



Quick Visibility Audit: Are You Ranking for Local Searches?

Here's a quick checklist we use with every new legal client. Run through this and see how many boxes you check:

Google Business Profile

<input type="checkbox"/>	Is your GMB verified, with accurate categories and services listed?
<input type="checkbox"/>	Are your business hours, phone number, and address consistent everywhere?
<input type="checkbox"/>	Do you have at least 5 high-quality, relevant images?

Reviews


<input type="checkbox"/>	Are you consistently asking clients for reviews after their matter closes?
<input type="checkbox"/>	Do you respond to <i>every</i> review — including negative ones?
<input type="checkbox"/>	Do you feature reviews on your website or in email footers?

Website & Content

<input type="checkbox"/>	Does your website have a separate page for each practice area and city served?
<input type="checkbox"/>	Are your page titles and headlines using location-specific keywords?
<input type="checkbox"/>	Are you publishing local blogs at least twice per month?

Tracking & Reporting

<input type="checkbox"/>	Can you see how many leads came from Google Maps or organic search?
<input type="checkbox"/>	Are SEO leads tagged in your CRM?
<input type="checkbox"/>	Are you tracking calls, form fills, and booked consults tied to SEO pages?

 10+ Checks = You're on the right track.

 7 or fewer = You're missing key visibility levers.