Local SEO Checklist for Law Firms

Use this checklist to strengthen your law firm's visibility in Google Maps, local organic results, and emerging AI-powered search experiences. Work through the essentials, then revisit them as your practice grows.

01 | Google Business Profile

- [ ] Claim and verify your firm's eligible Google Business Profile (GBP).
- [ ] Choose the most accurate primary category and relevant secondary categories.
- [ ] Confirm the firm name, office address, phone number, website, and hours.
- [ ] Write a clear description of your practice areas and location without keyword stuffing.
- [ ] Add current office, signage, and team photos; review the profile after any business changes.

02 | Website and Local Content

- [ ] Give each core practice area a useful, clearly written service page.
- [ ] Use relevant practice-area and location terms naturally in titles, headings, and copy.
- [ ] Create distinct location pages where they provide real value, with accurate office or service details.
- [ ] Connect related practice-area, location, and educational pages with descriptive internal links.
- [ ] Make phone numbers, consultation options, and office details easy to find on mobile.
- [ ] Review site speed, mobile usability, indexability, and relevant LegalService or Attorney schema.

03 | Citations and Legal Directories

- [ ] Audit the firm's name, address, phone number, and website across existing listings.
- [ ] Correct inaccurate or duplicate profiles on relevant business directories and map services.
- [ ] Maintain complete, accurate profiles on appropriate legal directories such as Avvo, Justia, FindLaw, or Martindale-Hubbell.
- [ ] Prioritize reputable, relevant listings over bulk directory submissions.

04 | Client Reviews and Reputation

- [ ] Establish an appropriate process for requesting honest client feedback, without incentives or pressure.
- [ ] Share a direct review link when permitted by applicable professional-conduct rules.
- [ ] Monitor incoming reviews and respond professionally without disclosing confidential information or confirming representation.
- [ ] Review testimonials and review-related marketing for compliance with applicable bar rules.

05 | Performance and Improvement

- [ ] Track priority local practice-area keywords in organic search and Google Maps.
- [ ] Review GBP interactions, including calls, website clicks, and directions requests.
- [ ] Use Google Search Console and GA4 to review search visibility and landing-page performance.
- [ ] Track qualified inquiries, calls, form submissions, and consultation requests where possible.
- [ ] Improve underperforming pages using search queries, click-through rates, engagement, and lead data.

06 | Multiple Offices and Service Areas

- [ ] Confirm that each office with a GBP meets Google's location and eligibility guidelines.
- [ ] Create a useful page for each legitimate office, with accurate address, contact, directions, and relevant attorney information.
- [ ] Avoid virtual or unstaffed location claims and near-identical city pages created solely to target keywords.

07 | AI Search Readiness

- [ ] Keep firm identity, practice areas, locations, and contact information consistent across trusted sources.
- [ ] Publish helpful, accurate legal content that answers real prospective-client questions.
- [ ] Make attorney credentials, experience, and firm information easy to find and verify.
- [ ] Review how the firm is represented in AI-powered search without assuming placement can be guaranteed.

Need help putting your checklist into action?

South Street & Co. helps law firms improve local search visibility and attract qualified leads. Contact us today to book your complimentary call.