

Google Business Profile Optimization for Attorneys

The 60-minute weekly playbook that keeps your GBP dominating the local pack.

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

Profile setup

Verify with the physical office address — never a virtual office or PO box.

Primary category = most specific practice (Personal Injury Attorney > Attorney).

Additional categories: up to 9, all relevant.

Complete every field. Empty fields cap your ranking ceiling.

Photos and video

20+ real photos: attorneys, reception, conference room, exterior with signage. No stock.

Add 2–3 short attorney intro videos (30–60s).

Upload fresh photos monthly — freshness is a ranking signal.

Weekly Google Posts

One post per week minimum. Rotate: recent anonymized outcome, community involvement, legal update, FAQ answer, attorney spotlight.

Each post ~150–300 characters, one keyword naturally used, one CTA.

Reviews workflow

Automate the review request: SMS + email 24 hours post-disposition. Include a direct GBP review link.

Respond to every review within 48 hours. For negative reviews: acknowledge, do not litigate publicly, invite offline resolution.

Q&A; section

Seed your own most-common intake questions with attorney-authored answers. Monitor weekly — anyone can post a question.

Messaging

Turn on after-hours messaging. Configure autoresponder that captures name, phone, case type, and confirms callback within X hours.

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

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