JP MARKETING

EBOOK

The 12-Month SEO Growth Blueprint for Law Firms

A month-by-month plan for Google, Maps, and AI search

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Your year at a glance

SEO is like planting a garden. The first few months you're building soil. Then things start to grow. By month 12, you should have a strong website, lots of reviews, and a steady flow of clients from Google, Maps, and AI search.

This blueprint gives you a plan for every month. It mixes **SEO work** (pages, links, tech) with **seasonal topics** that matter to law firms.

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.
KPI	A number you watch to see if things are working.
Quarter (Q1 to Q4)	A 3-month chunk of the year.

The 4 big goals for the year

1. **Win the Map Pack** in your main area (top 3 on Google Maps)
2. **Rank your money pages** for your main services
3. **Show up in AI answers** when people ask for lawyers near Edison
4. **Turn more visitors into clients** with better pages and fast follow-up

Month-by-month plan

Month	SEO focus	Seasonal content and post ideas
Month 1	Foundation: tracking, Google profile, reviews	January: New Year estate planning push + winter driving
Month 2	Money pages: top 3 services	February: Estate seminars (great month)
Month 3	Trust: about, team, reviews, listings	March: Spring seminars + 'update your will' content
Month 4	More services pages + FAQs	April: Distracted driving month
Month 5	Local links and partnerships	May: Motorcycle safety + Elder Law Month content
Month 6	Content push: cost and problem blogs	June: Summer travel and construction season
Month 7	Mid-year review + fix weak pages	July: Holiday driving + summer injuries
Month 8	City or location pages (only real areas)	August: Back-to-school traffic
Month 9	AI search push: facts, mentions, schema	September: Fall seminars + construction injuries
Month 10	Content push: compare and local blogs	October: Estate planning before year-end
Month 11	Authority: PR, events, bigger links	November: Holiday travel safety + family planning talks
Month 12	Year review + next year plan	December: Year-end estate reviews, drunk driving awareness

What to do every single month

Task	How much
Google posts	4 (one a week)
New photos on Google	8 to 12
New reviews	Goal: 10+ (more is better)
New or improved pages	2 to 4

Task	How much
Blog posts	2
New links or listings	2 to 4
Check your numbers	Once, same day each month

Quarter by quarter

Q1 (Months 1 to 3): Build the base

- ☐ Tracking set up (GA4, Search Console, call tracking)
- ☐ Google profile 100% complete
- ☐ Review system running
- ☐ Top 3 service pages built
- ☐ About and team pages upgraded
- ☐ Core listings done (Google, Bing, Apple, Yelp, Facebook, BBB)

Q2 (Months 4 to 6): Grow your pages

- ☐ Every service has its own page
- ☐ Every service page has an FAQ section
- ☐ Top industry directories done
- ☐ 2 local links or sponsorships
- ☐ 6+ blog posts published
- ☐ Mid-year check: which pages bring leads?

Q3 (Months 7 to 9): Expand and get mentioned

- ☐ Weak pages rewritten
- ☐ Location or city pages for real service areas
- ☐ Schema added: LegalService or Attorney for the firm, Person schema for each attorney (with bar admissions), and question-and-answer sections on practice-area pages.
- ☐ AI search test done and gaps fixed

- [ ] Local PR or event done

Q4 (Months 10 to 12): Become the local authority

- [ ] Compare and local guide blogs published
- [ ] Bigger links (news, associations, partners)
- [ ] All old blogs updated
- [ ] Year review done
- [ ] Next year's plan written

Pages your site should have by Month 12

- [ ] Home
- [ ] One page per practice area
- [ ] One page per case type (car, truck, construction, wills, trusts)
- [ ] Attorney bio pages
- [ ] Results/Testimonials (with required disclaimers)
- [ ] Free Consultation / How It Works
- [ ] Fees
- [ ] Location pages for real offices
- [ ] Seminar/Events page (estate)
- [ ] Blog/Resources
- [ ] Contact

The numbers to watch

Number	Why it matters
Calls and form leads	Shows if SEO is turning into real business
Qualified leads (fits your case rules)	Shows if SEO is turning into real business
Consults booked and held	Shows if SEO is turning into real business

Number	Why it matters
Signed cases / clients retained	Shows if SEO is turning into real business
Cost per signed case	Shows if SEO is turning into real business
Average fee per case	Shows if SEO is turning into real business
Map Pack ranking	Most calls come from the top 3
Organic traffic to service pages	Shows if people find your money pages
AI mentions	Ask AI tools monthly and note if you show up

Tip: Don't just watch rankings. Watch calls, bookings, and money. A page that ranks #5 but brings 10 clients a month beats a page that ranks #1 for a word nobody searches.

Trust signals to show off all year

- Bar admissions
- Certified attorney status (only if certified by the state)
- Years in practice
- Awards (follow bar rules)
- Memberships (state trial lawyers, NAELA, etc.)
- Languages spoken

Common reasons SEO plans fail

- Stopping after 2 or 3 months
- Copy-and-paste pages that all say the same thing
- No reviews system
- Nobody answers the phone (SEO works, but leads get lost)
- Chasing every new trick instead of doing the basics every month

What each month looks like (simple routine)

Week	Do this every month
Week 1	Check last month's numbers. Pick this month's 2 to 4 pages to build or fix.
Week 2	Build/fix the pages. Post on Google. Send review links.
Week 3	Write 1 to 2 blog posts. Ask for 1 to 2 local links.
Week 4	Post on Google. Reply to reviews. Run the AI search test.

Common questions

What if I fall behind?

Skip the extras, but never skip reviews and weekly Google posts. Those two keep you moving.

Should I hire someone?

If you don't have 3 to 4 hours a week, yes. Use this blueprint to check their work.

How do I know it's working?

Watch calls, bookings, and clients from Google each month. Rankings matter less than real business.

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.