

The 3 Biggest SEO Mistakes Law Firms Make

And How to Fix Them



Why Your Website Might Look
Great But Still Gets Buried On Google.
Your dream clients are searching for help
BUT CAN THEY FIND YOU?

Your Future Clients Are Googling Right Now:

"Best estate planning lawyer near me"

"Criminal defense attorney Atlanta"

"Startup contract lawyer NYC"

- ✓ You have the skills
- ✓ You have the experience
- ✗ But without smart SEO

YOU'RE INVISIBLE



Let's fix that.



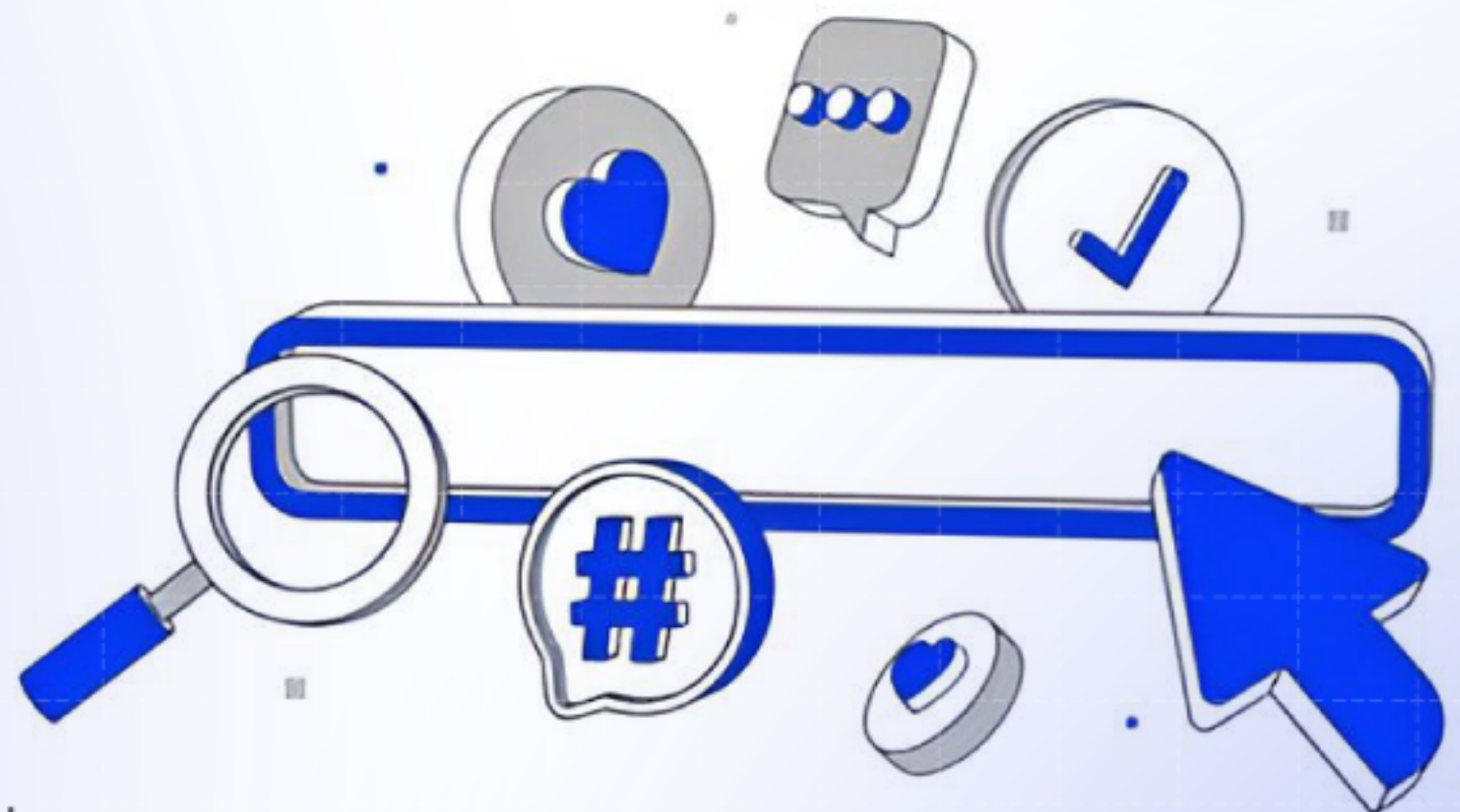
Mistake #1: Optimizing for Google, Not Humans

Many law firm pages sound like:
"Family Law Custody Visitation Attorney NYC"

⊗ That's not how real people search.

Let's fix This.

- **Write like a human:**
"How to win custody as a father in New York"
- **One page = one problem**
- **Add emotion:**
"We help families protect what matters most their legacy."



Mistake #2: Your Website Doesn't Convert

Ranking isn't enough. If your site doesn't build Trust in 5 seconds, *they're gone*.

Let's fix This.

- Professional, mobile-first design
- Add your photo — not just a logo
- Use bold CTAs:
 - "Free Case Review"
 - "Talk to an Attorney Today"



Mistake #3: Ignoring Local SEO & Google Profile

Over 40% of clicks go to map listings
Not your homepage.

Let's fix This.

- Claim and optimize your Google Business Profile
- Use correct categories: "Personal Injury Attorney"
- Add reviews, geotagged photos & embed Google Maps on your contact page



Bonus Tip: Ask for Reviews The Right Way

Use this message to collect reviews easily:

"Hey [Client Name], it was great working with you.
If you'd be willing to leave a review, here's the link
it really helps others trust us."

Simple. Warm. Effective.



Final Thought : You Don't Need More Traffic.

You need to be found and trusted at the right moment.

The law firms winning in 2025 will combine:

- **SEO psychology**
- **Trust-first websites**
- **Local visibility**



Want to Know Why You're Not Ranking?

We're offering

**A Free SEO +
Website Audit This Month
For Law Firms.**

You'll get insights on:

- Your Google rank potential
- Homepage trust score
- Local SEO gaps
- Lead-gen leaks
- How to fix it in 30-60 days

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