JP MARKETING

IDEA BANK

50 SEO Blog Topics for Law Firms

Ready-to-write blog ideas that help you show up on Google and AI search

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Why blogs still work

Blogs help people find you **before** they're ready to buy. They also help Google and AI tools see you as an expert.

Today, lots of people ask questions in ChatGPT, Google's AI answers, and other AI tools. These tools pull answers from helpful pages. A good blog post that answers a real question can get you mentioned.

But only if it's **really helpful**. Thin, boring posts don't work anymore.

Words to know

Word	What it means
SEO	Search Engine Optimization: doing things so Google shows you more.
Map Pack	The 3 businesses on the map at the top of a local Google search.
Service page	A page about ONE thing you do.
Backlink	A link from another website to yours. Like a vote of trust.
AI search	Tools like ChatGPT, Gemini, Perplexity, and Google's AI answers.
Schema	Hidden code that labels your info for computers.
Search intent	Why someone is searching: to learn, to compare, or to buy.
Outline	The list of headings you plan before you write.

How to pick which blogs to write first

Start with these 3 groups. They bring the most leads:

1. **Cost questions** ("How much does...")
2. **Problem questions** ("Why does..." / "What should I do if...")

3. **Compare questions** ("X vs. Y" / "How to choose...")

Then add local and seasonal posts.

50 blog ideas for Law Firms

Injury basics

#	Blog title
1	What to do after a car accident in New Jersey
2	How long do you have to file an injury claim in New Jersey?
3	Should I talk to the other driver's insurance company?
4	How contingency fees work
5	What is my injury case worth? (the factors that matter)
6	Do I need a lawyer for a minor car accident?
7	How long does a personal injury case take?
8	What is New Jersey's 'verbal threshold' / limitation on lawsuit option?

Truck and work injuries

#	Blog title
9	Why truck accident cases are different
10	Who is responsible in a truck crash?
11	Hurt on a construction site: workers' comp vs. third-party claims
12	Truck driver injured on the job: what are your options?
13	Contractors and subcontractors: who pays when you get hurt?
14	Ladder and scaffold falls: your rights

Estate planning basics

#	Blog title
15	Will vs. living trust: which is right for you?
16	What happens if you die without a will in New Jersey?
17	How to avoid probate in New Jersey
18	Power of attorney: why every adult needs one
19	What is a health care directive?
20	How much does estate planning cost?
21	Estate planning for blended families
22	When should you update your will?

Seniors and families

#	Blog title
23	Medicaid planning: what is the 5-year lookback?
24	How to protect your home from nursing home costs
25	Guardianship vs. power of attorney
26	Planning for a child with special needs
27	What to do when a parent dies: a checklist

Choosing a lawyer

#	Blog title
28	Questions to ask before hiring an injury lawyer
29	How to choose an estate planning attorney
30	What happens at a free consultation?
31	Red flags when hiring a lawyer

Local and seasonal

#	Blog title
32	Most dangerous roads in Middlesex County (with real data)
33	Winter driving safety in New Jersey
34	Holiday drunk driving: know the risks
35	Back-to-school traffic safety in Edison
36	Estate planning workshops near Edison

AI search friendly (question style)

#	Blog title
37	Can I sue if I was partly at fault in New Jersey?
38	Does a will avoid probate?
39	How much does a living trust cost in New Jersey?
40	Can I change lawyers in the middle of my case?
41	What does a personal injury lawyer do?
42	Who can be executor of a will?
43	Do I need a lawyer to do a will?
44	Can I get workers' comp and sue a third party?
45	How are settlements paid out?
46	What is pain and suffering?
47	Does an estate plan expire?
48	How do I find a good truck accident lawyer?
49	What documents do I need for estate planning?
50	Can a trust protect assets from nursing home costs?

The simple blog template

Use this every time:

1. **Title:** The question people ask (use the city if it fits).
2. **Quick answer:** Answer the question in the first 2 to 3 sentences. This is what AI tools grab.
3. **The details:** Explain more with headings and short paragraphs.
4. **A table or list:** Prices, steps, pros and cons. Easy to skim.
5. **Local info:** Mention Edison and nearby areas when it makes sense.
6. **Your experience:** Share what you see every day. This is the part AI can't fake.
7. **FAQ:** 3 to 5 short questions and answers.
8. **Next step:** Link to your matching service page and say how to reach you.

> **Tip:** Every blog should link to at least one service page. The blog brings people in. The service page turns them into clients.

How often to post

Your time	Plan
Very busy	1 great post a month
Some time	2 posts a month
Growing fast	1 post a week

One great post beats four lazy ones.

Make it AI-friendly

- Put a short, direct answer at the top
- Use the exact question as a heading
- Add real numbers (prices, times, steps) when you can

- Add an author box: who wrote it and why they know this
- Update old posts every year with new info
- Don't stuff keywords. Write for people.

Checklist for each blog

- [ ] Title is a real question or topic people search
- [ ] Quick answer in the first 2 to 3 sentences
- [ ] Headings that are easy to skim
- [ ] At least one list or table
- [ ] Your own experience or examples
- [ ] Link to a service page
- [ ] Author name and short bio
- [ ] A real photo
- [ ] FAQ section
- [ ] Clear next step

Sample outlines you can copy

Sample outline: "What to do after a car accident in New Jersey"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Edison
6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Sample outline: "Why truck accident cases are different"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Edison
6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Sample outline: "Will vs. living trust: which is right for you?"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Edison
6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Sample outline: "Medicaid planning: what is the 5-year lookback?"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
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Common questions

Can I use AI to write my blogs?

AI can help with outlines and first drafts. But you must add your real experience, check every fact, and make it sound like you. Pure AI copy-paste posts don't do well.

How long should a blog post be?

Long enough to fully answer the question. Usually 800 to 1,500 words. Short is fine if the answer is short.

How long until a blog ranks?

Often 2 to 6 months. Some never rank, and that's OK. Keep the ones that work updated.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.