

The Personal Injury Firm SEO Checklist

15 checks to see if Google is sending you cases, or sending them to other firms.

How to use it: click every box your firm already has. Your score adds up at the bottom. It takes about 5 minutes. **Not sure about a check? Leave it empty.**

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Our free audit checks these for you.

1 GOOGLE MAPS AND REVIEWS

- ☐ Your Google Business Profile is claimed, and its main category is "Personal injury attorney"
- ☐ When you search "car accident lawyer" in your city, your firm shows up in the top 3 on Google Maps
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- ☐ You have about as many Google reviews as the top 3 firms on the map, and new ones come in every month
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- ☐ Your firm name, address and phone number are the same on your website, Google and legal directories like Avvo

2 SHOWING UP IN GOOGLE SEARCH

- ☐ Your firm shows up on page 1 of Google, below the map, for "[case type] lawyer [your city]"
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- ☐ When you search **site:yourfirm.com** on Google, all your main pages show up
- ☐ Local websites link to your site, such as news sites, bar associations and legal directories
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3 YOUR WEBSITE PAGES

- ☐ A separate page for each case type you want: car accident, truck accident, slip and fall
- ☐ A page for each city you serve, with real local details, not the same page with the city name swapped
- ☐ Each page's title in Google results names the case type and the city
- ☐ Your pages answer what injured people ask: what to do after an accident, how your fees work, how long a case takes
- ☐ Your site opens within a few seconds on a phone
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4 TRACKING RESULTS

- ☐ You know how many calls and forms came from Google last month
- ☐ You know how many of those became signed cases
- ☐ You know what each signed case costs you

Can't answer these? We set up tracking that shows which calls and forms became signed cases.

Your score

- 13-15** Strong
- 8-12** Some gaps to fix
- 0-7** Big gaps. Start with section 1.

Your result

Scored under 13? Get a free audit.

We'll show where you rank on Google Maps across your city, how your reviews compare with the top firm, and what to fix first.

pinnacletechnologies.ai/audit

or call (904) 822-4733