



Law Firm SEO Guide

BENCHMARKS • BEST PRACTICES • CHECKLIST

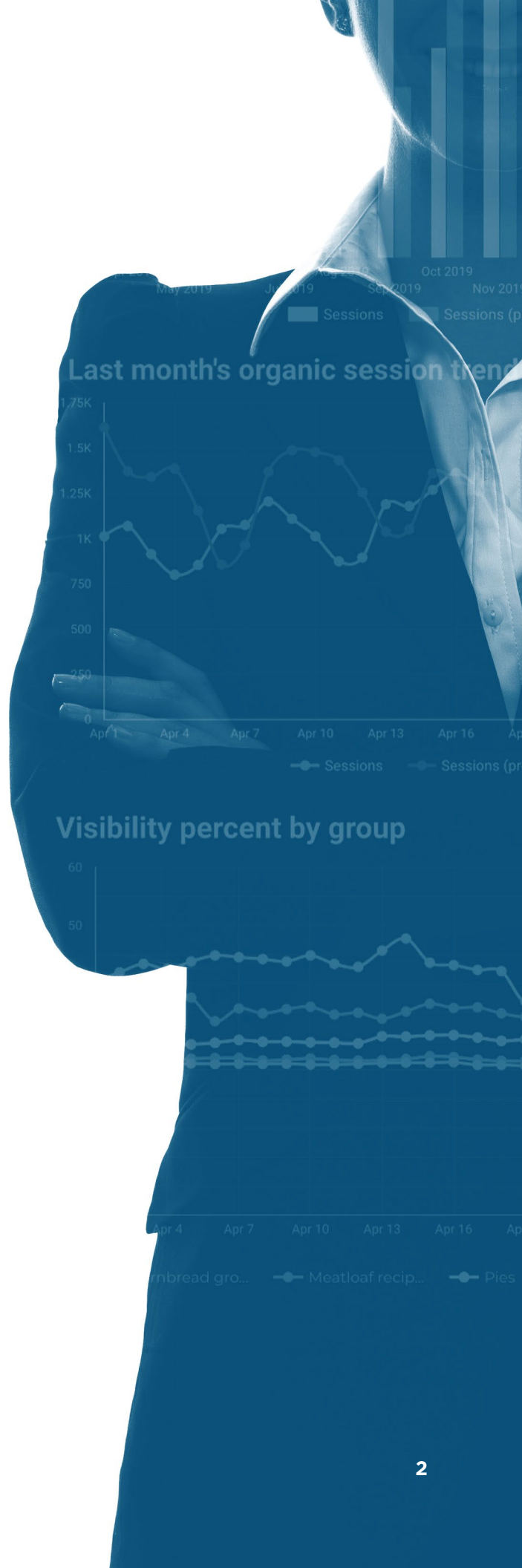
How does your SEO growth compare to law firms across the country?

If your law firm is serious about growing, SEO is an essential long-term marketing investment. By rising in rankings, you can grow organic traffic and attract new leads through online searches.

Over time, SEO can become the single biggest driver of new leads.

Through a combination of law firms we've worked with and data sharing partnerships, we've identified a few key things to keep in mind when assessing the health of a law firm's SEO:

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- What Users Click 4**
- Your Organic Growth Checklist 5**



LAW FIRM SEO BENCHMARKS

1) 25% Growth Is a Good Benchmark of Healthy SEO

While organic traffic growth rates can vary, law firms that invest in keyword-backed, user-focused, high-quality content can see 10-30% year-over-year growth. Some grow quicker than others with a heavier investment up front, while others see incremental improvements before experiencing any kind of large gains.

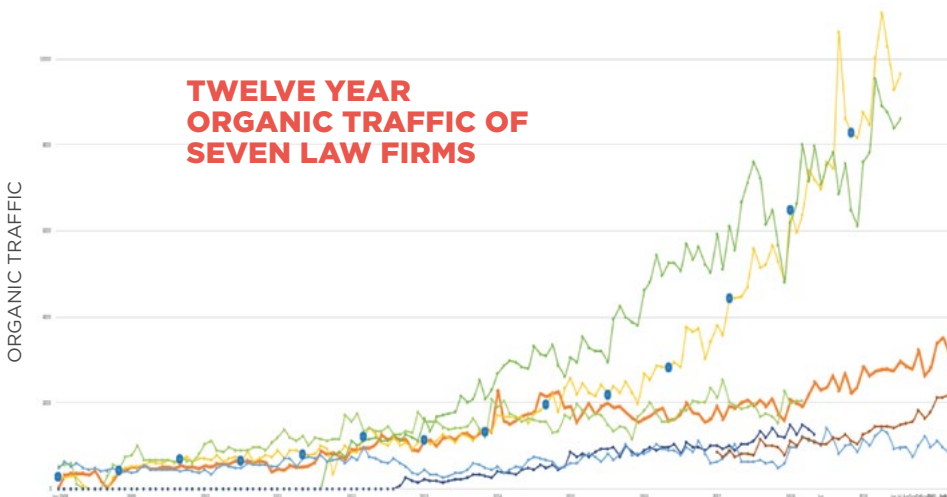
2) Not All SEO Is Created Equal

While firms with top-performing SEO see high year-over-year gains in organic traffic, some plateau early and don't see increases in growth, and others hardly see a rise at all.

Low organic traffic growth over time is a good indicator of an SEO strategy that is poorly planned, hardly monitored, or simply not making an impact.

Performance of SEO activities can vary wildly based on level of expertise, creativity, quality and quantity of content, technical website setup and maintenance, off-page efforts, and level of in-depth audience understanding – along with a myriad of other constantly changing factors.

While things like keyword relevance and author authority may vary in weight over the years, writing with a law firm's audience in mind will always be a good compass to guide SEO-driven content efforts. When firms write for people, they get found by people.



3) Not All SEO Is Predictable

Any experienced digital marketing partner will tell you up front that while lots of SEO factors are within your control, many influential variables live outside of it.

SEO performance is subject to shifting search engine algorithms, competitor SEO efforts, market perceptions, and the ever-changing digital landscape that includes new trends in search like voice-activated devices.

Finding an experienced partner you can trust for the long haul, who will be transparent when results are positive or negative – and who is willing to pivot when the landscape changes – should be a priority for all ambitious law firms.

4) The Organic Growth of Top Firms Tends to Plateau

When law firms do reach the top of their market and search rankings, their organic traffic growth tends to plateau. When you're on top, it's easy to let the foot off the gas and rest on your reputation. In every market, there's another hungry firm working hard to close the gap and secure that crucial top spot for any given, relevant keyword. If you do reach the top, it's as important as ever to continue to invest in SEO to maintain and grow your advantage.

Law firms that have been investing in SEO for a long time or already dominate the search results tend to see less growth, and firms that are newer or have done less historically can experience significant growth as they invest more in SEO.

Slow or no growth in organic traffic can come from hardly investing in SEO, choosing bad partners, or simply not including SEO in the marketing mix.

WHAT USERS CLICK:

~40%
PPC ADS AND INFO

A strategic marketing mix of both PPC and SEO can help your firm maximize its chances of getting picked when a user turns to a search engine for a solution.

~60%
ORGANIC RESULTS

car accident lawyer

About 302,000,000 results (0.88 seconds)

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ORGANIC GROWTH CHECKLIST

- Is your firm constantly producing high-quality content (new pages, blog posts, and resources) backed by recent keyword research?**
- Are you continually reviewing old content and removing or optimizing it if it's not adding value to your site and visitors?**
- Does your content match user intent or is it just built for SEO?** User Intent is the main goal a user has when typing a query into a search engine. When someone does a search for "auto accident attorney" and lands on your website, will your content provide that person with the information they need or will they bounce away and go to another site for an answer?
- Are you consistently rising in relevant keyword rankings and landing on the first page of search results?**
- Is your organic growth rising by 10-30% or more year-over-year?**
- Are you seeing the majority of your leads come from organic traffic vs. paid ads or offline sources?**
- Are you dominating the search results, showing up in the top 3 for your most important keywords?**

Want More Insight into How You Compare?

Overviews and benchmark data can be helpful, but when it comes to the unique circumstances of your own marketing performance, the details can make all the difference.

Seeing your organic traffic compared to other law firms focused on optimizing for similar keywords can be insightful and help you gauge how successful your SEO efforts are.

Interested in a custom comparison against our other law firms?

It's as simple as sharing your organic website traffic with us so we can give you a comparison to 3-5 other law firms. We'll provide you with instructions, and, if you're interested in discussing the results in-depth, we're happy to offer a free consultation – just like your law firm does.

About Magneti

Magneti's law marketing experts have been working on SEO since search engines rose to prominence. We have a long history of taking new law firms and helping them grow to the top of their markets, navigating a constantly changing search engine landscape.

We'd love the chance to talk to you about growing yours.