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The Marketing Solution For Your Law Firm

SEO CHECKLIST

A STEP-BY-STEP GUIDE TO BOOST YOUR LAW FIRMS ONLINE VISIBILITY

In the competitive world of legal marketing, having a stunning website is only the beginning. **To truly succeed online, your website needs visibility.** This is where Search Engine Optimization (SEO) comes into play. SEO is the art and science of optimizing your website to rank higher on search engine results pages (SERPs). It's the secret sauce that helps potential customers discover your law firm **over your competitors.** However, SEO can be a complex and evolving field, with numerous factors to consider. **If you are a law firm owner looking to grow** your online presence, this checklist will provide you with a systematic approach to ensure your website is not just appealing but also highly discoverable.

1

XML SITEMAP

Has your website been submitted to Google? Submit your sitemap to Google to ensure Google can recognize and crawl your site.



2

SPEED

Is your website fast enough? If your website does not load quickly, it can lead to users bouncing off before they view your services.





3

MOBILE FRIENDLY

Examine the performance of your website on mobile devices. Assess the user experience. Assess the functionality of all Call To Actions. Evaluate the clarity of images, text, and buttons for optimal legibility.



4

SITE PERFORMANCE

Are you actively monitoring your website's performance? You can optimize your website's performance with essential free reporting tools like Google Search Console and Google Analytics.



5

CONTENT AND KEYWORDS

Prior to content creation, identify your target audience and their keywords. Ensure alignment with Google-recognized phrases to drive organic traffic.



As you embark on your SEO journey, keep in mind that this guide is but the initial step in a multifaceted landscape. It is designed to offer a comprehensive view of your **website's optimization.**

If you're unsure where to begin, let us help! We are ready to guide you through the complexities of the legal SEO landscape.

Contact us today to start your optimization journey with confidence!