



SOUTH STREET & CO.

Local SEO Checklist for Law Firms

SET UP YOUR GOOGLE BUSINESS PROFILE

- Sign in to Google Account: Create or sign in to your Google Account.
- Begin Adding Your Business: Click “Manage Now” to start the setup.
- Enter Business Information: Add business name, category, address, service area, and contact info.
- Verify Your Business: Complete verification via video, phone, or email as requested by Google.

OPTIMIZE YOUR WEBSITE FOR LOCAL SEO

- Use Title Tags and Meta Descriptions with Local Keywords
- Create Localized Content
- Develop content addressing local audience needs (local laws, community events).
- Add Schema Markup for Local Businesses: Implement local business schema markup for address, phone number, business hours.
- Check for Mobile Optimization: Ensure responsive design, fast loading times, and easy navigation on mobile.
- Create Localized Landing Pages: Develop separate landing pages for each city/region served.
- Optimize with local keywords and relevant information for each location.

BUILD LOCAL CITATIONS

- Audit Current Citations: Use tools like Moz Local or Semrush Local to find and verify existing citations.
- Standardize NAP Information: Consistently use the same format for Name, Address, Phone Number across all platforms.
- Claim and Update Listings: Ensure business listings on major platforms (Google Business Profile, Yelp, Bing Places) are claimed and updated.
- Monitor Citations: Regularly check for accuracy and update as needed.

GET LISTED IN LOCAL BUSINESS DIRECTORIES

- Create Profiles: List your law firm on major local business directories (Yelp, Yellow Pages, Chamber of Commerce websites).
- Provide Detailed Information: Include comprehensive details about services, business hours, and contact info.
- Encourage Reviews: Motivate satisfied clients to leave positive reviews (if applicable).

GET LISTED IN LEGAL DIRECTORIES

- Complete Profiles: Fill out profiles on legal directories (Avvo, FindLaw, Justia) with detailed practice information.
- Highlight Client Reviews: Showcase testimonials and case results to build trust.
- Stay Active: Regularly update profiles with new awards, publications, or information.

GET MORE REVIEWS

- Request Reviews: Ask clients personally or use software to automate the review process.
- Monitor Reviews: Regularly check and respond to online reviews to show client appreciation.

MONITOR AND ADJUST YOUR LOCAL SEO STRATEGY

- Use Google Analytics, Google Search Console, Moz Local, Whitespark, Semrush, and Ahrefs to track performance.
- Analyze and Interpret Data: Assess website traffic, keyword performance, citation consistency, and online reviews.

MAKE DATA-DRIVEN ADJUSTMENTS:

- Optimize underperforming keywords.
- Improve user experience (mobile-friendly, fast load times, easy navigation).
- Build more citations.
- Encourage more client reviews.
- Refine content strategy based on analytics insights.

By following this checklist, you can systematically implement and refine local SEO strategies to enhance your law firm's online presence and attract more local clients.