

Link Building for Law Firms: The Ethical Playbook

How to earn authority links in a vertical Google penalizes aggressively for manipulation.

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What NOT to do

Skip: link packages, PBNs, 'top 10 lawyers' pay-to-play lists, comment spam, forum sig links, sponsored guest posts on off-topic sites, and reciprocal link schemes with other firms.

Legal is one of Google's most heavily scrutinized YMYL verticals. A manual action here can wipe 12+ months of ranking progress.

Bar association and legal directories

State bar directory, county bar, ABA, specialty sections (e.g. AAJ for PI, NACDL for criminal defense).

Justia, Avvo, FindLaw, Martindale — table stakes, not competitive advantage.

Local editorial links

Contribute expert commentary to local news when a relevant legal change hits.

Publish original data — county-level DUI enforcement patterns, court backlog stats — and pitch it to local reporters.

Community and sponsorship

Sponsor: local CLE events, MADD chapters, safe-ride programs, high school mock trial teams, law school clinics, legal aid nonprofits. Each earns a legitimate, contextually relevant link and community goodwill.

Scholarship links (done right)

Real scholarships with real winners, publicly announced, indexed on your site. Not a form-fill link farm.

Digital PR & thought leadership

HARO / Qwoted / Featured. Attorney commentary on national legal stories can earn tier-1 publisher links.

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

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