

SEO Checklist for Lawyers

Part 1: Keywords

- Create a Web Site** - Create a website using the easy-to-use platforms below.



Wix



SquareSpace



Weebly

- Identify Important Keywords** - Identify 15-20 keywords that would lead your target clients to your site. If you get stuck, use Ubersuggest. Narrow down your keywords using the Google Keyword Planner and focusing on words that deliver more rather than cost more.



Ubersuggest



Google Keyword Planner

Part 2: Content Optimization

- Titles** - Use your most important keywords in your website and page titles. Keep the titles **55 characters or less** for best results, and make sure every page on your site has a title.
- URLs** - Make URLs readable, keyword rich, and short. **Ex: meruscase.com/seo-for-lawyers**. Use only 3-5 words, separated by hyphens.
- Meta Descriptions** - The little snippet that appears below your title in search results should be **156 characters or less**, and include a value proposition with action-oriented verbs and differentiator like "top-rated" or "best-selling". Does not affect SEO, but grabs attention.
- Page Content** - Keywords should be formatted - bold, underlined, or italicized - and headers (h1,h2, and h3) should all include keywords. Use 2-3 keywords for every 1000 words in your site copy, and make sure every page has at least 2000 words on it. **Place important keywords in the first 100 words of your content.**
- Image Optimization** - Alternative text (what appears if the image doesn't load) and the filename should be keyword rich, and separated by hyphens. **Ex: seo-for-lawyers.jpg**

Part 3: Link-Building

- Interlinking** - Links to other pages on your website. Link your new posts to your old ones to pass the authority from the old page to the new. Link the old sites with 2-5 keyword rich links. **Ex: SEO for Lawyers: Part 2.** Make sure it's bold, underlined, or italicized.
- Outgoing Links** - Linking your site to authority sites within your niche or related fields. Find sites that have page or domain authority that is >40, and link to those sites to pass the authority to your website. Use **Moz Chrome Extension** to find the PA and DA of each site you are linking to. Include 2-4 outgoing links for every 1000 words on a page.
- Linkbacks** - Links from other authority sites to your website. Create something that is worth linking to, ask bloggers to link to your site, or get the attention of influencers through content that compliments them or asking them for interviews and posting them on your site.
- DoFollow** - Do not use "do not follow" links. Install Nofollow Chrome Extension and only use authority sites for all links. Social Media links are all "do not follow," so they will not improve your SEO. Google+ is an exception, so optimize your page.