

 Uptime  
JurisPage

# 6-Month SEO Strategy

FOR LAWYERS AND  
LAW FIRMS



# Introduction

This isn't a document explaining why you should invest in SEO.

I won't be telling you why you need SEO or a good website with great content.

This is a guide for smart, savvy lawyers who already understand the necessity of a well-planned digital marketing campaign to grow their firm.

This is for lawyers and law firms who are aware of the importance of SEO. Maybe they've already tried SEO with little success, or just are hearing about it and wanting to get started. It's for lawyers whose main objective is to increase leads and grow their business.

What you will find in this document is a specific plan that outlines what you need to do in 6 months to take your law firm from minimal web presence to page one on Google with actual clients coming through your door.

There are no bells and whistles, and definitely no shortcuts in this plan. You have to put in the work and implement the foundational components correctly to see success. This plan blends SEO optimizations and content marketing to create a campaign that just works. And we can prove it.

See some of our [client success stories](#).

## Wilson Criminal Defence

**+1,800%**  
INCREASE IN  
WEBSITE  
TRAFFIC

**+50**  
TOP 3  
KEYWORD  
RANKINGS

"Since hiring JurisPage, my business has gone through the roof. I can't quantify the amount of leads I get now, or the amount of traffic coming to my website; my phone doesn't ever stop ringing. I can't believe the significant amount of money that's come through the door, and we saw that change almost instantly."

**CORY WILSON**



# Budget

You're probably wondering how much money you need to invest to implement our strategy.

This all depends on how much you outsource. If you hire a marketing agency to complete the full 6-Month plan on your behalf, it will likely result in \$3,000-\$5,000 per month.

By month 6, you should have retained enough clients to generate a positive ROI if you choose this route. Keep in mind these results continue to compound over time. Year two and beyond will result in an increasingly higher ROI.

If you do all the work in-house, the 6 month timeline will likely extend to 9-12 months or more. While this is the cheapest option, keep in mind this will take a significant portion of your time each month in order to stay consistent and on track.

## HIRE AN AGENCY

**\$3K-\$5K**  
PER MONTH

**6 MO**

TIMELINE

**3-8**

HOURS / MO.

## PARTIAL OUTSOURCE

**\$1K-\$2K**  
PER MONTH

**6-9**

MONTHS

**12-16**

HOURS / MO.

## IN-HOUSE

**\$100+**  
PER MONTH

**9-12**

MONTHS

**24-40**

HOURS / MO.

# Results

## Rankings

By month six, you should begin seeing a handful of keywords reach the first page of Google.

By month twelve, you should be in the top three positions or close to the top of the first page for your homepage keyword and main practice area keywords in Google's organic rankings.

## Website Traffic

Website traffic entirely depends on the search volume of the keywords in the location you're targeting. However, you should notice a significant uptick starting around month six. This could result in monthly sessions of 200 or 2,000 depending on search volume.

## Leads


By month six, your SEO campaign will be driving a significant amount of leads from organic website traffic.

If you continue beyond this guide, by month 12, you should see a significant increase in leads and clients and a positive ROI from your SEO campaign. After this point (months 12 - 24) the results will continually compound, bringing in an increasingly higher ROI as time passes.



# 6 Month Plan

We've put together a 6 month plan in Google Sheets that you can *actually* use. The strategy is broken out by week so that you know what to focus on at any given time. Each item has a resource link for more information on exactly how to implement it. Click below to see the live template and copy/paste it into your own Google account to use it for yourself.

Phase		Week	Item	Description	Est. time	Resources / How-To
 <b>6-Month SEO Strategy for Lawyers &amp; Law Firms</b> Our proven "Secret Sauce" 6-month strategy to increase your rankings, generate more traffic, and increase your leads. <a href="http://www.inboundlawmarketing.com">www.inboundlawmarketing.com</a> How to Use: Click "File" > "Make a Copy" and copy the sheet into your personal Google account.						
<b>Month 1</b>						
<b>Phase 1 - Planning</b>	1	<input type="checkbox"/>	Set Goals, Audience & Budget	Determine your main KPIs, budget and audience, as the foundation upon which you will build your entire campaign.	1-2 days	<a href="#">How to Set a Law Firm</a>
		<input type="checkbox"/>	Competitor Research	Look into your main competitors to gain insight into their offerings and marketing tactics. Identify areas they excel in, and a few that they're weakest in.	1 day	<a href="#">What's a Competitive Analysis and How to Do One</a>
	2	<input type="checkbox"/>	SFO Audit	Determine the current state of your SFO, examining your technical SFO, content, backlinks, and on-page SFO.	2-3 days	<a href="#">How to Perform an SEO Audit in 18 Steps</a>
	3	<input type="checkbox"/>	Google Analytics Setup	Set up a Google Analytics account that's linked to your website.	1 day	<a href="#">Get Started with Analytics</a>
		<input type="checkbox"/>	Google Search Console Setup	Do the same with Google Search Console.	1 day	<a href="#">Get Started with Search Console</a>
		<input type="checkbox"/>	Setup Google Business Profile	Create a profile and request a verification postcard for your Google Business Listing.	1 day	<a href="#">Create My Business for Lawyers</a>
	<b>Month 2</b>					
1	<input type="checkbox"/>	Keyword Research	Perform your SEO keyword research with a focus on pillar content.	1 day	<a href="#">Keyword Research for Lawyers</a>	
	<input type="checkbox"/>	Setup Conversion Tracking	Setup your SEO conversion tracking through Google Analytics & Google Tag Manager.	1 day	<a href="#">How to Track Conversions in Google Analytics</a>	
	<input type="checkbox"/>	Content Topic Ideation	Begin to brainstorm topics that you'd like to cover with your content.	1 day	<a href="#">A Guide to Content Ideation</a>	

**Download the Plan**

# Want to Chat?



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## Author

Amy Catley is the Managing Director and lead strategist at JurisPage.

For over a decade, she has been working with law firms to design websites and develop comprehensive Search Engine Optimization (SEO) and Google Adwords Marketing campaigns.

Want to discuss your law firm's digital marketing strategy? Ask a question or [schedule a free 30-minute consultation today](#).

[Get a Free Consultation](#)