

# Personal Injury Lawyer SEO: The Blueprint

How PI firms build defensible organic pipelines in the most competitive vertical in legal SEO.

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

## PI is the most-contested vertical in legal SEO

Case values in the six- and seven-figures mean CPC on 'car accident lawyer [city]' regularly clears \$300+. Organic is the only sustainable pipeline.

Expect 9–14 months of consistent execution before compounding case flow. Anyone promising 90-day dominance in PI is selling you fiction.

## Sub-practice architecture

Do not lump PI into one page. Build: car accident, truck accident, motorcycle, rideshare (Uber/Lyft), slip and fall, wrongful death, dog bite, product liability, premises liability, catastrophic injury.

Each sub-practice gets its own city variants where you have real case history.

## E-E-A-T signals PI clients look for

Verdicts and settlements page with real numbers (compliant with state bar rules).

Attorney bios with bar admissions, years practicing PI, notable cases, professional associations.

Media mentions, board certifications, million-dollar advocates forum, Super Lawyers.

Client testimonials with the specific injury type.

## Content depth per sub-practice

Statute of limitations for your state, comparative negligence rules, insurance minimums, typical settlement ranges, timeline from filing to resolution, what the client should do in the first 72 hours.

Answer the terrified prospect's real questions — not marketing headlines.

## Link building for PI

State bar publications, local news commentary on major accidents, sponsored safety programs, medical-legal partnerships. Skip link packages — Google scrutinizes PI heavily.

**Next step:** Get your free SEO audit at [pageonelawyers.com/law-firm-seo-audit](https://pageonelawyers.com/law-firm-seo-audit)

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