JP MARKETING

WORKBOOK

How to Audit Your Website for SEO & AI Search

A fill-in workbook for law firms

Free resource from JP Marketing · jpmarketing.co · Updated November 2026

How to use this workbook

Grab a coffee and your phone. Go section by section. Mark **Yes** or **No** for each check. Every **No** goes on your fix list at the end.

You don't need to be technical. If something sounds confusing, mark it "Ask web person" and move on.

Time needed: about 60 to 90 minutes.

Part 1: Google Business Profile

Check	Yes / No	Notes
Primary category is the best match (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)		
All services added with descriptions		
Hours and holiday hours are right		
10+ real photos, added in the last month		
Posted in the last 7 days		
Description is filled out (750 characters)		
We reply to every review		
We got new reviews in the last 30 days		
Website link and booking link work		

Part 2: Your website basics

Check	Yes / No	Notes
Phone number at the top of every page		

Check	Yes / No	Notes
Click-to-call works on phones		
A clear button to book a free consultation on every page		
Site looks good on a phone		
Pages load in under 3 seconds (test at PageSpeed Insights)		
Site has https (the lock icon)		
No broken links or error pages		

Part 3: The right pages

Check	Yes / No	Notes
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		

Part 4: Service page quality (check your top 3)

Check	Yes / No	Notes
One service per page		

Check	Yes / No	Notes
Title says the service + city		
Short direct answer at the top		
Price or price range or payment info		
Real photos		
Reviews or proof		
FAQ section with 5+ questions		
Links to related pages		
Clear call to action at top and bottom		

Part 5: Trust and facts

Check	Yes / No	Notes
Bar admissions shown on the site		
Certified attorney status (only if certified by the state) shown on the site		
Years in practice shown on the site		
Awards (follow bar rules) shown on the site		
Memberships (state trial lawyers, NAELA, etc.) shown on the site		
Languages spoken shown on the site		

Part 6: Listings and mentions

Check	Yes / No	Notes
Avvo		
Justia Lawyer Directory		
FindLaw / Lawyers.com / Martindale-Hubbell		
Super Lawyers / Best Lawyers		

Check	Yes / No	Notes
Your state bar and county bar association		
Practice-area groups (state trial lawyers association, NAELA, etc.)		
Law school alumni pages		
Local chamber of commerce		
Name, address, phone match on all of them		

Part 7: Technical (ask your web person)

Check	Yes / No	Notes
Google Search Console set up, no big errors		
Sitemap submitted		
robots.txt not blocking Google or AI search crawlers		
Schema markup added (LegalService or Attorney for the firm)		
Each page has one H1 heading		
Images have short alt text		
No duplicate copy-paste pages		

Part 8: Tracking

Check	Yes / No	Notes
Google Analytics 4 installed		
Calls are tracked		
Forms/bookings are tracked as conversions		
We check AI referral visits (chatgpt.com, perplexity.ai, etc.)		
We look at the numbers every month		

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.
robots.txt	A file that tells bots which pages they can read.
Sitemap	A list of your pages for Google.
Indexed	When Google has saved your page so it can show it.
PageSpeed Insights	A free Google tool that checks how fast your page loads.

Part 9: The AI test

Ask each AI tool these questions. Fill in the table.

Question	ChatGPT	Gemini	Google AI	Perplexity
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?				
How much does a living trust cost in New Jersey and who can do it?				
Is there a Spanish-speaking injury lawyer near Woodbridge?				

Write **Y** if you showed up, **N** if not. In the notes, write who did show up and which sites the AI mentioned.

Part 10: Copy-and-paste AI audit prompt

Paste this into ChatGPT or Claude along with your website link (or copy your page text in):

```
Act as a local SEO and AI search expert. Review this website for a law firm
in [CITY].
Website: [URL]
Check:
1. Is it clear what we do, where, and for who?
2. Which important pages are missing for a law firm?
3. Do our service pages answer the questions people ask (cost, process, who
it's for)?
4. What trust facts are missing (licenses, experience, reviews, team)?
5. What would make an AI tool more likely to recommend us?
Give me a top 10 fix list, most important first, in simple words.
```

Your fix list

Write every **No** here. Then number them: 1 = do first.

#	What to fix	Who	Due date	Done?
1				
2				
3				
4				
5				
6				
7				
8				

#	What to fix	Who	Due date	Done?
9				
10				
11				
12				
13				
14				
15				

Scoring

Count your **Yes** answers in Parts 1 to 8.

Score	What it means
0 to 25	Lots of room to grow. Start with Parts 1 and 2.
26 to 45	Decent base. Fix pages and trust facts next.
46+	Strong! Now focus on reviews, mentions, and fresh content.

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.