

Local SEO for Law Firms: The 40-Point Checklist

The exact Google Business Profile, citation, and local-pack checklist we run for every law firm we onboard.

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

Google Business Profile foundations

Verified profile with primary category 'Attorney' or the most specific practice category available (e.g. 'Personal Injury Attorney').

Real attorney photos (never stock), 20+ interior/exterior images, geo-tagged where possible.

Business description with primary practice + city named naturally in first 150 characters.

Service areas that reflect actual jurisdictions where the firm takes cases.

After-hours messaging enabled; typical response time under 1 hour.

Reviews — the compounding asset

Post-case review request within 24 hours of disposition. Automate it — do not leave it to attorney memory.

Respond to every review in under 48 hours, positive or negative, without case specifics.

Encourage reviewers to mention practice area and outcome (e.g. 'reduced to reckless') — Google reads review text semantically.

Citations & NAP consistency

Fully consistent Name, Address, Phone across Justia, Avvo, FindLaw, state bar directory, Yelp, BBB, Chamber of Commerce.

Kill duplicate listings — old office moves are the #1 hidden ranking blocker.

On-page local signals

City name in H1, title tag, first paragraph, and image alt of the city landing page.

Embed Google Map of the office.

LocalBusiness + Attorney schema on every city page.

Real testimonials with city referenced.

Link building without the risk

Sponsor local bar CLEs, MADD chapters, safe-ride programs, or law-school clinics.

Contribute expert commentary to local news on legal changes.

Publish original data — enforcement patterns, court backlog statistics, county-level trends.

Avoid link packages, PBNs, and 'top 10' pay-to-play lists.

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

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