



LEGAL  
**GROWTH**  
PARTNERS

# THE ULTIMATE LAW FIRM **ONLINE** **PRESENCE** CHECKLIST

Make sure your law firm **stands out online** with this comprehensive checklist. Use this to audit your current digital presence and identify areas for improvement.



# WEBSITE OPTIMIZATION

---

- ☐ Is your website mobile-friendly and responsive?
- ☐ Do you have attorney bios with professional headshots?
- ☐ Does your homepage clearly communicate who you are and what you do?
- ☐ Are there clear calls to action (CTAs) on every page?
- ☐ Do you have clear contact information (phone, email, address, contact form)?
- ☐ Do you have a FAQ page addressing common client concerns?
- ☐ Is your website loading in under 3 seconds?
- ☐ Is your website secure with HTTPS?
- ☐ Are your service pages optimized with relevant keywords?



# SEO & LOCAL SEARCH

- ☐ Are you ranking for your key practice areas in Google search results?
- ☐ Are you using local keywords (e.g., "[City] Divorce Attorney") in your content?
- ☐ Do you have an optimized Google Business Profile?
- ☐ Do you have schema markup to help Google understand your content?
- ☐ Are your firm's name, address, and phone number (NAP) consistent across directories?
- ☐ Are you leveraging backlinks from reputable legal directories?
- ☐ Do you have positive client reviews on Google, Yelp, and Avvo?



# CONTENT MARKETING

---

- ☐ Do you have a regularly updated blog with helpful legal content?
- ☐ Are you repurposing content for social media and email marketing?
- ☐ Are you creating content that answers common client questions?
- ☐ Do you have video content explaining legal concepts?
- ☐ Do you have case studies or client testimonials?
- ☐ Are you using a mix of short-form (social media) and long-form (blog, guides) content?





# SOCIAL MEDIA PRESENCE

---

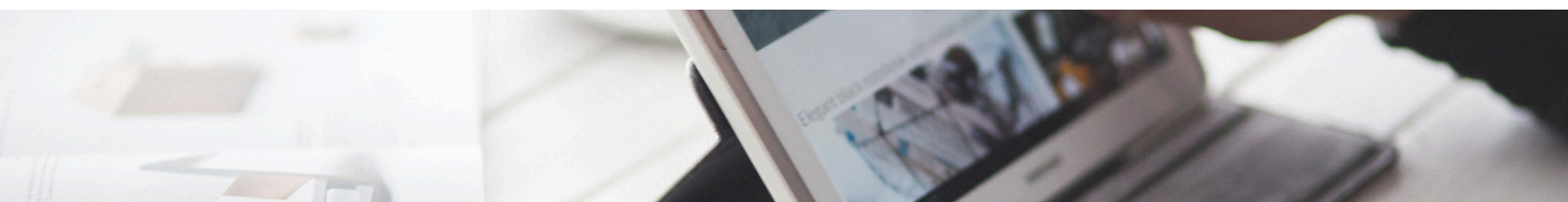
- ☐ Is your firm active on LinkedIn, Facebook, and Instagram?
- ☐ Are you using hashtags and geotags to reach a broader audience?
- ☐ Do you have a content calendar for consistent posting?
- ☐ Do you have professional branding across all platforms?
- ☐ Are you engaging with comments and messages from potential clients?
- ☐ Are you leveraging LinkedIn for thought leadership and networking?



# PAID ADVERTISING & LEAD GENERATION

---

- ☐ Are you running Google Ads for targeted legal services?
- ☐ Do you have lead magnets (guides, e-books, checklists) to collect emails?
- ☐ Are you using retargeting ads for website visitors who didn't convert?
- ☐ Are you tracking conversions from paid campaigns?
- ☐ Are you leveraging social media ads for brand awareness?
- ☐ Are you running A/B tests on your ads to optimize performance?



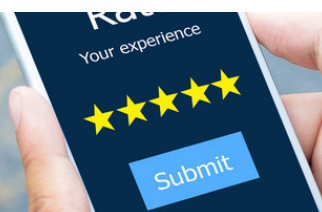
# EMAIL MARKETING & LEAD NURTURING

- ☐ Do you have a way to capture emails from website visitors?
- ☐ Do you provide valuable insights rather than just promotional content?
- ☐ Are you sending out a monthly or quarterly newsletter?
- ☐ Are you segmenting your email list for personalized messaging?
- ☐ Are you using automated email sequences to follow up with potential clients?
- ☐ Do your emails include strong CTAs and legal disclaimers?



# ONLINE REPUTATION MANAGEMENT

- ☐ Are you responding to client reviews (both positive and negative)?
- ☐ Do you have a crisis management plan for handling negative press?
- ☐ Do you have a process in place to request reviews from satisfied clients?
- ☐ Are you regularly updating testimonials and case results on your website?
- ☐ Are you monitoring your firm's name online using Google Alerts?

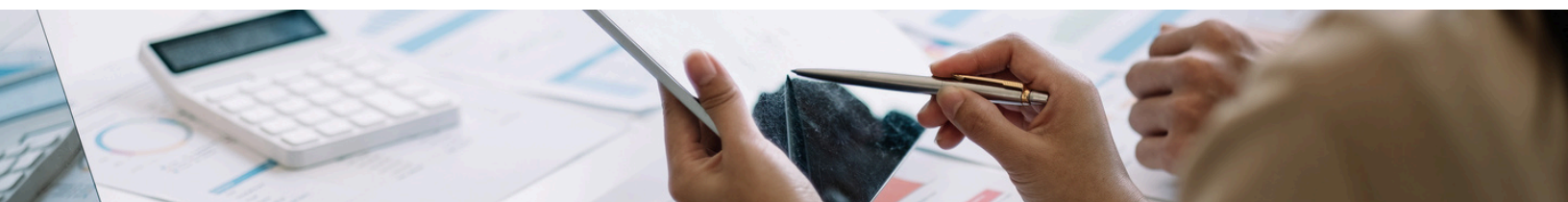






# ANALYTICS & PERFORMANCE TRACKING

- ☐ Are you using Google Analytics to track website performance?
- ☐ Are you measuring your conversion rates for lead generation?
- ☐ Are you monitoring your search rankings with SEO tools?
- ☐ Do you have a plan for adjusting your strategy based on data?
- ☐ Are you reviewing social media insights to track engagement?





LEGAL  
**GROWTH**  
PARTNERS

# Don't Leave Your Firm's Success to Chance!

If you didn't check off every item on this list, your law firm could be missing out on potential clients. **Schedule a call with Legal Growth Partners today** to get expert guidance on optimizing your online presence and staying ahead of the competition.



**BOOK A  
CONSULTATION  
NOW:**

[LEGALGROWTHPARTNERS.COM](https://LEGALGROWTHPARTNERS.COM)