

DUI / DWI Lawyer SEO: The Complete Guide

A niche playbook for defense attorneys: local pack, mobile-first intake, and 2 a.m. conversion.

By **Sachin Bhatt** — Head of SEO, PageOne Lawyers · 9+ years leading SEO for 180+ legal practices.

Why DUI SEO is its own discipline

DUI clients convert in hours, not weeks. They search at 2 a.m., on a phone, sometimes from a police station or a family member's car.

The winning program is local-pack-first, mobile-first, after-hours-first. If your site takes 4s to load on a mid-tier Android and click-to-call sits below the fold, you lose before the algorithm ever ranks you.

The DUI keyword universe

Beyond '[city] dui lawyer', focus on modifiers: first offense, felony, CDL, breathalyzer refusal, underage, second offense, extreme DUI, wet reckless.

Statute-format searches matter in some states (e.g. 'ARS 28-1381 lawyer' in Arizona). Each modifier deserves its own page with jurisdiction-specific consequences.

GBP for DUI firms

Your Google Business Profile does 60–70% of first-touch conversion. Weekly Google Posts on anonymized outcomes, after-hours messaging on, real attorney photos, categories: Criminal Defense + DUI Lawyer.

A profile last updated 14 months ago tells the searcher — and Google — that nobody is home.

Reviews as ranking multiplier

Firms with 200+ reviews at 4.8+ consistently outrank better on-page SEO with fewer reviews. Trigger review requests the day after disposition, before the client emotionally moves on.

After-hours intake

A 2 a.m. call to voicemail wastes your entire SEO budget. Live receptionist or trained legal answering service on 24/7. Expect 40–55% lift in call-to-consultation conversion within 60 days.

Content that ranks AND reassures

Each sub-practice page: the statute, arrest-to-arraignment process, license consequences, best/worst outcomes, anonymized recent results, cost expectations, attorney qualifications for that specific charge.

Next step: Get your free SEO audit at pageonelawyers.com/law-firm-seo-audit

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