JP MARKETING

ROADMAP

The 90-Day Local SEO Action Plan for Law Firms

A simple, week-by-week plan to get found on Google, Maps, and AI search

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What this plan is

This is a simple, week-by-week plan to help your law firm show up more on **Google**, **Google Maps**, and **AI tools like ChatGPT**.

It's made for busy managing partners. Every week has:

- One goal
- Why it matters
- Easy steps
- An example
- What to do if you only have 1 hour
- Boxes to check when you're done

How much time? About 2 to 4 hours a week.

When will I see results? Some things get better fast, like more calls from your Google profile. Ranking higher for big searches usually takes 3 to 6 months. That's normal. Keep going!

Words to know

Word	What it means
SEO	Search Engine Optimization. Doing things so Google shows your business more.
Map Pack	The 3 businesses Google shows on a map at the top of a local search.
Google Analytics 4 (GA4)	A free tool that shows who visits your website and what they do.
Google Search Console	A free tool that shows what people searched to find your site, and any problems Google sees.
Call tracking	Special phone numbers that tell you which ad or page made the phone ring.
Service page	A page on your website about ONE thing you do.
Listing / citation	Your business info on another website, like Yelp or Bing.

Word	What it means
Backlink	A link from another website to yours. Like a vote of trust.
Indexed	When Google has saved your page so it can show it in search.

The plan at a glance

Weeks	Phase	Big idea
1 to 4	Foundation	Fix the basics so Google trusts you
5 to 8	Build	Make the pages and listings that bring clients
9 to 12	Grow	Add helpful content, local links, and AI search

Your scoreboard

Fill in the "Today" column in Week 1. Fill in "Day 90" in Week 12.

What to track	Today	Day 90
Calls and form leads		
Qualified leads (fits your case rules)		
Consults booked and held		
Signed cases / clients retained		
Cost per signed case		
Average fee per case		
Google reviews (number)		
Star rating		
Map spot for 'car accident lawyer edison nj'		
Website visits per month		

Week by week

Week 1: Set up your scoreboard

Goal: Know where you are today, so you can see what gets better.

Why this week matters: If you don't write down your starting numbers, you'll never know if SEO is working. This is like weighing yourself before a diet.

Your tasks:

1. Set up **Google Analytics 4** on your website (or ask your web person). It's free.
2. Set up **Google Search Console** and add your sitemap. Also free.
3. Turn on **call tracking**, or at least check your Google profile's call numbers each month.
4. Search Google for your top 3 phrases (like "car accident lawyer edison nj"). Write down where you show up on the map and in the results.
5. Count your Google reviews and write down your star rating.
6. Fill in the scoreboard table at the end of this guide.

> **Example:** Garden State Law Group wrote down: 41 reviews, 4.7 stars, #6 on the map for "car accident lawyer edison nj", 120 website visits a month, 18 calls from Google.

Only have 1 hour this week? Just write down your review count, star rating, and where you show up on the map for your top search.

Time it takes: 2 to 3 hours

Done when:

- [ ] GA4 is collecting visits
- [ ] Search Console is set up
- [ ] Starting numbers are written down

Week 2: Fix your Google Business Profile

Goal: Make your Google profile complete, correct, and active.

Why this week matters: Your Google profile is the #1 thing for showing up on Google Maps. Lots of businesses leave half of it empty. Filling it in is one of the fastest wins in all of SEO.

Your tasks:

1. Check your **main category**. For most law firms: Pick the one that matches your main practice: Personal Injury Attorney, Estate Planning Attorney, Family Law Attorney, Criminal Justice Attorney, Bankruptcy Attorney, Immigration Attorney, or Law Firm.
2. Add secondary categories that are true for you.
3. Add **every service** with 2 to 3 sentences each.
4. Write your 750-letter **description**.
5. Turn on every **attribute** that's true (like online booking or wheelchair access).
6. Add **10+ real photos**: office building and sign, lobby and conference room, each attorney (professional headshot).
7. Post your first **Google post** (an offer or a 'meet the team' post).

> **Example:** Before: 1 category, 4 photos, no services. After: 4 categories, 11 services, 22 photos, a weekly post. Calls from the profile often go up within weeks.

Only have 1 hour this week? Fix your main category and add all your services. Those two matter most.

Time it takes: 2 hours

Done when:

- [ ] Right main category
- [ ] All services added
- [ ] Description written
- [ ] 10+ new photos
- [ ] First post published

Week 3: Start your review machine

Goal: Get new Google reviews every week, forever.

Why this week matters: Reviews help you rank higher on the map, and they help people pick you. AI tools also read reviews to describe businesses.

Your tasks:

1. Copy your review link from your Google profile ('Ask for reviews').
2. Write a short text message you'll send to happy clients (sample below).
3. Pick WHO sends it and WHEN (best: right after a great visit or job).
4. If you use GoHighLevel or a booking tool, set it to send the text automatically.
5. Reply to every old review you never answered.
6. Set a goal: at least 2 to 3 new reviews a week.

> **Example:** Text: "Hi [Client Name], thank you for trusting Garden State Law Group. If you were happy with how we treated you, we'd be grateful for an honest Google review. Please don't inc..."

Only have 1 hour this week? Send your review link to 10 happy clients today.

Time it takes: 1 to 2 hours

Done when:

- [ ] Review link saved
- [ ] Text message written
- [ ] Someone owns sending it
- [ ] All old reviews answered

Week 4: Fix your website basics

Goal: Make it easy for visitors to call or book a free consultation.

Why this week matters: SEO brings people to your site. But if they can't find your phone number or the site is slow, they leave. This week you fix the leaks.

Your tasks:

1. Put your **phone number** at the top of every page. Make it tap-to-call on phones.
2. Put a big button to **book a free consultation** on every page.
3. Open your site on your phone. Is anything hard to read or click?
4. Test your speed at **PageSpeed Insights** (free). Ask your web person to fix the big problems.
5. Click every link in your menu. Fix any that are broken.

6. Make sure your site has the lock icon (https).

> **Example:** One business moved its phone number from the bottom of the page to the top. Calls from the website went up the next month.

Only have 1 hour this week? Put your phone number and booking button at the top of your homepage.

Time it takes: 2 hours (plus your web person)

Done when:

- ☐ Phone on every page
- ☐ Booking button on every page
- ☐ Site checked on a phone
- ☐ Speed checked

Week 5: Build money page #1: Car Accident Lawyer

Goal: Make a great page all about Car Accident Lawyer.

Why this week matters: One page about one service is how you show up when people search for that service. Start with the one that makes you the most money.

Your tasks:

1. Use our Service Page Guide template.
2. Headline: Car Accident Lawyer in Edison, NJ.
3. Answer: What is it? Who is it for? How does it work? How much? Why you?
4. Add real photos and 2 to 3 reviews about this service.
5. Add 5 to 8 FAQs: How much does a truck accident lawyer cost?; How long do I have to file a claim in New Jersey?...
6. Add your booking button at the top and bottom.

> **Example:** Page title: "Car Accident Lawyer in Edison, NJ | Garden State Law Group"

Only have 1 hour this week? Write just the top part: headline, 2 sentences, and a button.

Time it takes: 3 to 4 hours

Done when:

- [ ] Page is live
- [ ] Has prices or payment info
- [ ] Has FAQs
- [ ] Has photos and reviews

Week 6: Build money page #2: Truck Accident Lawyer

Goal: Make a great page all about Truck Accident Lawyer.

Why this week matters: Same as last week. Each new page is a new way to get found.

Your tasks:

1. Same template as Week 5.
2. Make it different. Use new examples, steps, and FAQs. Don't copy page #1.
3. Link page #1 and page #2 to each other if they go together.

> **Example:** Page title: "Truck Accident Lawyer in Edison, NJ | Garden State Law Group"

Only have 1 hour this week? Outline the page with headings. Fill it in next week.

Time it takes: 3 to 4 hours

Done when:

- [ ] Page is live
- [ ] Different from page #1
- [ ] Linked to related pages

Week 7: Build money page #3 + upgrade your About page

Goal: Finish Construction / Workplace Injury Lawyer and make your About page build trust.

Why this week matters: People (and AI tools) want to know who they're dealing with. Real faces and real facts win.

Your tasks:

1. Build the Construction / Workplace Injury Lawyer page.
2. Upgrade your About page: your story, your team, real photos.
3. Add trust facts: Bar admissions, Certified attorney status (only if certified by the state), Years in practice, Awards (follow bar rules).
4. Make a short bio for each key person.

> **Example:** "Our owner has 15 years doing this in Edison..." beats "We are passionate about excellence."

Only have 1 hour this week? Add real team photos and your years in business to your About page.

Time it takes: 3 to 4 hours

Done when:

- [ ] Page #3 live
- [ ] About page upgraded
- [ ] Team photos added

Week 8: Get listed on the right websites

Goal: Show up on the big directories and the top sites for law firms.

Why this week matters: These listings help Google and AI tools trust that you're real. Some also send you customers directly.

Your tasks:

1. Write down your exact Name, Address, Phone. Use it every time.
2. Do the big 5: Bing Places, Apple Business Connect, Yelp, Facebook, BBB.
3. Then do the top industry sites: Avvo, Justia Lawyer Directory, FindLaw / Lawyers.com / Martindale-Hubbell, Super Lawyers / Best Lawyers, Your state bar and county bar association.
4. Fix any old listings with wrong info.
5. Keep a list of logins.

> **Example:** Garden State Law Group found 4 old listings with an old phone number and fixed them all.

Only have 1 hour this week? Do Bing Places and Apple Business Connect. They're free and fast.

Time it takes: 3 to 4 hours

Done when:

- [ ] Big 5 done
- [ ] Top 5 industry sites done
- [ ] Old listings fixed

Week 9: Write your first 2 helpful blog posts

Goal: Answer 2 big questions your clients ask.

Why this week matters: Helpful posts bring in people who are still deciding. They also give AI tools answers to quote.

Your tasks:

1. Pick 2 topics. Good starters: "What to do after a car accident in New Jersey" and "Why truck accident cases are different".
2. Start each post with a 2 to 3 sentence answer.
3. Add a list or table, a local tip, and 4 FAQs.
4. Add your own real experience (what you see every day).
5. Link each post to the matching service page.

> **Example:** Blog title: "What to do after a car accident in New Jersey"

Only have 1 hour this week? Write one post, even if it's short. Make it helpful.

Time it takes: 3 to 4 hours

Done when:

- [ ] 2 posts live

- [ ] Each starts with a quick answer
- [ ] Each links to a service page

Week 10: Get local links

Goal: Get 2 to 3 local websites to link to you.

Why this week matters: Links from local sites tell Google you're part of the community. Competitors can't easily copy them.

Your tasks:

1. Join your local chamber of commerce.
2. Email 3 business partners and ask to be on their 'partners' page (use the email in our Backlinks guide).
3. Plan one local sponsorship or event (a team, school, or charity).
4. Look for 'best lawyers in Edison' lists and ask how to be included.

> **Example:** A sponsorship of a youth sports team got a logo and link on the league website.

Only have 1 hour this week? Send 3 partner emails.

Time it takes: 2 hours

Done when:

- [ ] Chamber joined
- [ ] 3 partner emails sent
- [ ] 1 sponsorship or event planned

Week 11: Test AI search

Goal: See if AI tools mention you, and why or why not.

Why this week matters: More people ask AI tools for recommendations now. This test shows you where you stand.

Your tasks:

1. Open ChatGPT, Gemini, Perplexity, and Google.
2. Ask:
    - Who is a good truck accident lawyer in Edison, NJ?
    - Which estate planning attorneys near New Brunswick offer free consultations?
    - Best construction accident lawyer in Middlesex County?
3. Write down who shows up and which websites the AI mentions.
4. Pick the top 2 gaps and fix them (missing listing, missing page, not enough reviews).

> **Example:** If the AI keeps mentioning Avvo and you're not on it, that's your next task.

Only have 1 hour this week? Ask ChatGPT one question and write down the answer.

Time it takes: 1 to 2 hours

Done when:

- [ ] Tested 4 AI tools
- [ ] Wrote down results
- [ ] Picked 2 fixes

Week 12: Check your numbers and plan the next 90 days

Goal: See what worked and decide what's next.

Why this week matters: SEO is a long game. Checking your numbers keeps you doing more of what works.

Your tasks:

1. Fill in the Day 90 column of your scoreboard.
2. Look at which pages got the most visits in Search Console.
3. Look at where calls and bookings came from.
4. Pick your next 4 to 6 pages to build.
5. Keep reviews and weekly Google posts going forever.

> **Example:** Day 1: #6 on the map, 41 reviews. Day 90: #3 on the map, 78 reviews. (Example only. Results are different for everyone.)

Only have 1 hour this week? Fill in your scoreboard.

Time it takes: 1 to 2 hours

Done when:

- [ ] Scoreboard filled in
- [ ] Next 90-day list made

After Day 90

- Keep the review texts going after every visit or job
- Keep posting on Google every week
- Build 2 to 4 new pages a month
- Write 2 helpful blog posts a month
- Get 2 new local links a month
- Check your scoreboard every month
- Move on to our 12-Month SEO Growth Blueprint

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.