



**A**  
*SIMPLIFIED*  
**GUIDE**  
to

**SEO**

**FOR LAW FIRMS**



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# WHAT IS SEO?

**SEO stands for Search Engine Optimization.** Search engine optimization is the process of making your site rank high on Google when people search for things like "bankruptcy attorney," "estate planning," or "lawyer near me."

The higher you rank in search engines, the easier it will be for potential customers to get to your site and see what you have to offer.

A lot of people get frustrated with SEO because it's constantly changing. SEO changes so rapidly it's worth staying updated on what Google expects from your site to rank well.

## Your SEO Questions Answered

- Is it all about links?
- Does the structure of your URL matter?
- What is a meta description?
- How often do you need an output for your website?

Before we dive into the more technical aspects of SEO, let us first answer the most-asked question about SEO.

## Why is it constantly changing?

SEO constantly changes; one minute, you got it all figured out, and then the next, you're scrambling to look for new SEO strategies that will work.

You can say that it is evolving -- repeatedly. The strategies we've come to know and perfect get replaced by newer and more effective strategies.

So if you want to succeed at SEO marketing, you've got to be willing to dive in and go with the flow.



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# SEO FOR LAW FIRMS

**ONE OF THE MAIN AIMS OF YOUR LAW FIRM IS TO BE ABLE TO ATTRACT CLIENTS. HOWEVER, THIS ISN'T ALWAYS EASY DUE TO A LOT OF COMPETITION.**

Your law firm needs to be more visible if you want to attract clients. You should make sure that your name is the first result they see when they are searching for services like yours.

Legal SEO is one of the most critical aspects of marketing for any law firm. It is the process of **increasing the visibility of your website** in search engine results pages or SERPS by optimizing your content and building relevant backlinks to your site.

There are many aspects to SEO marketing, but there are three main things that most firms will do. They utilize **content, link building, and keyword research**.

**Content** makes up your website, so it's always essential to ensure it is relevant and current for your clients.

**Link building** is about creating backlinks from other websites with related content to yours.

**Keyword research** is about identifying keywords that people are searching for on Google or Bing to see if there are any opportunities for improvement on your site.

# HOW DOES LEGAL SEO WORK?

Many people use Google to look for information and businesses online. Some people turn to it to find legal services, too. Legal SEO (also referred to as "attorney SEO" or "law firm SEO") is the process of increasing your law firm's visibility in Google and other search engines.

Many attorneys want their website to appear on the first page, "especially in the top spot" in search engines like Bing or Google. However, it is impossible to achieve this without the right tools and strategy.

**Search engine optimization** is a technique that can help you rank higher on search results so your target audience can quickly discover the legal services you offer. It is a technique that makes your website easy to scan or "crawl" by search engine bots. With SEO, you utilize different strategies to increase your rankings and traffic and turn those into new clients. You create concise, informative, and relevant content that is easy for both the algorithm and users to understand.

An effective SEO strategy utilizes various techniques, tools, and methods to increase your rank in search engine platforms. These include:

- Targeting the correct search terms and keywords on your website.
- [Optimizing your website and making it "Google-friendly."](#)
- Creating relevant SEO-friendly content that users and Google will love.
- Building quality links back to your website.
- Optimizing your GMB (Google My Business) and other local listings to attract local clients.
- [Managing your law firm's reputation by generating positive reviews for your firm.](#)
- [Making your website ready for mobile use.](#)

Content is the backbone of your law firm's SEO strategy. Producing high-quality content that informs, educates, and builds authority will make your website SEO-friendly and ultimately attract more traffic.

You might find all this overwhelming or too much work. But the beauty of legal SEO is that it can compound its benefits over time. So every little thing you do to improve your SEO counts! Also, having a holistic SEO strategy designed for the long haul can sustain or even increase traffic to your site.

# WHY IS LAW FIRM SEO IMPORTANT?

**SEO** marketing is the use of search engine optimization to improve the rankings of a website in search engines. It has become an essential part of maintaining a law firm's online presence, visibility in search results, brand authority, and overall reputation.

## **BENEFITS OF LAW FIRM SEO:**

- Increase your ranking in search engines.
- Drive organic traffic to your site.
- Improve your website's authority.
- Generate positive reputation.
- Increase positive reviews.
- Increase website traffic.
- Networking opportunities.
- Get features, interviews, speaking engagements, and more.

# ***ESSENTIAL TOOLS IN LEGAL SEO***

***IF LEGAL SEO SEEMS COMPLICATED TO YOU, DON'T FRET. THERE ARE PRACTICALLY PLENTY OF STEPS YOU CAN DO TO INCREASE YOUR LAW FIRM'S RANKING, TRAFFIC, AND ENGAGEMENT. YOU HAVE TO KNOW THE RIGHT TOOLS.***

## ***KEYWORD RESEARCH***

The first task you have to do to jumpstart your law firm's SEO marketing is keyword research. This lets you figure out what keywords or "search terms" your target audience uses to find the services they need. While you may have a hunch of what your prospects may be searching for, it's still best to look at data.

The best way to determine the best keywords for your firm is to

- Compare search volume (how many people are searching for this term?).
- Analyze competition (how many sites are ranking for this term? Can you outrank them?).

You can use some practical keyword research tools such as SEMrush, Ahrefs Keywords Explorer, and Google Search Console (GSC).

## ***WEB OPTIMIZATION***

Once you have determined which keywords you need to rank for, it's time to optimize your website for these terms while ensuring that search engine algorithms can analyze and index your website. This involves technical SEO and on-page SEO which can include:

- Creating a sitemap for your site
- Creating content around your keywords
- Optimizing your website for mobile search
- Improving your site's load time
- Fixing broken links and alt tags

# *ESSENTIAL TOOLS IN LEGAL SEO*

## **LOCAL SEO**

Law firms offer services for a specific area, which can sometimes be limited to certain locations. This is where local SEO comes into play. [Local SEO](#) lets you target your desired audience within a specific area.

For your law firm to thrive, you want to reach prospects who can work with you. Local SEO allows you to optimize your website for geo-specific keywords and build out your profile in local listings such as Google Business Profile, Bing, and Yelp.

## **CONTENT MARKETING**

Content marketing is the heart of any SEO marketing strategy. It is a powerful tool that helps you improve your website's ranking and turn site visitors into actual clients.

To maximize content marketing, you must have engaging, SEO-friendly content that both the readers and search engines would love. You can create a comprehensive homepage, practice area pages, and blog articles that target specific keywords. This will allow you to attract your desired audience who are searching for these search terms.



# ESSENTIAL TOOLS IN LEGAL SEO

## LINK BUILDING

An inbound link is a link that comes from another website that leads to your website. You can consider inbound links as upvotes from other sites that your website is legitimate and is an excellent source of information.

Search engines look at backlinks ( also known as inbound links) to determine your website's trustworthiness and authority. While some websites will naturally link to your website, you should still be intentional about building links. Add high-quality links to your website from guest posts, legal directories, interviews, etc.



**TIP:** Building links with the top legal directories such as AVVO, Super Lawyers, Justia, Findlaw, and Nolo boosts your link authority.

## REVIEWS AND REPUTATION MANAGEMENT

Reviews are essential for law firms not only because it helps with SEO but also because it builds trust among their prospective clients. More positive reviews mean more people would want to work with you.

There are plenty of ways to be more intentional about getting reviews from clients. A reviews and reputation management specialist can help you generate positive reviews to improve your law firm's SEO.

# ***JUMPSTART YOUR LAW FIRM'S SEO MARKETING***

Improving your law firm's **SEO** scores does not happen overnight. To become the best, you must start with the basics, which boils down to these three core components:

- **User intent.** What are the types of content your target audience wants or needs?
- **Search engine mastery.** What are the inner workings of how search engines work?
- **The right tools and techniques.** Are you equipped with the right tools and methods to optimize your website?

# CONCLUSION

While the legal industry may be competitive, there are many ways to rise to the top. With the right law firm marketing agency, you can improve your rankings and attract new clients. Grow your law firm with **Advantage Attorney Marketing** today!

***WE'D LOVE TO HEAR  
FROM YOU!***



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