JP MARKETING

GUIDE + DIRECTORY LIST

The Best Backlinks & Directories for Law Firms

Where to get listed, which links matter, and how to get them

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What's a backlink? (the simple version)

A **backlink** is when another website links to yours. Google sees it like a vote. If trusted sites vote for you, Google trusts you more.

A **directory listing** (also called a **citation**) is a place online that lists your business name, address, and phone. Even without a link, these help Google and AI tools know you're real.

For law firms, the best links come from 3 places:

1. **Industry sites** (associations and directories made for lawyers)
2. **Local sites** (your town, chamber, schools, news, partners)
3. **Big trusted directories** (Google, Bing, Apple, Yelp, BBB, Facebook)

AI tools like ChatGPT and Google's AI answers also read these sites. Being listed on the right ones helps you show up there too.

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.
Citation	Your Name, Address, and Phone listed on another site.
N.A.P.	Name, Address, Phone.

Rule #1: Make your info match everywhere

Your **N.A.P.** is your **Name, Address, Phone**. It should be exactly the same on every site.

Looks small	But causes problems
Suite 100 vs. Ste 100	Usually fine
Old phone number	Bad: calls go nowhere
Old address	Bad: Google gets confused
Two different business names	Bad: looks like two businesses

Write down your official N.A.P. and copy-paste it every time.

Step 1: The core listings every business needs

Site	Why it matters
Google Business Profile	Maps and the Map Pack
Bing Places	Bing, and it feeds some AI tools like Copilot
Apple Business Connect	Apple Maps and Siri
Yelp	Reviews; often shows up in AI answers
Facebook page	Trust and reviews
BBB	Trust
Nextdoor	Neighbor recommendations
Data aggregators (Data Axle, Foursquare)	They send your info to lots of other sites

Step 2: The best industry links for Law Firms

These are the sites that matter most for law firms. Start at the top.

Site	Type	How to get it
Avvo	Legal directory	Claim your profile and complete it.
Justia Lawyer Directory	Legal directory	Free basic profile with a website link.
FindLaw / Lawyers.com / Martindale-Hubbell	Legal directories	Claim and complete (some are paid).
Super Lawyers / Best Lawyers	Recognition sites	Only if selected; follow bar rules on how you mention it.
Your state bar and county bar association	Bar directory	Member directories and lawyer referral services.
Practice-area groups (state trial lawyers association, NAELA, etc.)	Association	Member directories.
Law school alumni pages	Education	Alumni news and directories.
Local chamber of commerce	Local	Member link.
Libraries and senior centers	Community	Host free seminars; ask to be listed on their events page.
Local news and radio	PR	Comment on road safety, new laws, estate tips.
Scholarships for local students	Community	A real scholarship with a real page can earn school links. Don't do fake ones.
Local charity sponsorships	Sponsorship	Sponsor 5Ks, food drives, youth sports.
Referral partners (financial planners, accountants, doctors)	Partners	Co-write guides; link to each other.
Guest articles on local business and senior living blogs	Content	Helpful guides with a link back.

Tip: Some of these are paid. Start with the free ones. Then try one paid listing at a time and see if it brings real calls before you add more.

Step 3: Local links (the secret weapon)

Local links are hard for competitors to copy. Ideas that work for law firms:

- **Sponsor something local:** a youth team, school event, 5K, or festival. Ask for your logo + a link on their site.
- **Partner pages:** businesses you work with often have 'trusted partners' pages.
- **Host a free event:** a workshop or class at the library or community center. They usually list it online.
- **Local news:** offer helpful tips on timely topics. Reporters need experts.
- **Chamber of commerce:** join and get a member listing.
- **Local 'best of' lists:** find blog posts like 'best lawyers in Edison' and ask how to be included.
- **Give back:** charity drives and volunteer days often get written about.

Step 4: An email you can send

Use this to ask a partner or local group for a link:

> **Subject:** Quick question about your website
>
> Hi [Name],
>
> I'm [Your Name] with Garden State Law Group here in Edison. We love working with you on [event/partnership].
>
> I noticed you have a [resources/partners/sponsors] page on your website. Would you be open to adding us there? Here's our link: [your website].
>
> Happy to share your info on our site or social pages too.
>
> Thanks so much! [Your Name] | [Phone]

Links to stay away from

- Buying links from strangers ("500 backlinks for $50!")

- Link farms and fake 'blog networks'
- Spammy foreign directories
- Fake scholarship pages made only to get .edu links
- Paying for reviews or 'review links'

These can hurt you. Google is good at spotting them.

Track your progress

Keep a simple sheet:

Site	Status	Login/email used	Date done	Link to listing
Google Business Profile	Done	admin@...		
Avvo	Applied			
Justia Lawyer Directory	To do			

Checklist

- [ ] Wrote down my official Name, Address, Phone
- [ ] Google, Bing, and Apple listings done
- [ ] Yelp, Facebook, BBB, Nextdoor done
- [ ] Top 5 industry listings done
- [ ] 2 local link ideas started this month
- [ ] Sent 3 partner link emails
- [ ] Checked old listings for wrong info

Step by step: your top 8 industry listings

Avvo

Type: Legal directory

How to get it: Claim your profile and complete it.

1. Search Google for: Avvo law firm listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Justia Lawyer Directory

Type: Legal directory

How to get it: Free basic profile with a website link.

1. Search Google for: Justia Lawyer Directory law firm listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

FindLaw / Lawyers.com / Martindale-Hubbell

Type: Legal directories

How to get it: Claim and complete (some are paid).

1. Search Google for: FindLaw / Lawyers.com / Martindale-Hubbell law firm listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Super Lawyers / Best Lawyers

Type: Recognition sites

How to get it: Only if selected; follow bar rules on how you mention it.

1. Search Google for: Super Lawyers / Best Lawyers law firm listing
2. Look for a button like Claim, Join, Add your business, or Get listed.

3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Your state bar and county bar association

Type: Bar directory

How to get it: Member directories and lawyer referral services.

1. Search Google for: Your state bar and county bar association law firm listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Practice-area groups (state trial lawyers association, NAELA, etc.)

Type: Association

How to get it: Member directories.

1. Search Google for: Practice-area groups (state trial lawyers association, NAELA, etc.) law firm listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Law school alumni pages

Type: Education

How to get it: Alumni news and directories.

1. Search Google for: Law school alumni pages law firm listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Local chamber of commerce

Type: Local

How to get it: Member link.

1. Search Google for: Local chamber of commerce law firm listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

3 more emails you can copy

Sponsorship ask

> Hi [Name], Garden State Law Group would love to support [team/event] this season. Do sponsors get listed on your website? We'd be happy to help. - [Your Name], [Phone]

Local news tip

> Hi [Reporter], with [season/event] coming up, I can share 3 quick tips for Edison families on [topic]. Happy to do a short interview or send a written quote. - [Your Name], Garden State Law Group

Partner swap

> Hi [Name], we send a lot of clients your way, and we'd love to keep doing it. Would you add us to your 'trusted partners' page? We'll do the same for you. - [Your Name]

Common questions

How many backlinks do I need?

There's no magic number. 10 great local and industry links beat 500 junk links.

Are paid directories worth it?

Sometimes. Try one at a time and track calls from it for 90 days.

Do links help with AI search?

Yes, in a way. AI tools often trust and cite the same sites that link to you or list you.

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.