits are worth it.

If you're a business that just offers one practice area but have more than one locations, then make sure you utilize location-based copy for each page. **(See rule no. 3)**



# Hone in on Local Keywords

When adding keywords to your site, several factors must be considered, including density (how often the keyword appears on a page) and competition.

Choosing the right keywords takes some investigation into what your prospective clients are searching for and how competitive those keywords are. If you want to rank for something like 'Personal Injury Lawyer in Florida,' you are going to be fighting tooth and nail to do so. But if you **make your keywords relevant to local customers**, it not only serves them better but also puts you at a competitive advantage.

So rather than going for 'Personal Injury Lawyer in Florida,' you can prioritize the keywords 'Experienced Personal Injury Lawyer in Daytona Beach', with content on your site about your office being close to the Daytona International Speedway.



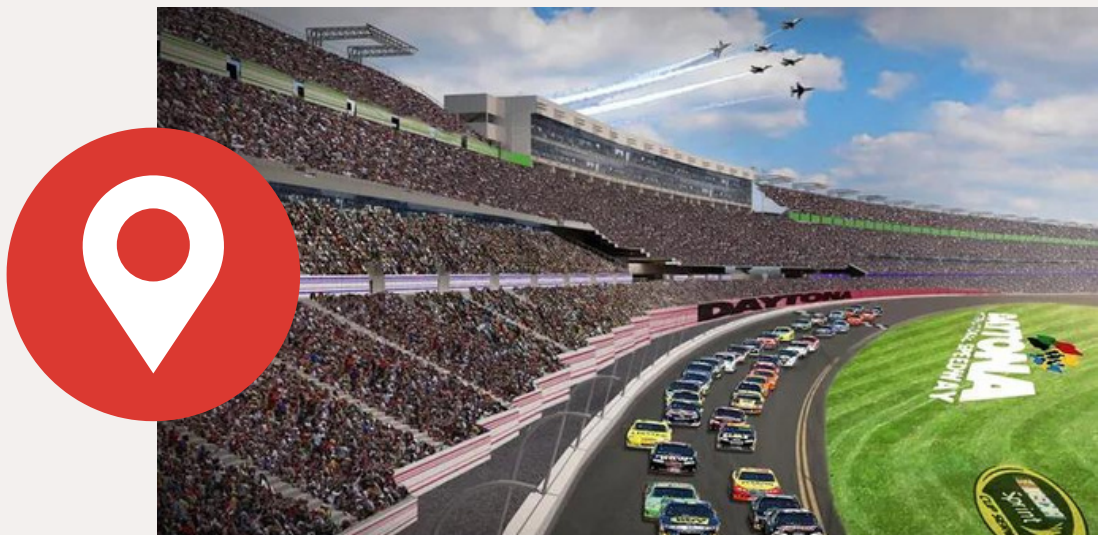
# 08

If you are running PPC ads, you can use Google's Keyword Planner to filter keyword searches based on location and get an idea of the popular search terms for a particular region.

You can use this information to make your list of locally relevant keywords to target, adding them to your site's meta content, content, and URLs.

If you don't have access to Google's Keyword Planner, there are plenty of other online tools that can be used, and some, like [Semrush](#), let you have a free trial.

Another really valuable way of leveraging your locality is to include mentions of specific regional landmarks in your content. For example, if your offices are near a particular statue or famous restaurant, mention it on your About Us or Contact Us page.



# Need some help?

“You can’t just ‘SEO’ your website and be done. It’s a forever moving goal post.”  
— Stoney deGeyter

It takes A LOT of work to ensure your online presence is healthy. It is a continual fitness regime, and takes a lot of valuable time. Time that could be spent on other important parts of your business.

We can handle everything listed in this booklet for you, so if you would like to have someone take all this off your plate so you can focus on other things and let us do the hard work of getting your local SEO strategy working harder for you, then please schedule a call with us so we can discuss your goals and how we can help.

**We look forward to speaking with you.**

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