

# Are the People that Need You Able to Find You?

See how you score on this attracting new client's checklist:

Your Name \_\_\_\_\_ Your Firm's Name \_\_\_\_\_

Check all that apply:

- You have a Google Business page (Maps). All the info is correct and complete.
- Your website is professionally designed and pleasing to your audience, not a turnoff.
- Your home page is a general summary of what you do and the biggest area of where you do it. For example, if you service an entire state, your home page lists only the state.
- Each of the inside pages fully describes one (and only one) service that you help with. It also states why people should use you instead of a competitor (USP – Unique Selling Point).
- Every page has a call to action (CTA) telling your visitors about the action(s) they should take to contact you. Multiple (minimum of 2) clickable phone numbers are essential (you don't get the check unless both are true). Clickable: on a smartphone browser, clicking it will call you.
- The content on each page has phrases that people will type into the search engines so they can get paid help with their legal issues. They appear often but not too many times. They also appear in different orders with different synonyms multiple places on the page.
- Every page has appropriate meta title, meta description, headings (H1, H2, etc) and schema (code behind the scenes that helps Google understand what you do) completed.
- All content on every page works together to create the best and most meaningful user experience possible with well laid out content, and with appropriate images and video.
- Your website is listed on every online directory possible, especially legal directories that service your area, with the same NAP (Name, Address, Phone Number) as your Google listing.
- You have written blog articles on subject matter that your clients care about. Articles appear on your website and are optimized for 1 or 2 primary keywords, just like your web pages.
- Your website is optimized for mobile (it looks great, no pinching needed to read it on a smartphone). Also - did you know that over 15% of potential new clients won't do business with a lawyer that doesn't have a website, and over 60% are looking on their mobile device?

## Your Score:

Total Points \_\_\_\_\_

### Scoring Key:

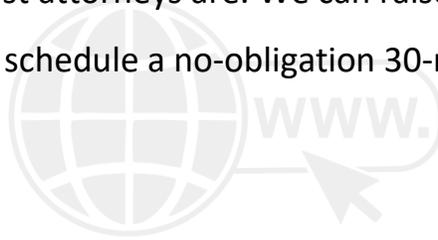
No website (even if you have checkmarks!): 0 points. Truly. You are automatically losing clients without a website - guaranteed. I won't tell you that you need a website. But someone should.

1-4 points – you have started your online marketing journey, but you have a long way to go – you might consider consulting with an online marketing expert to help set your goals and plan your firm's growth

5-8 points – your online presence isn't bad, but an online marketing expert could help point out what you might be missing so you can improve your PNC opportunities

9-11 points – nice job! Your online presence is very good, but it could always use another set of eyes to see where you might be missing new client opportunities.

**Disappointed with your score?** Most attorneys are. We can raise your score and get you more clients. Call today 602-899-5223 to schedule a no-obligation 30-minute consultation.



## BROUGHT TO YOU BY:

# Elite Law Firm SEO

*Are you ready to get more clients? Let's talk.*

Call 602-899-5223 For a No Obligation Consultation Today!

