

LawyersDigital.com

Legal Marketing Experts

Digital Marketing Checklist for your Law Firm

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1. Does your business rank on page one when customers type "your city practice area Lawyer", "your city practice area Attorney", "your city practice area Law Firm" and other similar keywords? (YES / NO)

2. Is your website compliant with Google Best Practices?
☐ Is your website ADA compliant?
☐ Is your website conversion optimized for mobile?

3. Is your website optimized for conversion (visitors to leads)?
☐ Are you using authentic images and/or videos?
☐ Do you have your Phone Number in the top right corner on every page?
☐ Do you have multiple call to actions on every page?

4. Does your website have a Secure Socket Layer (SSL) certificate? (YES/NO)

5. Have you optimized correctly for the Google Map Listings
☐ Have you properly optimized your GMB listing?
☐ Are you on all the major online directories with consistent company Name, Adress & Phone Number (NAP)?
☐ Are you in all the vertical directories with consistent company NAP?

6. Is your Firm active on Social Media?
☐ Do you have your business profile setup on Facebook, Instagram, Twitter, Linkedin and Youtube?
☐ Have you A/B tested Facebook ads or boosts?
☐ Are you updating your social profiles on a daily basis?

7. Are you leveraging email Marketing?
☐ Do you have a database with your clients email adresses?
☐ Are you sending out a monthly email newsletter?
☐ Are you leveraging email to get online reviews & to draw customers into your social media?

8. Is your website properly optimized for search?
☐ Do you have pages for each of your core services?
☐ Do you have your main keyword in the title tag on each of the pages of your website?
☐ Do you have unique content on each of the pages of your website?
☐ Are you helping Google understand your true service area?

9. Do you know your internal Cost per Lead and ROI? (YES / NO)

10. Do you have the proper tracking in place to gauge your ROI? (Don't even try to invest lots of money if you can't track conversions)
☐ Google Analytics & Insights
☐ Google Search Console
☐ Call Tracking

11. Do you know your internal conversion rate?
☐ How many calls does it take to get a consultation?
☐ How many consultations does it take to acquire a new client?
☐ Do you know your average case value?
☐ Do you know your average client acquisition cost?

12. Do you know your "Reputation Score"?
☐ Do you know how many online reviews you have?
☐ Do you have a proactive strategy for getting new online reviews every day?
☐ Are you regularly monitoring & responding to what people are saying about you online ?

13. Do you have live-chat 24/7? (YES / NO)

"The best news is that you don't have to pay much for live chat . We will only bill you for every lead we bring you " - LawyersDigital.com