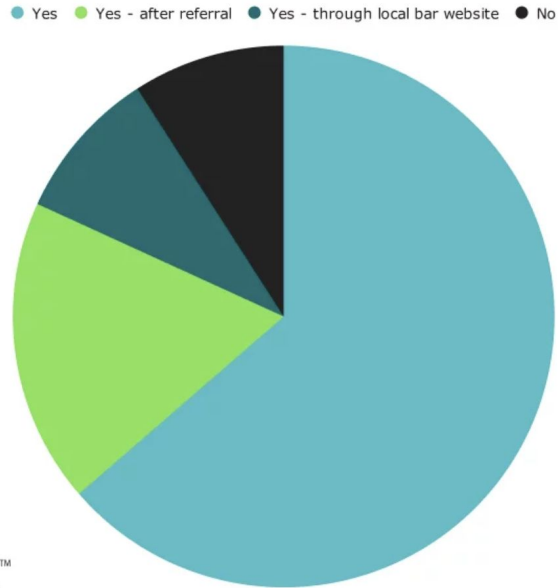


# Local SEO For Law Firms

How to Rank Higher in Google & Sign Better Cases...  
For Free!

# Your clients are already looking for you online...

## 3. Would you ever look for an attorney online?



## 5. What websites would you trust to find an attorney?

Notice how prominent Google was. It's also interesting that some people already have an idea of where to look online. This goes back to our theory of barnacle SEO or share of search. You want to be everywhere your potential clients are looking (if it makes sense in your market / budget).

### Responses:

1. Google, Yelp
2. Google
3. Google
4. Legal shield
5. Google, Yelp, Yellow Pages, Yahoo
6. Super Lawyers.com
7. Google
8. Google
9. Google
10. Google
11. Legal Zoom
12. Florida Bar, American Bar, Google Search
13. Legal Shield
14. Google
15. Google
16. Google
17. Google, Yelp
18. Google
19. Santa Clara Bar Asscocaition

# What is Local SEO?

**Google** Personal Injury Lawyer

🔍 All 📍 Maps 📰 News 🖼️ Images 📺 Videos ⋮ More Tools

About 502,000,000 results (0.79 seconds)

✓ **GOOGLE SCREENED** | Personal Injury Lawyers nearby Sponsored

<b>Zaner Harden Law</b> 4.9 ★★★★★ (242) 9 years in business Open 24/7	<b>Zinda Law Group (Colorado)</b> 4.9 ★★★★★ (165) 13 years in business Open 24/7	<b>Anderson Hemmat</b> 4.9 ★★★★★ (193) 26 years in business Open 24/7
--	---	--

[→ More Personal Injury Lawyers](#)

**Map of Denver** showing law firms: Hughes Mathews Legal Group, Olson Law Firm, LLC, Zinda Law Group, The Sawaya Law Firm - Personal Injury..., Bachus & Schanker LLC, Larimer Square, Denver Zoo, City Park.

Rating | Hours | Sort by

**Hughes Mathews Legal Group**  
5.0 ★★★★★ (9) · Personal injury attorney  
5+ years in business · 2301 Blake St Ste 102 · (720) 594-6978  
Open 24 hours [Website](#) [Directions](#)

**Olson Law Firm, LLC**  
4.9 ★★★★★ (52) · Personal injury attorney  
7+ years in business · 2701 Lawrence St UNIT 118 · (720) 730-4325 [Website](#) [Directions](#)

# Pay Per Click - Marked by "ads"

Ad · <https://www.winninginjurylawyersco.com/highly-rated/free-evaluation> ▾

## #1 Best Injury Lawyers Denver · Always 100% Free Case Reviews

Over 200 5-Star Reviews; Community Trusted, Award-Winning **Injury Lawyers**. Phone Consults! Not "TV **Attorneys**". We don't settle. We fight to get your life back and all you deserve. 24/7 Call Support. View Areas of Expertise.

Ad · <https://www.andersonhemmat.com/> ▾

## Best Personal Injury Lawyers - Leading Denver Injury Law Firm

Injured in **Denver**, Colorado? Come Talk to **Denver's** Most Experienced **Injury Law** Firm Today!

Ad · <https://www.nortoninjurylaw.com/> ▾ (303) 390-1666

## We Don't Get Paid Until You Do · Law Offices of Ben Norton

Experienced Car **Accident Lawyer in Denver** CO. Client Focused. No Retainer or Hourly Fees.

# Local Services Ad's : Pay Per Lead



personal injury lawyer



All



Maps



News



Images



Videos

More

Tools

About 502,000,000 results (0.64 seconds)



**GOOGLE SCREENED** | Personal Injury Lawyers nearby

Sponsored ⓘ



**Zaner Harden Law**

4.9 ★★★★★ (242)

9 years in business

Open 24/7



**Bachus &  
Schanker LLC**

4.6 ★★★★★ (1043)

25 years in business

Open 24/7



**Zinda Law Group  
(Colorado)**

4.9 ★★★★★ (165)

13 years in business

Open 24/7



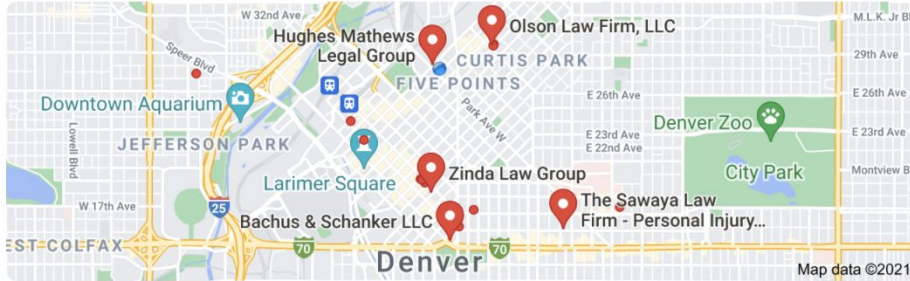
[More Personal Injury Lawyers](#)

*"I wouldn't click on Google screened right away because I know those are ads."*



Juris Digital™

# Local Pack - Free



Rating ▾ Hours ▾ Sort by ▾

## Hughes Mathews Legal Group

5.0 ★★★★★ (9) · Personal injury attorney

5+ years in business · 2301 Blake St Ste 102 · (720) 594-6978

Open 24 hours



Website



Directions

## Olson Law Firm, LLC

4.9 ★★★★★ (52) · Personal injury attorney

7+ years in business · 2701 Lawrence St UNIT 118 · (720) 730-4325

Open · Closes 7PM

Online appointments



Website



Directions

## Bachus & Schanker LLC

4.6 ★★★★★ (1,042) · Personal injury attorney

25+ years in business · 101 W Colfax Ave #650 · (303) 222-2222

Open 24 hours

Onsite services · Online appointments



Website



Directions



View all

<https://www.fanglawfirm.com> ⋮

## Denver Personal Injury Lawyer | The Fang Law Firm, P.C.

Our Denver **injury lawyers** are passionate about personalized legal services for your unique claim. Contact The Fang Law Firm, P.C. today. (303) 993-4323.

[Attorneys & Staff](#) · [Contact](#) · [Case Results](#) · [Testimonials](#)

<https://www.elkusandsisson.com> > [Practice Areas](#) ⋮

## Personal Injury Attorney | Denver CO | Elkus & Sisson, P.C.

Hiring a top rated, experienced **personal injury attorney** is crucial to recovering the compensation you deserve following an accident at no fault of your own ...

Feb 15, 2018 · Uploaded by Elkus & Sisson, P.C.

<https://www.zanerhardenlaw.com> ⋮

## Denver Personal Injury Attorneys | Free Consultation | Zaner ...

Top **Personal Injury Lawyers** in Denver, CO · Zaner Harden Law is the Best. · Being in a lawsuit is not something I took lightly and you believed in me. · Marc and ...

[Boulder Personal Injury Lawyer](#) · [Attorneys](#) · [Staff](#) · [Car Accident Lawyer](#)

<https://attorneys.superlawyers.com> > ... > [Colorado](#) ⋮

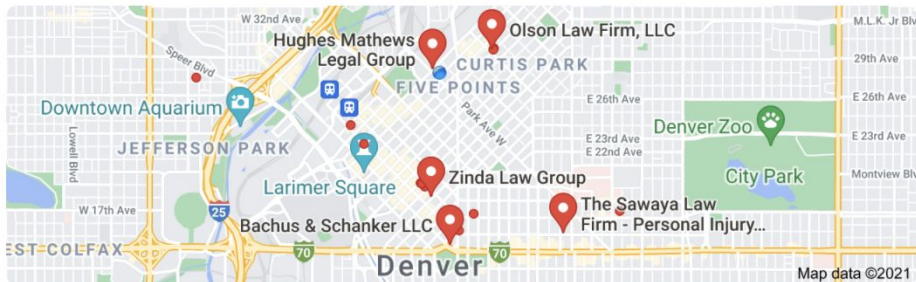
## Best Denver, CO Personal Injury Attorneys | Super Lawyers

Results 1 - 25 of 325 — Top Rated **Personal Injury Lawyers** in Denver, CO · Natalie Brown · William Babich · Jeremy Rosenthal · James Ahern · Tom Tomazin · Joseph Ramos.

# Organic Results - Free







Rating ▾ Hours ▾ Sort by ▾

#### Hughes Mathews Legal Group

5.0 ★★★★★ (9) · Personal injury attorney

5+ years in business · 2301 Blake St Ste 102 · (720) 594-6978

Open 24 hours



Website



Directions

#### Olson Law Firm, LLC

4.9 ★★★★★ (52) · Personal injury attorney

7+ years in business · 2701 Lawrence St UNIT 118 · (720) 730-4325

Open · Closes 7PM

Online appointments



Website



Directions

#### Bachus & Schanker LLC

4.6 ★★★★★ (1,042) · Personal injury attorney

25+ years in business · 101 W Colfax Ave #650 · (303) 222-2222

Open 24 hours

Onsite services · Online appointments



Website



Directions



View all

We want to get you ranked here.

But there's a problem...



You can get fooled thinking you're already ranking well when you're not.

Potential clients looking for your business might not see your business from where they are physically searching.

That is unless you dominate the area.

# With great SEO you can go from here to here



More visibility in your market = more cases

So let's talk about how to do this...

# Google Local Pack & Google Maps Results are powered by:

<https://www.google.com/business/>

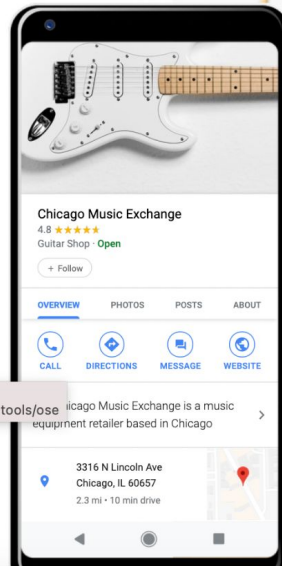
Google My Business Overview Business Profile Website FAQ

## Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Manage now

Moz OSE  
<https://moz.com/researchtools/ose>



# Visibility is based on 3 essential factors

- Proximity
- Relevance
- Authority

# Proximity

- How close you are to the location of the searcher?
- Is your business located within the city limits?



# Relevance

- Is your law firm relevant to the searcher's query? (E.G. Personal Injury Lawyer vs Law Firm.)
- Is the business name relevant to the type of service?

# Authority

- How Google values the authority of your website
  - Great content
  - High quality links
  - Fast load times
  - Great site structure

**Ultimately there are many ranking factors**

But we are going to focus on the ones we can control.



Start with running a baseline report like this for an important keyword.

Example: Car accident lawyer

Using Brightlocal's Local Search Grid

# If you don't have a listing, create one for free

<https://www.google.com/business/>

Google My Business

Overview

Business Profile

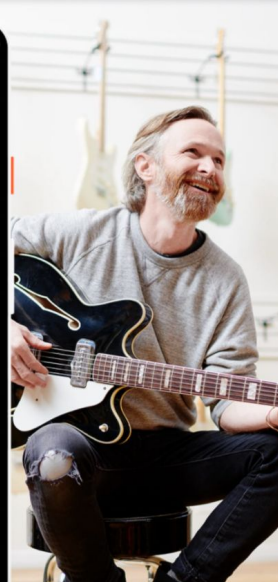
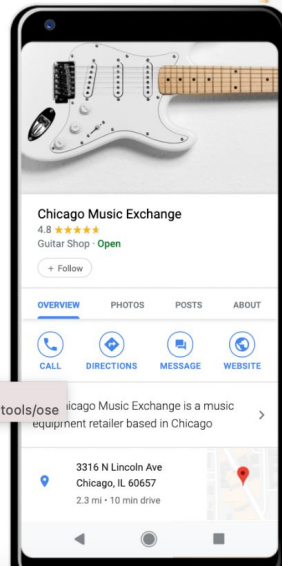
Website

FAQ

## Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Manage now



# Not sure if you have a GMB Listing?

## Google your firm name + city



GJEL Accident Attorneys, san Jose

Search

All News Images Maps Videos More Tools

About 12,300 results (0.66 seconds)

<https://www.gjel.com> > personal-injury-attorneys > **local San Jose Personal Injury Lawyers - GJEL Accident ...**

GJEL Accident Attorneys is a San Jose personal injury law firm with a track record of success. Speak to an attorney now for free at (408) 955-9000.

<https://www.gjel.com> > **GJEL Accident Attorneys: Best Rated California Personal ...**

Were you seriously injured in an accident? Let us help. GJEL is consistently one of the highest rated personal injury law firms in California. [Contact Us](#) · [About](#) · [Locations](#) · [Testimonials](#)

<https://www.yelp.com> > ... > Personal Injury Law > **GJEL Accident Attorneys - Personal Injury Law - Yelp**

In the end I was very satisfied with our result and I highly recommend this firm to anyone needing a local San Jose injury lawyer.\*  
★★★★★ Rating: 4.5 · 9 reviews

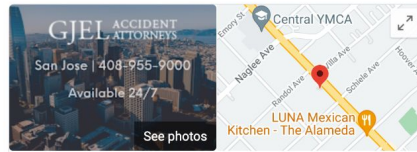
How is GJEL Accident Attorneys rated? ▾

What days are GJEL Accident Attorneys open? ▾

<https://profiles.superlawyers.com> > ... > Profiles > **GJEL Accident Attorneys in San Jose, California - Super ...**

GJEL Accident Attorneys is a law firm in San Jose, CA with 5 attorneys selected to the Super Lawyers or Rising Stars lists.

<https://lawyers.findlaw.com> > profile > view > ▾



### GJEL Accident Attorneys

[Website](#) [Directions](#) [Save](#) [Call](#)

5.0 ★★★★★ 51 Google reviews

Personal injury attorney in San Jose, California

**Service options:** Online appointments · Onsite services

**Located in:** First Republic Bank

**Address:** 1625 The Alameda #511, San Jose, CA 95126

**Hours:** Open · Closes 6PM · [More hours](#)

**Phone:** (408) 955-9000

**Appointments:** gjel.com

[Suggest an edit](#)

Questions & answers

[See all questions \(10\)](#)

[Ask a question](#)

Reviews <sup>?</sup>

[Write a review](#) [Add a photo](#)



# GMB Optimization

Next we need to optimize your Google My Business Listing.

# Business Name

This is the name that displays for your business. It's also one of the most important ranking factors since Google likes to reward brands

- Needs to be your actual business name
- Do not keyword stuff this (or risk suspension)
- DBA's are OK.
- Signage should match



# Business Address

Your address is very IMPORTANT!

- \*In a building with others using the same primary category
- Avoid virtual offices (guidelines change from time to time)
- Should be within the city limits Google recognizes

# Fill out your profile 100%

Literally everything!

- Business Hours
- Category (more on this next)
- Phone Number (tracking number is OK if primary also added)
- Link to website: Homepage for single location firms
- Services
- Attributes
- Description
- Open Date
- Photos
- Videos

# Categories

GMB Guidelines say fewest categories possible...

- Primary category
- Secondary Categories OK
  - Law Firm
  - Attorney
  - Trial Attorney

# Your GMB Listing is now Optimized!

The screenshot shows a Google My Business listing for "Price Benowitz Accident Injury Lawyers, LLP". At the top, there is a map showing the location in Washington, D.C., near Ford's Theatre and Judiciary Square. Below the map are two photos: one showing the building's exterior and another showing the interior. The business name is "Price Benowitz Accident Injury Lawyers, LLP". Below the name are buttons for "Website", "Directions", "Save", and "Call". The listing has a 4.8-star rating from 356 Google reviews. The business description is "Personal injury attorney in Washington, D.C.". The listing also includes "Service options" (Online appointments, Onsite services), "Address" (409 7th St NW #100, Washington, DC 20004), "Hours" (Open 24 hours), "Phone" ((202) 600-9400), and "Appointments" (calendly.com). There is a "Suggest an edit" link and a "Know this place? Share the latest info" link. The "Questions & answers" section shows "See all questions (7)" and an "Ask a question" button. The "Popular times" section shows a bar chart of activity throughout the day, with a peak at 4 PM.

Price Benowitz Accident Injury Lawyers, LLP

4.8 ★★★★★ 356 Google reviews

Personal injury attorney in Washington, D.C.

**Service options:** Online appointments · Onsite services

**Address:** 409 7th St NW #100, Washington, DC 20004

**Hours:** Open 24 hours · [More hours](#)

**Phone:** (202) 600-9400

**Appointments:** [calendly.com](#)

[Suggest an edit](#)

**Know this place?** [Share the latest info](#)

**Questions & answers**  
[See all questions \(7\)](#) [Ask a question](#)

**Popular times** <sup>®</sup>

MON TUE WED THU FRI SAT SUN

4 PM: Usually a little busy

# But how does Google decide who in what position?

- Proximity - Can't change this
- Relevance - You have an active & optimized listing
- Authority - Links, Citations (maybe)

# What are Citations?

NAP (Business Name. Address. Phone Number) on 3rd party websites.

Good for visibility. Do not appear to be as useful anymore.



# Focus on the big ones

- Facebook
- Yelp
- Avvo
- Findlaw
- Superlawyers
- Hg.org
- Lawyers.com
- Justia Legal Directory
- YellowPages
- See what ranks in Google for your brand

<https://m.facebook.com/PriceBenowitz> ⋮

[Price Benowitz Accident Injury Lawyers, LLP - Home | Facebook](#)

Rating · 5 · (202) 600-9400 · [info@pricebenowitz.com](mailto:info@pricebenowitz.com) · <http://pricebenowitz.com/dc-injury/> ·

Price Benowitz Accident Injury Lawyers, LLP offers preeminent legal ...

★★★★★ Rating: 5 · 13 votes

[https://www.yelp.com/.../Personal Injury Law](https://www.yelp.com/.../Personal-Injury-Law) ⋮

[Price Benowitz LLP - 409 7th St NW, Washington, DC - Yelp](#)

23 reviews of Price Benowitz LLP "Had the pleasure of referring someone down to this firm.

They handled the matter quickly, professionally, ...

★★★★★ Rating: 4 · 23 reviews

How is Price Benowitz LLP rated? ▾

What days are Price Benowitz LLP open? ▾

# Links

Google uses links as a vote of authority. A link from a strong website to your firm's website helps boost this authority.

Quality over quantity is important for links.

- Can everyone get them? (if so - maybe not as powerful)
- Will they ever bring in referral business?
- Are they related to your niche / locality?
- Is it from a trusted website?



# Link Template

Use this list to easily secure important links quickly

- Local Bar Associations (that link out)
- Local Chamber of Commerce (that link out)
- Local (city based) business directories
- Advertisements in HOA's
- Neighborhood websites
- Local news stations (interviews)
- Local event websites (if you host events)

# Event Example

Mock Trial Event or charity event hosted at your office. Host a free event at your office and easily earn links and citations.

- Submit to every event submission website in the region
- Submit to newspapers for coverage.
- Do it on a holiday and get listed in local press roundups
- Share with local K12 schools

# Website Optimization

- Make sure you pass core web vitals from Google (test for free)
- Ensure your landing page connected to your GMB profile uses the city name in the heading and title tags.
- Make sure you're easy to contact
- Unique content geared around your primary practice areas. Be very informative. These are the pages that will make you the most \$\$\$

**But that's not all.**

**You have to keep at it.**

**Competition will grow and not everyone will select your firm based on ranking position alone...**

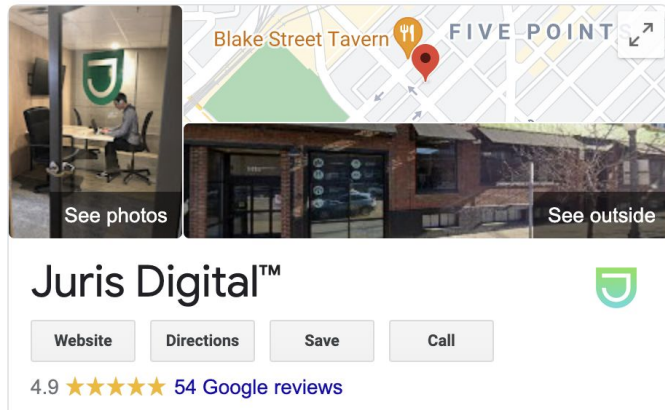
## 2. What factors are important to you when looking for an attorney?

Word Cloud



# Reviews are essential

- If possible use location and practice area keywords
- Make sure they are actual customers
- Review gating is not allowed
- 4.8 - 4.9 is generally accepted best range



# How to get reviews on autopilot

- Incentivize staff \$
- Make it apart of staff quarterly review progress
- Make it apart of your process
- Ask when clients are happy. Pro Tip: Anytime, no need to wait after a case is settled.
- Call old clients and send them a review link with human connection
- Be nice and helpful to people on the phone always
- ASK!

# Google Posts

From Juris Digital™


"Juris Digital™ is a full service law firm marketing agency specializing in web design and development, local and organic SEO, content marketing, and paid search marketing. We help great lawyers look their best online, and position them in front of... [More](#)




Juris Digital™  
on Google



Add update



+



Juris Digital™

Juris Digital™ Acquires Black  
Fin Marketing

Apr 13, 2021

[Learn more](#)



"I hired Juris Digital to redesign my law  
take care of SEO and digital advertising.  
They did a wonderful job designing the  
they ..."

Jeremiah N. - via Google

Mar 6, 2020



# Bonus Tip: Get Free Authoritative Links

- Google posts - link to your website / different pages / online mentions and review sites



Website

# Setup your free GMB Website and then disconnect it

- Write unique content that addresses the following:
  - Practice areas
  - Value propositions
  - Awards
- Google posts will feed to this website
  - Make sure to include links to your website
- Disconnect from GMB. It will still get indexed by Google!

# Once you have your baseline focus on these things monthly

- Reviews
- Strong links to your local landing page
- Google posts - link to your website / different pages / online mentions and review sites

# Once you have your baseline focus on these things monthly

- Reviews
- Strong links to your local landing page
- Google posts - link to your website / different pages / online mentions and review sites



Run weekly or monthly reports and watch your visibility increase over time!

# THANK YOU!

**@caseymeraz**

**cmeraz@jurisdigital.com**