HOW TO OPTIMIZE YOUR FAMILY LAW FIRM'S GOOGLE BUSINESS PROFILE



MarketCrest

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If you're a family law firm owner, it's critical to make sure your Google Business Profile (formally Google My Business) is optimized.

Why?

Because your Google Business Profile is one of the first things potential clients will see when they search for a "family law attorney" or "family lawyer" on Google.

And if your profile isn't up to snuff, you could be losing out on valuable inquiries, clients, and revenue.

A Google Business Profile is a powerful tool for law firms of all sizes. When used correctly, it can help improve your visibility online and drive website visits and calls from potential new clients.

And of course, your listing contains all your Google reviews, so you'll want to create a profile that is as professional and branded to your website.

Luckily, optimizing your Google Business Profile is relatively simple—it just takes a bit of time and effort. We'll walk you through how we optimize Google Business Profiles so you can get more eyes on your practice.

Let's get started!

What's The Difference Between Google Maps and Google Business?



The primary difference between Google Maps and Google Business is their purpose. While Google Maps provides various services like route planning and location searching, Google Business is an online directory where people can find information about your law firm.

However, they do work together – having a fully optimized listing on Google Business can improve your ranking on Google Maps, allowing potential clients to easily find details about your company such as location, hours, and contact information.

Think of how many times someone types "family attorney near me" in the Google search window. Your Google Business Profile information is how Google determines if you are in fact near them and therefore shows you on Google Maps. Few things are more important than Google being clear about where your law firm is located and what type of law you practice.

Your Google Business Profile is the primary factor in determining if your firm is shown to people close to your location. It's part of something called Local SEO which is gaining in popularity and importance.

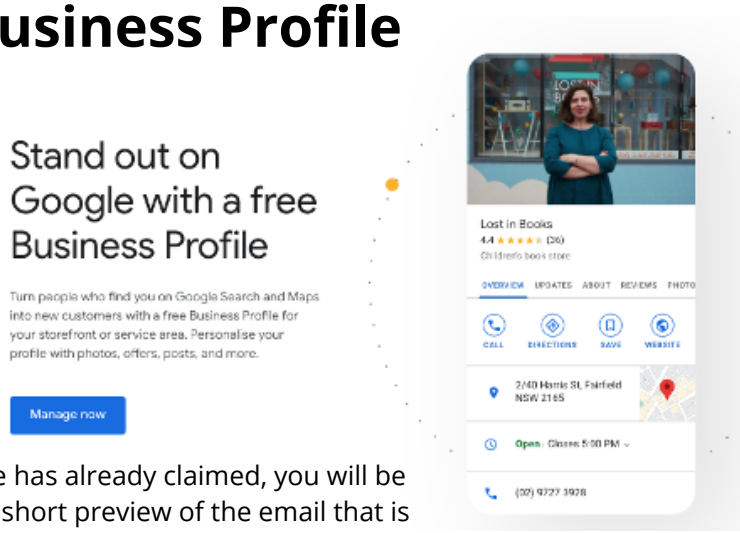
Google wants to match searchers up with top attorneys that are geographically close and convenient to them. That's one of the many things that makes Google great.

And even better, as of this writing, *Google Business Profiles are completely free*. So, there's no reason for you not to take advantage of this incredible opportunity.

Completing Your Google Business Profile

#1 “Claim” Your Business

If you haven’t already, the first step is to claim your law firm’s Google business listing. To do this, simply go to google.com/business and click “Manage Now.” From there, you’ll be prompted to enter your firm’s name and location. If you are creating a new Google Business Profile or no one has claimed the profile yet, you can move forward to step #2.



If there is an existing Google Business Profile that someone has already claimed, you will be prompted to request access to the page. Google will give a short preview of the email that is managing the profile. We recommend that if you know that email or the person who manages that email, reach out to them and ask them to approve your management request.

If they deny your request, you will have to appeal the denied request with Google Support. If they do not respond within 3 days, you may have the option to prove that you own the business and take over the management. If you are having Google Business Profile ownership disputes, you can follow this Google support article or contact Google directly.

To see and manage your business profile, simply search for your law firm’s name on Google Maps or Google Search and click on the profile that appears.

#2 Choose The Right Business Category

One of the most important things you can do when setting up your Google Business Profile is to choose the right business category.

This sounds like a no-brainer, but you’d be surprised how many businesses and law firms get it wrong. When choosing your category, be as specific as possible.

For example, if your firm focuses specifically on family law cases, don’t choose “Attorney,” “Lawyer,” or even “Law Firm.” We recommend choosing “Family Lawyer” or “Family Attorney.” The more specific you can be, the better.

#3 Fill Out Your Profile Completely and Accurately

Once you’ve selected your business category you’ll be prompted by numerous questions about your business including whether someone can visit your law firm in person, your address, the areas you service, your phone number, and your website URL. Once you’ve completed this, you will be asked to verify your business (see how in step #4).

One of the most important things you can do to optimize your Google Business profile is to make sure the information is fully complete, accurate, and consistent across your Google Business Profile, website, and other listings.

Once you’ve completed your verification (or selected “later”) you will be able to fill out more information about your business. Utilize this as much as possible. This includes your “products” (we recommend listing each of your practice areas as a service), your services, FAQs, photos, etc.

#4 Verify Your Business



Once you've "claimed" your Google Business Profile, Google will ask for you to verify your profile before any of your changes go live. Google will prompt you to verify your business through phone, text, email, or video.

How you're asked to verify your business depends on your location and business category. For family law firms, we've found the most common to be through a verification code sent to your law firm's address or phone number. Once you receive the code, follow the instructions listed with the code to verify your listing and claim ownership of your Google Business Profile.

#5 Use Keywords Strategically

Another important tip for optimizing your Google Business profile is to use keywords strategically. When people search for law firms like yours on Google, the search engine looks for certain keywords to determine which results to show.

By including relevant keywords in your business description, category, practice areas etc. you can improve your chances of showing up in search results.

#6 Optimize Your Business Description

Your Google Business Profile description is an important piece of real estate—make sure you're making the most of it! Write a clear, concise description that accurately describes what your law firm does and what sets it apart from the competition.

Keep in mind that this description shows up in search results, so make sure it's keyword-rich and optimized for clicks.

#7 Frequently Asked Questions



One feature that is often overlooked is the FAQs section.

Frequently asked questions provide potential clients with quick, easy answers to common inquiries, saving both them and you time in the long run.
To make the most of this feature, start by creating a list of frequently asked questions about your law firm and its practice areas. Next, flesh out detailed but concise responses for each question. Keep in mind that word count is limited, so try to incorporate keywords and include a call to action where appropriate.

You can also proactively add new questions that anticipate what potential new clients might be searching for. Keeping your FAQs current and relevant will not only improve the client experience, but also boost your visibility in search results.

Try to add 1-2 questions and the provide the answer each month.



#8 Add Plenty of Photos and Videos

One of the best ways to make your Google Business Profile stand out is by adding photos and videos. People love visual content, so adding high-quality photos and videos of your office space, happy clients, staff events, and teammates at work, will help attract attention to your listing—and could even help convert leads/inquiries into clients.

Not sure what kind of photos and videos to add?

Google has some great suggestions: product photos, team photos, exterior shots, interior shots, client photos/testimonials, etc. Try to have a few photos in each category at a minimum.

From our experience, photos, and videos are often the most popular things users interact with on your profile and are a direct factor in your Google Business rankings.

Don't be stingy.

If your profile has 100–200 photos, it's ok. Just upload them in a steady and consistent fashion, not exceeding 10 at a time.

#9 Encourage and Respond to Reviews



Client reviews are an important part of any business's online presence. Not only do reviews help build trust and credibility with potential clients, they also help improve your visibility in search engine results.

When potential clients see that others have had positive experiences with your business, they are more likely to choose you over a competitor with no reviews or negative reviews.

So, if you haven't already done so, start actively encouraging your satisfied clients to leave reviews on your Google Business Profile (and other popular review sites). We've learned that the most effective way to get reviews is to directly ask for them with a QR code that links directly to the review site so they can write the review right then.

If you have a physical office, you can also make a "teepee" stand with the QR code asking for reviews and put it on your desk or reception desk. Lastly, you can email the client after their experience.

Not only will this help boost your SEO efforts, but it will also help increase conversion rates and grow your firm overall.

In addition to encouraging client reviews, it's also important to respond to them promptly. Whether the review is positive or negative, thank the client for their feedback and let them know that you take their comments seriously.

If the review is negative, offer to make things right and encourage the client to contact you directly so that you can resolve the issue.

Like all things in your Google profile, be sure to include relevant keywords in your responses, when possible, without it seeming unnatural.

Notice: It is against Google's policy to offer gifts to clients to give you a review. An effective alternative is to incentivize your employees to ask for and receive reviews.

What To Avoid in Your Google Business Profile

When it comes to optimizing your Google Business page, it's important to avoid a few common pitfalls. First, don't include misleading information in your business description or category selections.

Not only can this negatively impact your search ranking, but it may also result in unhappy clients.

Second, don't forget to regularly update your address, hours, and contact information. Outdated details can frustrate potential clients and make them less likely to choose your firm.

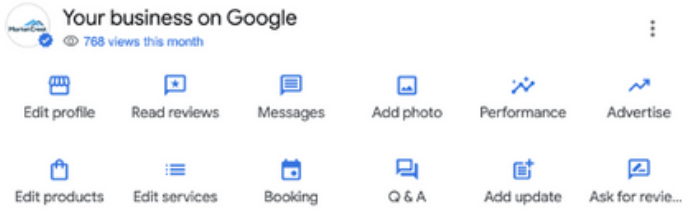
Lastly, avoid using excessive or unnecessary keywords in your descriptions. This technique, known as keyword stuffing, can have a negative effect on your search ranking and credibility.

Overall, the key is having accurate, relevant information that adds value for potential clients and sets you apart from the competition. By keeping these tips in mind, you can ensure that your Google Business Profile accurately represents and promotes your law firm effectively.

Maintaining Your Google Business Profile

Once you've initially set up your profile, you're not done! Google rewards businesses and law firms who regularly update their profile, with higher rankings. Here's are some ideas on how you can update your profile every month.

Maintenance #1: Posts



Google Business posts allow you to share updates, events, offers, and product information directly on your listing.

Utilizing posts can not only keep clients regularly updated on your firm but also improve your local search ranking so be sure to be thoughtful of your keywords and linking back to your website.

To get started, simply log in to your account and click on the "Posts" option from the menu. From there, select the type of post you want to create and fill out the provided fields with your desired content.

You can even add a photo or short video to enhance your post. Don't forget to hit "Publish" once you're finished!

Maintenance #2: Reviews

Make certain to collect and respond to all reviews on your listing! The quicker the response, the better. This is an important part of maintaining a strong online presence—not only because it shows potential clients that you're active on Google, but also because it allows you to address any negative reviews quickly and head-on.

Pro-tip: Everyone gets bad reviews, especially in family law. It's how you respond in writing to the review that tells potential new clients about your attitude and culture. Always take the high road and never reply with canned pre-written responses. It shows you don't care enough to write a proper reply.

Maintenance #3: FAQs

It's also important to regularly review and update your FAQs as necessary. By effectively utilizing the FAQs on your Google Business Profile, you'll improve the overall user experience and drive more clients to your firm.

That's it! By following these simple tips, you can optimize your business profile and attract more attention (and more clients!) to your business.

Don’t Have Time to Optimize Your Google Business Profile Yourself?

No problem—our team at MarketCrest can help! We specialize in family law local SEO and would be happy to lend a hand. Contact us today for more information, to strategize or simply to schedule a free consultation.

Schedule a Free Family Law Marketing Consultation



MarketCrest, LLC is an international award-winning, Digital Marketing Services firm specializing in client revenue growth. Simply, we exist to help our clients compete and grow... and we expect to be held accountable for their improved performance.

We do website design and development, search engine optimization, conversion rate optimization, ROI dashboard reporting, pay-per-click, local search marketing, email marketing, press releases, blog articles, ebooks, graphic design, branding and messaging, reputation management, social media, and photography.

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