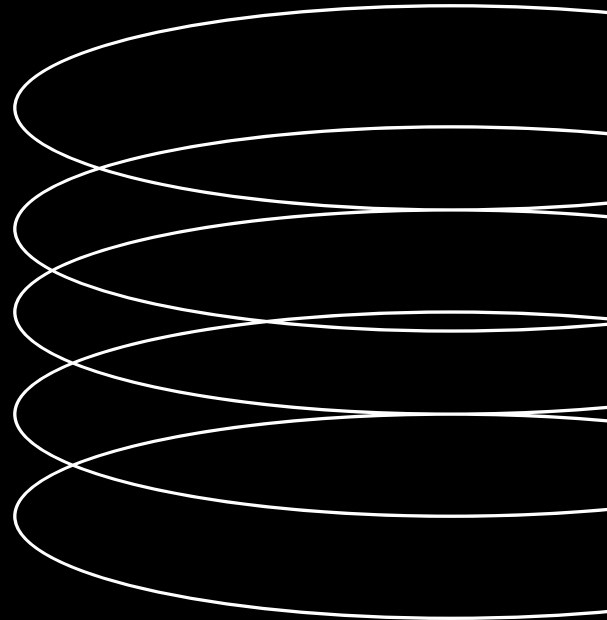


# Search Engine Optimization for Law Firms



A STEP-BY-STEP GUIDE

New to Search Engine Optimization (SEO)?  
Find out where to begin and how to achieve  
high ranking success.



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# Intro

## SEO for Lawyers: Mastering the Essentials for Online Success

Today, the Internet is the go-to source for information and services. For law firms, a robust online presence is not just beneficial. It's essential.

Clients are increasingly turning to search engines to find legal services, making it crucial for your law firm to be visible and accessible online. This is where Search Engine Optimization (SEO) becomes a key player.

Our comprehensive guide is tailored for lawyers at the beginning of their journey into online lead generation. It aims to equip you with the fundamental knowledge and practical strategies for effective SEO, enhancing your ability to attract and retain clients through digital channels.

## Understanding SEO for Law Firms

SEO refers to optimizing your website to rank higher in search engine results pages (SERPs), thereby increasing organic traffic. Unlike paid advertisements, SEO improves your website's visibility in the natural search results. This is achieved using various strategies, which we will explain in this guide.

## Key Benefits of SEO for Lawyers

- **Enhanced online visibility:** Appear on the first page of search engine results, driving more traffic to your site.
- **Cost-effective marketing:** Unlike paid ads, SEO relies on organic search results, offering a more sustainable and long-term solution
- **Targeted reach:** Reach potential clients actively seeking legal services
- **Improved credibility:** High rankings on search engines enhance your firm's credibility and trustworthiness.

# Why Read this Guide?

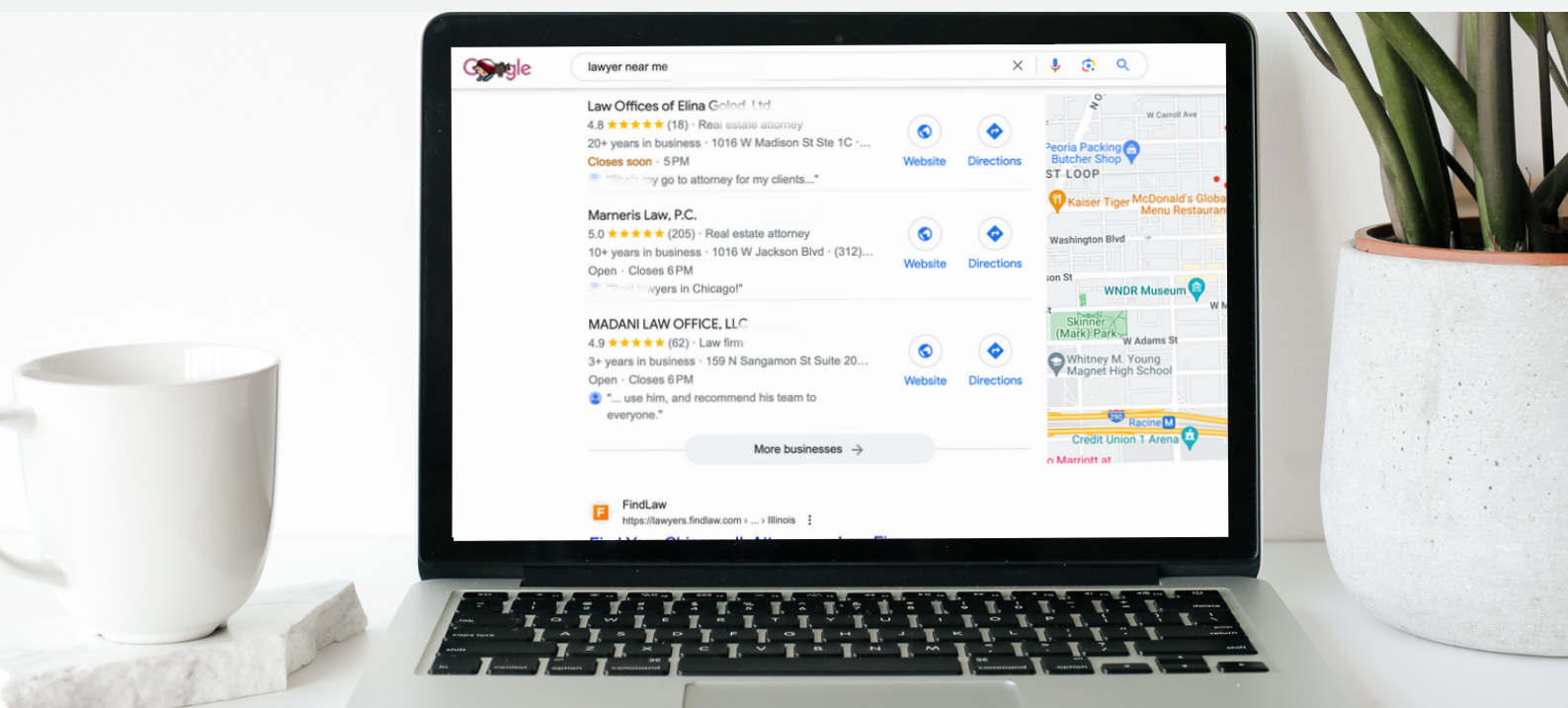
## What You Will Learn

1. A thorough understanding of SEO and its importance for law firms.
2. Actionable strategies to implement SEO effectively.
3. Insights into hiring the right SEO vendor specialized in legal services.

## Practical Tips and Real-World Examples

Our guide doesn't just stop at theory. We provide practical tips and real-world examples that you can apply directly to your website. These insights are designed to help your law firm stand out in search engine results, ensuring that potential clients find you easily and quickly.

Incorporating SEO into your digital marketing strategy is no longer optional for law firms. It's necessary in a world where online presence equates to business success. Stay ahead of the competition by mastering the art of SEO with our specialized guide for lawyers.



# SEO for Law Firms: Strategies for Online Visibility

SEO is effective for law firms, but its success hinges on correct implementation. Law firms face the ongoing challenge of optimizing their websites to rank at the top of organic search results. While numerous vendors offer SEO services for lawyers, there's no guaranteed formula for securing the number one spot in search rankings. However, understanding and applying key SEO strategies can significantly enhance your chances of appearing on the first page of search results.

## KEY SEO RANKING FACTORS:

**1. Content Quality:** The text and other forms of content (like images) on your law firm's website are crucial. High-quality, relevant content that aligns with user intent can boost your search engine rankings and enhance user experience.

**2. Backlinks and Off-Page Citations:** The online reputation of your law firm, as perceived through backlinks and citations from other websites, plays a vital role. A higher number of quality backlinks from external domains enhances your site's authority and credibility.

**3. Technical SEO:** Page speed, title tags, and site structure significantly impact user experience and are essential for ranking well on search engines like Google.

## WHY IS SEO CRUCIAL FOR LAW FIRMS?

Organic search traffic is a vital marketing channel for law firms, yet it must be utilized more. According to the Legal Trends Report, 17% of legal consumers use online searches to find a lawyer, making it one of the most popular methods. For law firms aiming to grow, neglecting SEO can be a significant missed opportunity.

## UNDERSTANDING LAW FIRM MARKETING SEO

While SEO may seem daunting, especially for firms new to digital marketing, it's an indispensable element of any marketing strategy. This guide delves deeper into each critical factor for SEO ranking, offering actionable insights and practical tips for law firms to enhance their online presence and attract more clients.

CHAPTER N.1

# 5 Key Factors for SEO Ranking



By mastering these SEO essentials, your law firm can rise above the competition and become more accessible to potential clients searching online.

# N.1 Content

Creating effective website content is a critical factor in SEO for law firms. To ensure your content meets the necessary criteria for optimizing search engine rankings, follow these guidelines:

## Answer User Queries and Search Terms:

- **Relevance to Keywords:** If your target keyword is "*criminal lawyer in Maryland*," your website content should directly address this. Include specific details about your practice area to meet the search intent of potential clients.
- **Address Potential Client Concerns:** Your content should answer likely questions from potential clients, such as the firm's location, areas of practice, quality of service, pricing, and more. This approach aligns with search engines' goal to direct users to the most relevant answers to their queries.
- **Incorporate Reviews:** According to Clio's 2022 Legal Trends Report, client reviews significantly influence hiring decisions. Featuring positive reviews on your website can enhance trust and credibility.
- **Pro Tip:** Ensure your content provides clear service descriptions, transparent pricing, and up-to-date customer testimonials.



# N.2 Keyword Optimization

- **Search Engine Crawling:** Search engines use automated bots to understand your website's content. Optimizing for specific keywords helps these bots—and, by extension, potential clients—recognize the relevance of your site to their search queries.
- **Keyword Placement:** Optimal locations for keywords include the title tag, description tag, headings, subheadings, body paragraphs, and the URL.
- **Local SEO Focus: Targeting local SEO is crucial for** smaller, local law firms. Optimize content to appear in local search results, addressing the specific needs of the local community.
- **Pro Tip:** Our five-step guide to local SEO can help smaller law firms increase their visibility to nearby clients.

**Keyword Magic Tool: Lawyer, law firm**  
Database: United States Currency: USD

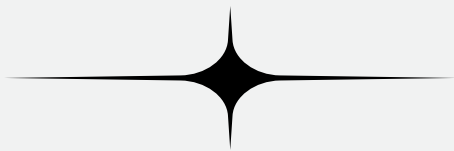
Filters: All Questions All Keywords **Broad Match** Phrase Match  
Volume KD % Intent CPC (USD) Inc

By number By volume

| All keywords | 981 |
|--------------|-----|
| > injury     | 126 |
| > accident   | 116 |
| > person     | 83  |
| > car        | 74  |
| > mike       | 61  |
| > morse      | 56  |
| > non        | 48  |

All keywords: **981** Total volume

- Keyword
- + dwi lawyer new york kugel law firm >>
- + auto accident lawyer mike morse law firm >>
- + ceo lawyer personal injury law firm reviews >>
- + can a non lawyer own a law firm >>
- + car accident lawyer



## HERE'S HOW IT WORKS

The content on your law firm's website should be informative, relevant, and strategically optimized for search engines. By focusing on answering user queries and incorporating targeted keywords, you can significantly improve your website's visibility and appeal to potential clients.

Remember, the goal is to make your website both a valuable resource for visitors and easily discoverable by search engines.



# N.3 Backlinks

Backlinks and off-page citations are crucial for law firms aiming to boost their SEO. These elements are key in helping search engines like Google determine the most relevant and authoritative content to display in search rankings.

## 1. The Role of Backlinks:

- **Backlinks as Votes of Confidence:**

When your law firm's website receives backlinks from reputable sites, they act like endorsements, signaling to search engines that your site is a reliable and informative resource.

- **Popularity and Credibility Indicators:**

A higher number of quality backlinks suggests your law firm is popular and credible in its field. Conversely, few backlinks might indicate lower recognition and trustworthiness.

- **Statistical Insight:**

A significant portion of web pages lack backlinks, allowing law firms to gain an edge by focusing on this aspect of SEO.

## 2. Boosting Local SEO through Off-Page Citations:

- **Expanding the Reach:** Beyond backlinks, off-page citations involving your firm's contact details can further improve your local SEO.

- **Citation Sources:** Legal directories (e.g., Avvo), local directories (like Google Business Profile), social media profiles, content shares on social platforms, and reviews on other websites are effective places for off-page citations.

- **Impact on Local SEO:** Citations from these sources can significantly increase your law firm's visibility in local search results.

## 3. Pro Tips for Effective Link Building:

- **Offer Legal Expertise:** To earn backlinks, provide free legal advice or analysis to local media organizations.

- **Create Engaging Content:** Write compelling blog articles about your legal expertise and encourage your network to share them.

- **Participate in Local Events:**\* Presenting at local events can attract backlinks from event websites and local news coverage.

- **Further Resources:** Explore comprehensive lists and guides for more innovative link-building strategies.



# N.4 Technical SEO

Technical SEO involves optimizing the infrastructure of a website so it can be easily crawled and indexed by search engines, thereby improving organic rankings. For law firms, the following technical aspects are essential:

## **Website Speed**

A fast-loading website provides a better user experience and is favored by search engines. Tools like Google PageSpeed Insights can be used to analyze and improve loading times.

## **Mobile Responsiveness**

With the increasing use of mobile devices for internet browsing, having a mobile-friendly website is crucial. Responsive design ensures the website adjusts smoothly to various screen sizes.

## **Secure Socket Layer (SSL)**

SSL certificates, leading to HTTPS URLs, are essential for website security. They encrypt the data transferred between a user and the server, a factor Google considers for ranking.

## **Structured Data Markup**

Implementing schema markup helps search engines understand the content on your site. For law firms, this could mean marking up attorney names, office locations, and areas of practice.

## **Clean and Structured URL Architecture**

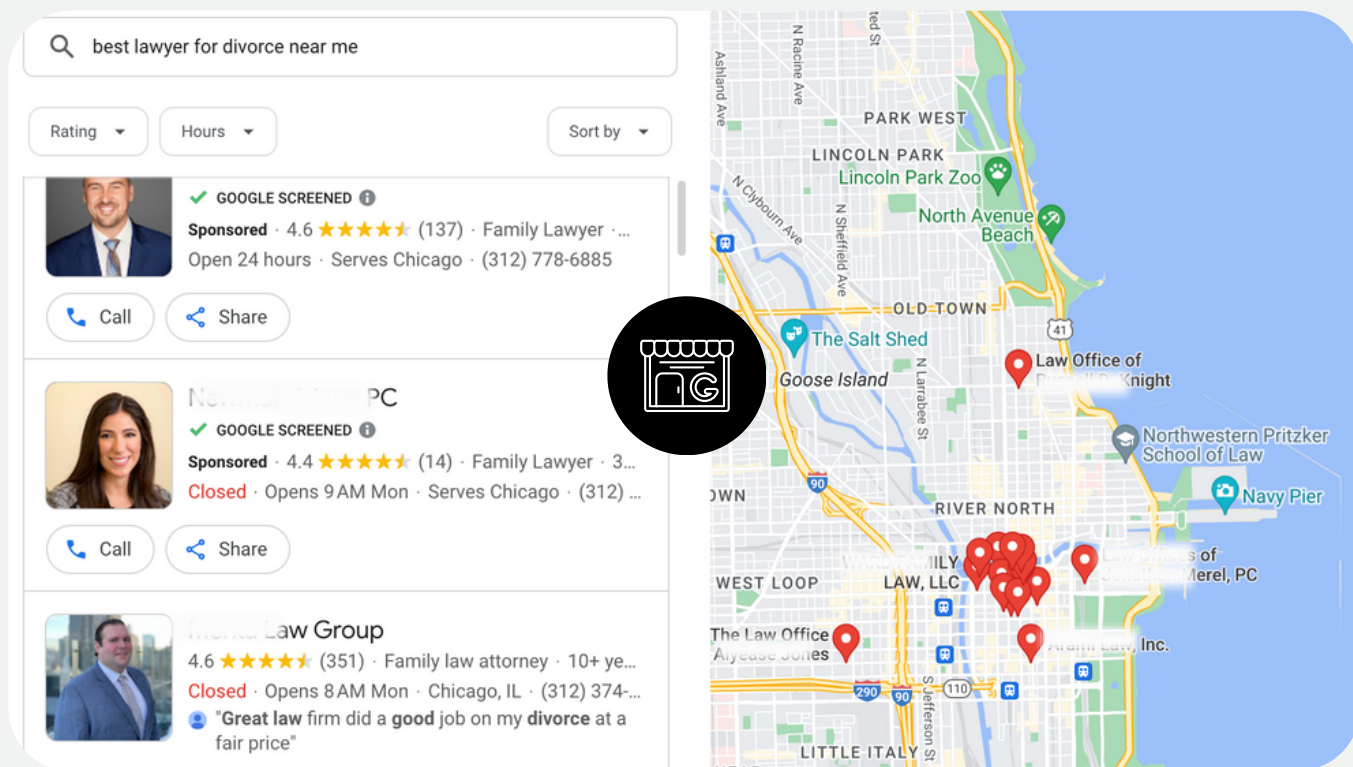
URLs should be simple, readable, and include relevant keywords. A clear URL structure improves user experience and aids search engines in understanding the page content.

## **XML Sitemap and Robots.txt File**

Implementing schema markup helps search engines understand the content on your site. For law firms, this could mean marking up attorney names, office locations, and areas of practice.

# N.5 Local SEO

Local SEO helps law firms attract clients from specific geographic areas. It involves optimizing a website to appear in local search results and is particularly important for firms serving particular cities or regions.



## Google My Business (GMB) Optimization

A complete and accurate GMB profile is vital. It should include the firm's name, address, phone number, and areas of practice. Regularly updating the profile with posts and responding to reviews can also help.

## Local Keywords

Including location-based keywords in your website's content, meta titles, and descriptions can enhance local search visibility. For example, "divorce attorney in Atlanta" is a localized keyword.

## NAP Consistency

Ensure your firm's Name, Address, and Phone number (NAP) are consistent across all online platforms. Inconsistencies can confuse search engines and potential clients.

## Local Link Building

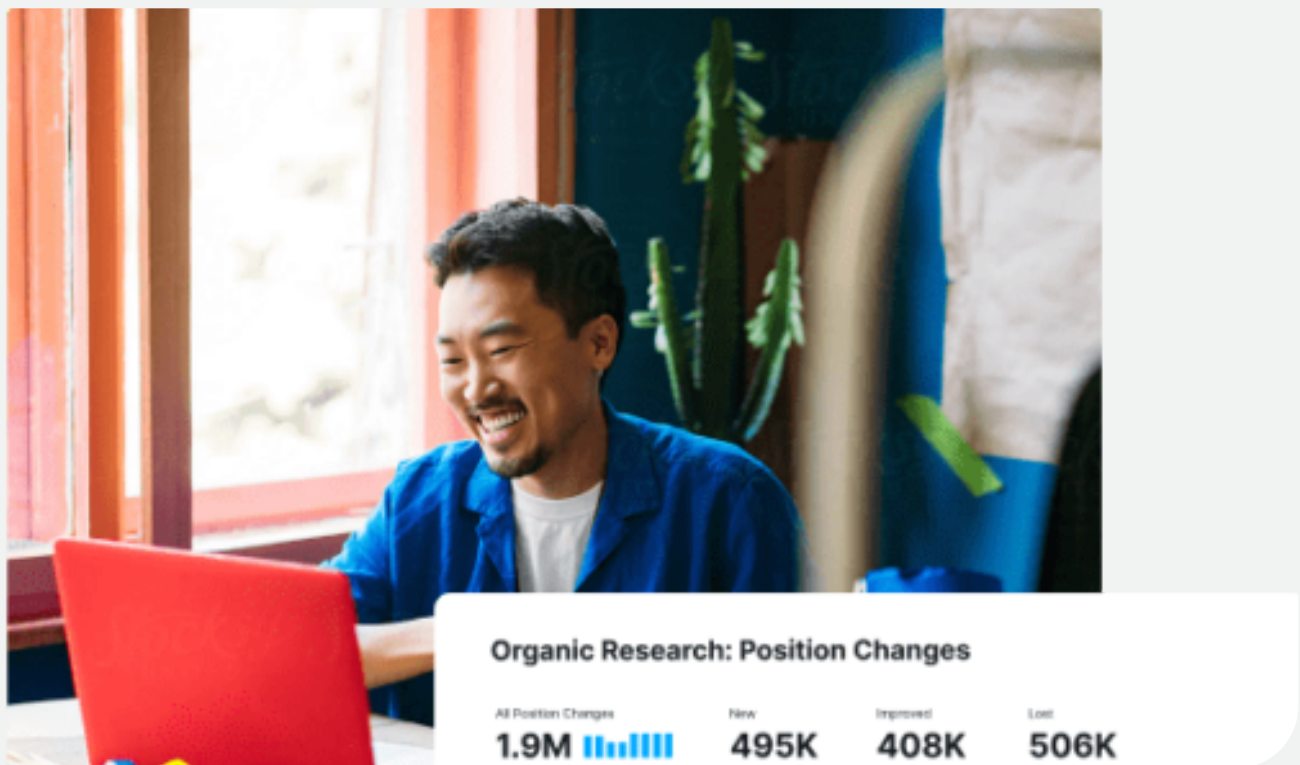
Building links with local businesses, legal associations, and directories can strengthen local SEO. Sponsorships or partnerships with local events and organizations can also be beneficial.

## Local Reviews

Encourage satisfied clients to leave positive reviews on your GMB profile and other legal directories. Responding to reviews, both positive and negative, demonstrates engagement with clients.

## Localized Content

Create content relevant to the local community, such as blog posts about local legal issues, changes in local laws, or involvement in local events.



A comprehensive SEO strategy focusing on content quality, local optimization, and technical improvements can significantly improve online visibility, attract more relevant traffic, and ultimately lead to increased client acquisition and retention.

CHAPTER N.2

# Implementing Effective SEO Strategies for your Legal Practice



To elevate your law firm's online presence through SEO, you have two primary options:

1. Do It Yourself
2. Hire an SEO Expert Specialized in Law Firm Marketing

# Option 1: DIY SEO

Navigating SEO can be challenging, especially if you're new to digital marketing. This detailed guide will help you understand and implement the core aspects of SEO for your law firm.

## Step 1: Understanding SEO Basics

### 1. Read and Learn About SEO

- **Resources:** Start with beginner-friendly resources like [Google's "Search Essentials."](#) These provide a comprehensive overview of how SEO works.
- **SEO Blogs:** Follow SEO blogs such as [Search Engine Journal](#), [Neil Patel's](#), or [Yoast's SEO blog](#) for ongoing learning.

### 2. Identify Your SEO Goals

- **Traffic Increase:** Determine if your goal is to increase website traffic, attract a specific type of client, or improve online visibility in practice areas.
- **Brand Building:** Consider if your objective includes building your brand as a thought leader or authority in particular legal fields.

## Step 2: Conducting Keyword Research

### 1. Listing Specialties and Locations

- **Inventory of Services:** List all the legal services your firm offers. Include different practice areas like family law, criminal defense, etc.
- **Geographical Focus:** Note down the locations where your services are offered. This can include cities, regions, or states.

### 2. Using Keyword Research Tools

- **Google Keyword Planner:** This free tool can help you find keywords related to your practice areas and provide data on search volume and competition.
- **Ubersuggest or SEMrush:** These tools offer in-depth keyword analyses, including keyword suggestions, difficulty scores, and search volume.

### 3. Analyzing Competitors

- **Competitor Websites:** Look at other law firms' websites in your area. Note the keywords they seem to target.
- **SEO Tools:** Use SEO tools to analyze your competitors' keyword strategy. This can give you insights into which keywords drive traffic to their sites.

## Step 3: Creating Optimized Content

### 1. Addressing Client Concerns and Questions

- **Client FAQs:** Think about the frequent questions your clients ask. Develop content that provides clear, helpful answers.
- **Research Common Queries:** Use tools like "[Answer the Public](#)" to find common queries related to your practice areas.

### 2. Developing Dedicated Service Pages

- **Individual Service Pages:** Create a separate, detailed page for each service. Use the keywords specific to that practice area.
- **Content Depth:** Ensure these pages offer comprehensive information about your services, how you can help, and case studies or testimonials, if available.

### 3. Incorporating Keywords in Content

- **Natural Integration:** Use your targeted keywords naturally in your content, especially in titles, headings, and the first 100 words of your content.
- **Meta Descriptions and Titles:** Write compelling meta titles and descriptions for each page, including primary keywords.

### 4. Blogging and Regular Updates

- **Blogging Strategy:** Develop a blog calendar focusing on topics that resonate with your target audience.
- **Content Freshness:** Regularly update existing content to keep it relevant. This might include updating statistics, legal information, or recent case studies.

## Step 4: Technical SEO Optimization

### 1. Website Performance Optimization

- **Page Speed:** Use tools like GTmetrix to ensure your website loads quickly. Aim for a loading time of under 3 seconds.
- **Mobile Optimization:** Test your website on various devices to ensure it's mobile-friendly.

### 2. Securing Your Website

- **HTTPS Protocol:** Make sure your website uses HTTPS. This is crucial for security and is a ranking factor for Google.

### 3. Addressing Technical Errors

- **Google Search Console:** Use this tool to identify and fix crawl errors, broken links, and other technical issues that could hinder your site's performance.

### 4. Structured Data Implementation

- **Schema Markup:** Implement schema markup to help search engines understand the context of your content better, potentially leading to rich snippets in search results.

## Step 5: Building Your Online Presence

### 1. Claiming and Optimizing Online Profiles

- **Google My Business:** Claim and thoroughly complete your Google My Business profile. Ensure your firm's name, address, and phone number (NAP) are consistent across all listings.
- **Social Media Profiles:** Set up profiles on relevant social media platforms like LinkedIn, Facebook, and Twitter. Keep the information up-to-date and engage regularly with your audience.

### 2. Local Directories and Listings

- **Legal Directories:** List your firm in legal directories such as Avvo, Justia, and FindLaw. Ensure your profiles are complete and accurate.



- **Local Business Directories:** Get listed in local business directories like Yelp and the local Chamber of Commerce website.

### 3. Encouraging Client Reviews

- **Soliciting Reviews:** Encourage satisfied clients to leave reviews on Google, Yelp, and other relevant platforms.
- **Responding to Reviews:** Actively respond to positive and negative reviews to show engagement and appreciation for feedback.

## Step 6: Engaging in Backlink Building

### 1. Guest Blogging and Article Submission

- **Legal Blogs:** Write and submit guest posts to reputable legal blogs and websites.
- **Community Engagement:** Write articles for local newspapers or community websites, linking back to your firm's website.

### 2. Participating in Legal Forums and Discussions

- **Legal Forums:** Participate in online legal forums and discussions, offering expert advice and including a link to your website when relevant.

### 3. Collaborating with Industry Partners

- **Joint Ventures:** Collaborate with other businesses or law firms on webinars, podcasts, or joint articles, gaining mutual backlinks.

## Step 7: Monitoring and Adjusting Your SEO Strategy

### 1. Tracking Website Performance

- **Google Analytics:** Use Google Analytics to track website traffic, user behavior, and conversion rates.
- **Keyword Ranking Tools:** Utilize tools like SEMrush or Ahrefs to monitor your rankings for targeted keywords.

### 2. Adjusting SEO Strategies

- **Adapting to Changes:** Conduct regular SEO audits and stay updated on the latest SEO trends and Google algorithm updates, adjusting your strategy accordingly.

# SEO Checklist for Law Firms

## Keyword Research and Content Creation

- List all practice areas and target locations
- Perform keyword research using SEO tools
- Analyze competitor keywords and strategies
- Create dedicated service pages for each practice area
- Regularly publish and update blog posts
- Incorporate keywords into content naturally

## Technical SEO

- Ensure fast website loading speed
- Make the website mobile-friendly
- Secure the website with HTTPS
- Use Google Search Console for technical monitoring
- Implement structured data (schema markup)

## Online Presence and Local SEO

- Claim and optimize Google My Business listing
- Create and maintain social media profiles
- Get listed in legal and local business directories
- Encourage and respond to online client reviews

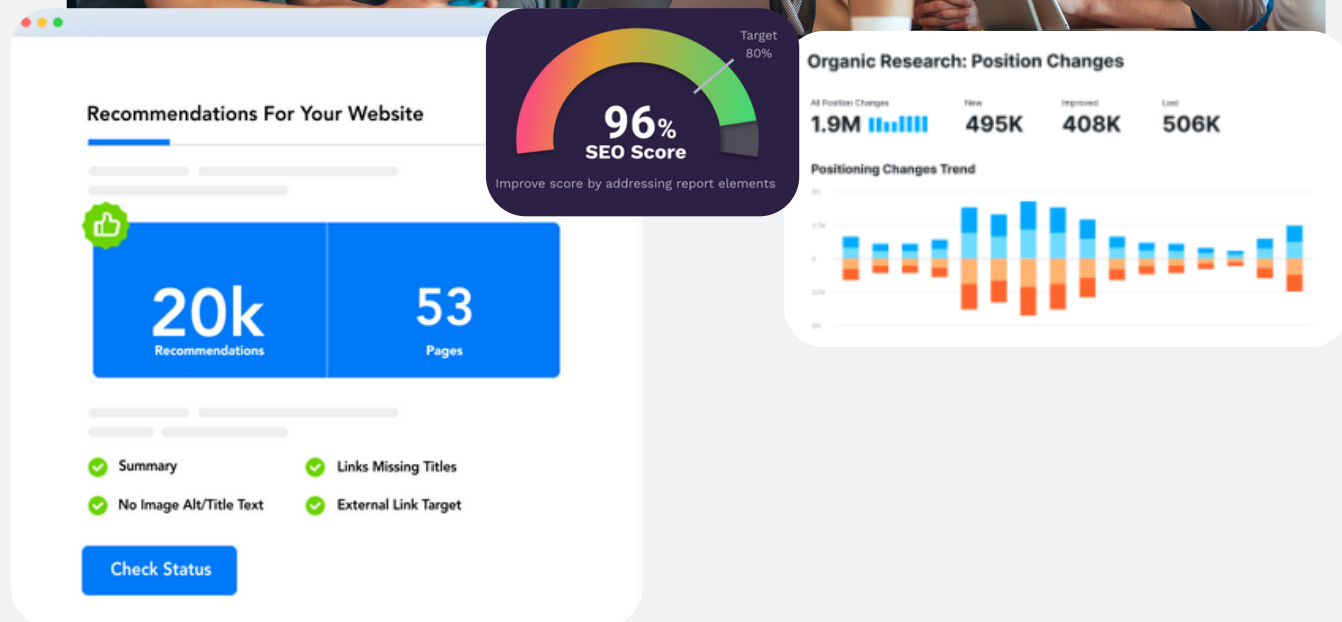
## Backlink Building

- Engage in guest blogging on reputable legal sites
- Participate in legal forums and online communities
- Collaborate with industry partners for joint content

## Monitoring and Adjustments

- Use Google Analytics for traffic and behavior analysis
- Monitor keyword rankings with SEO tools
- Conduct regular SEO audits
- Stay informed about SEO trends and algorithm updates
- Adjust strategies based on performance data

By following these steps and adhering to this checklist, you can comprehensively enhance your law firm's SEO efforts. Remember, SEO is an ongoing process; regular monitoring, adaptation, and proactive strategies are key to long-term success.



# Option 2: Hiring an SEO Expert for Your Law Firm

## Considerations When Choosing an Expert:

- **Budget:** SEO experts' rates may be comparable to legal services rates. Monthly retainers typically range from \$1500-\$3000.
- **Qualifications:** Ensure the expert is well-versed in law firm SEO basics, including content, backlinks, and technical SEO.



## Red Flags in Hiring

- Be cautious of guarantees for specific results.
- Look for transparency in their process and be wary of those focusing solely on clicks and traffic.
- Ensure they're offering SEO services, not just paid search advertising.

CHAPTER N.3

# FAQ



# Comprehensive FAQ for Law Firm SEO

## 1. WHAT IS LAW FIRM SEO?

Law Firm search engine optimization (SEO) involves enhancing both the quality and volume of web traffic to an Attorney's website or specific law firm web pages through organic search engine results. This technique focuses on attracting visitors through unpaid (organic) search results, as opposed to relying on direct traffic or paid advertising methods such as Google Ads.

## 2. DO LAW FIRMS NEED SEO?

How you answer this question depends on whether you want to increase your caseload and grow your bottom line. If you answered "yes," to this question, then you need SEO for your legal services.

The overwhelming majority of people looking for legal representation or assistance do so online. A search engine – particularly Google – is usually the first place someone will go when they need to find a lawyer.

The results on the first search engine results page (SERP) will often give them the answer they're looking for.

## 3. CAN YOU RANK WITHOUT SEO?

It's possible but highly unlikely.

For example, you run a personal injury law firm in San Diego, CA. When you run a quick Google search for "San Diego personal injury lawyer," you instantly get 6.2 million results.

The first ten results are the ones that will get phone calls. Indeed, those websites you see in the top 10. They're either highly authoritative legal directories or firms with excellent SEO (or have hired one of the best lawyer SEO agencies to help them with their ranking).

If you want to be competitive, it means ranking organically on the first page. Then, it would help if you focus on SEO for lawyers.

## 4. HOW LONG WILL IT TAKE TO RANK ON THE FIRST PAGE?

How long it takes to rank on page one for a keyword depends on several different factors:

- Your starting point
- Your competition
- Your market
- Your area of practice
- Your ongoing efforts

On average, it takes four to six months for many businesses to start seeing results. Some manage to see substantial changes sooner, while others take much longer. It all depends on your efforts' strength, consistency, and competition.

## 5. IS LOCAL SEO IMPORTANT FOR LAW FIRMS?

Implementing local search engine optimization (SEO) for your law practice significantly increases your visibility at the top of local search results, enhancing the likelihood of potential clients choosing your services. Moreover, SEO provides exponentially growing benefits over time, in contrast to the immediate returns of pay-per-click (PPC) advertising strategies.

## 6. COULD AN SEO CAMPAIGN CREATE ETHICAL ISSUES?

As you know, every state bar association has strict limitations on what can and can't be done for attorney advertising. And the rules are racing to catch up to technological advances and changes in communication.

So, it's critically important to keep a close eye on the specific rules in your state – what's permitted and, more importantly, what's prohibited.

Your state might have strict rules about superlative language – meaning that your SEO campaign can't be founded on calling you the “best” law firm in your area.

Suppose you're working with an SEO company. In that case, you'll want to choose one with experience handling attorney and law firm marketing – they'll be most familiar with the ethically appropriate guidelines for your campaign.

If you don't work with the best law firm SEO company, you risk letting your marketing campaign falter when it shouldn't have the chance to.

## 7. WHAT IS WHITE HAT SEO?

There are two ways to do any job:

- 1) with integrity and in compliance with the rules; or
- 2) employing bad faith and devious strategies without regard for the systems in place.

White Hat SEO is the former, while Black Hat SEO is the latter.

White Hat SEO focuses on creating unique, compelling content. Obtaining backlinks honestly and simply sticking to the limits of Google's terms of service.

## 8. WHAT IS LONG-TAIL SEO?

Long-tail SEO focuses on generating organic traffic to a web page by targeting long-tail keywords.

Long-tail keywords are phrases or questions that are four or more words in length. These are typically easier to rank for and build diverse content around. Long-tail keywords have a higher conversion rate than head (or short-tail).

## 9. I'VE HEARD THAT BACKLINKS FROM .EDU OR .GOV DOMAINS HELP SEO – IS THAT TRUE?

No. If you're contacted by a company singing the praises of backlinks from these domains and their ability to secure them for you, run away – fast.

This is a black hat strategy – and a known scam – that Google is well aware of. Because of this, Google ignores a lot of .edu and .gov links, so pouring resources into obtaining these links can be a colossal waste.

This isn't to say that links from all .edu and .gov domains are ignored or a scam. There are reputable and authoritative sites.

## 10. DO I ALSO NEED A PPC CAMPAIGN?

PPC – or “pay per click” – can significantly supplement your SEO campaign.

Done right, you can show up at the top of SERPs for the most relevant keywords to your practice – and most likely to drive potential clients to your door. However, know that the benefits of a PPC campaign are temporary. The minute you suspend your PPC ads, some other ad will instantly show up in its place.

While a PPC campaign won't have any direct bearing or influence on your organic SEO results, it can help to get your brand out there while you put the hard work into ranking your web page organically.



## 11. HOW LONG SHOULD AN SEO CAMPAIGN LAST?

SEO is all about the extended commitment. The more in-depth your content, the more authoritative your links, and the better your UX, the higher you will rank on Google organically. When you rank organically, that can yield results for years to come.

However, SEO is not static. The rules are continuously changing. And attorney SEO is highly competitive. If you reduce your efforts significantly, there's a good chance that someone else will swoop in and outrank you.

An SEO campaign should be aggressive from the start. You shouldn't stop your efforts entirely once you've reached your desired results. Instead, you can go into "maintenance" mode – publish content regularly, update outdated content, and monitor UX metrics.

So, ideally, an SEO campaign from a law firm is a living thing you care about. However, the amount of work and resources you pour into your campaign should vary at different stages.

## 12. WHAT CAN HURT MY SEO CAMPAIGN? CAN IT BE SABOTAGED?

Black hat SEO strategies can hurt your campaign. As for competitors sabotaging your project, it's possible but highly unlikely.

It's much easier to rise in the rankings and climb over competitors by focusing on your project – creating great content, building a stellar backlink portfolio, and providing the user with a great experience.

If you're not seeing results from your SEO campaign, it's essential to look at your steps to rank.

Are you creating helpful content? Are you getting backlinks from authoritative sites? Have you built a site that's designed to convert clicks into clients?

It's likely that your approach isn't working or your project hasn't been implemented for long enough to see results yet. It's less likely that a competing firm is trying to undermine your efforts.

## 13. WHAT ARE META DESCRIPTIONS?

Meta tags are small snippets of text displayed on SERPs to summarize and explain what a web page is about. They're typically one or two sentences and don't exceed 160 characters in length.

Action-oriented meta-descriptions that accurately describe the page they're previewing and include core keywords and geographic indicators are best.

## 14. HOW OFTEN SHOULD I BLOG? CAN I BLOG TOO MUCH?

You can't blog too much. There's a considerable correlation between blogging, rankings, and traffic. However, it's more about the quality of the blogs you post than the quantity. You could publish 40 short, low-quality articles a month and not see much of an SEO benefit.

On the other hand, publishing 5-10 longer (1,000+ word) articles on high-traffic topics can give your campaign a noticeable boost. The costs of these two approaches might be similar, but the outcomes will be significantly different.

## 15. HOW DO I KNOW WHICH SEO COMPANY FOR LAWYERS IS RIGHT FOR ME?

Only some SEO services will fit every law firm or attorney. You need to ensure that you work with a law firm marketing company capable of balancing the technical aspects of your SEO campaign with the transparent customer service you deserve.

The best action will involve calling and talking to a few companies.

- Who answers your questions?
- Who is willing to be transparent about their processes and results?
- Which company do you feel best about trusting with something as important as your SEO campaign?

Trust your instincts and go with the agency you feel is best. That will ultimately be the best SEO company for your law firm.

# About Us

We are a boutique Digital Marketing Agency based in Chicago and Montreal, offering all-in-one SEO services for Lawyers.

## **Comprehensive Strategy:**

Our All-In-One SEO solution isn't just about keywords and backlinks. It's a comprehensive strategy that covers every facet of your online presence to ensure you're always ahead of the competition.

## **20+ Years of Expertise:**

Our team brings decades of SEO expertise to the table. We've navigated the ever-changing digital landscape with a deep understanding of search engines and a passion for empowering law firms. With us, you're in the capable hands of industry leaders, not an agency that jumped on the opportunity.



Contact me any time for more information about our SEO for Lawyers services.

**WEBSITE**      [www.partnerdma.com](http://www.partnerdma.com)  
**EMAIL**          [yasmina@partnerdma.com](mailto:yasmina@partnerdma.com)  
**PHONE**          +1-312-459-1423

**GET YOUR FREE SEO AUDIT**

## Want more information on our SEO for Law Firm Services?



SEO is a marathon, not a sprint! It's a journey that demands patience, persistence, and dedication.