

SEARCH ENGINE OPTIMIZATION



ALWAYS, SOMETIMES, NEVER...
ADVICE FOR LAW FIRM MARKETERS



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Successful local search engine optimization (SEO) for law firm websites requires consistency, coordination and a lot of work. This resource contains some helpful advice on the topic but should not be considered an exhaustive list of strategy or tactics.



ALWAYS

Best practices for local SEO say that the following should always be done in attempts to increase local search appearance and improve rankings.

- **HAVE CONSISTENT INFORMATION:**

Your online name, address, and phone number (NAP) should match your official business name on your business license and other business related documentation. In addition, make sure that other information listed on various online platforms, such as hours of operation, url, business description, etc., are consistent.

- **CLAIM AND VERIFY YOUR GOOGLE MY BUSINESS LISTING:**

Utilizing this valuable resource will give you access to a custom dashboard that includes details about your business and access to managing your Google online reviews.

- **GET LISTED:**

Listing your law firm on reputable review sites such as Google My Business, Facebook and Yelp will make it easier for potential clients to find you online, and for satisfied clients to leave you positive reviews.

- **GAIN ONLINE REVIEWS:**

Potential clients typically seek online reviews before contacting a law firm. Ask your satisfied clients to leave your firm a review on sites like Google, Yelp, Avvo and Facebook to help build your trust within your community. Remember to confirm that your approach when building reviews is in line with requirements and guidelines from applicable bar organizations and those of each online review platform.

- **CLAIM AND UPDATE ONLINE CITATIONS:**

Claiming business and legal industry citations helps to verify that your law firm is valid. The more, and higher authority, citations you claim and update the better chance you have at ranking higher on search engines.





SOMETIMES

Some actions and activities can be very beneficial to the effectiveness of your efforts to improve your website's search engine optimization. However they may only be worth the investment of resources in certain situations, or for certain pages.

- **GET INVOLVED WITH YOUR COMMUNITY:**

Sometimes you may be able to have your firm's name listed on another organization's website with which you are actively involved. Obtaining a sponsored listing can earn you a link back to your firm's website.

- **PAY FOR CITATIONS:**

If your budget allows, paying for directory listings for your law firm on legal industry sites like HG.org can increase awareness and recognition for your law firm.



NEVER

There are some very harmful and dangerous SEO-related concepts of which you should be aware. Below are some things that we suggest you never do, with regards to your firm's online marketing campaign.

- **NEVER CREATE FALSE REVIEWS OR PAY FOR REVIEWS:**

It is unethical and illegal to create false reviews or to pay for them. Providing false or paid-for information can result in lawsuits and be costly for your firm.

- **NEVER USE CALL TRACKING NUMBERS FOR LOCAL OPTIMIZATION:**

Call tracking can be an effective way to determine the success of various marketing efforts. However, you should never use a call tracking number as your main business phone number in online profiles. Your firm's local business number (with your area code) should be consistent across your online citations.

- **NEVER USE INCONSISTENT BUSINESS INFORMATION:**

Using variations of your name, address and phone number (NAP) can negatively affect a search engine's ability to confirm that your firm is legitimate. The more listings you have with identical information the more trustworthy your firm will appear to Google.





NEVER

- **NEVER CREATE FAKE GOOGLE MY BUSINESS LISTINGS:**

This is against Google policy and “may result in account suspension and removal of business information from search results.” - *Google My Business Help*

- **NEVER MAKE UNNECESSARY NAME CHANGES:**

Changing your business name can create months of work in updating profiles and listings. In the case of a necessary name change, be aware of all that is involved.

We hope you find this resource helpful in your efforts to get a better return from your firm’s investment in online marketing. If you have any questions about this guide, or other activities related to Web marketing, our team at Consultwebs would be happy to speak with you. Since 1999, we’ve been helping law firms and clients connect. Contact us today at getmore@consultwebs.com, or call **800-872-6590**.

