JP MARKETING

TOOLKIT

The Best Free Marketing Tools for Law Firms

Free tools to get found, make content, and track results

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You don't need expensive software to grow

Lots of the best marketing tools are free. This guide lists the ones that actually help law firms get found and get more clients.

How to use this list: Set up the "Must have" tools first. Then add one "Nice to have" tool each week.

Words to know

Word	What it means
Free plan	A version of the tool that costs $0, with fewer features.
Free trial	Free for a short time, then you pay.
Dashboard	A screen that shows your numbers in one place.
Heatmap	A picture that shows where people click on your page.

The free tools every business should use

Tool	What it does	Priority
Google Business Profile	Your free listing on Google Maps and search	Must have
Google Search Console	See which searches show your site; find errors	Must have
Google Analytics 4	See who visits your site and what they do	Must have
Bing Places for Business	Free listing on Bing and Microsoft tools	Must have
Bing Webmaster Tools	Like Search Console, for Bing	Nice to have
Apple Business Connect	Your listing on Apple Maps and Siri	Must have

Tool	What it does	Priority
Google Keyword Planner	Find what people search and how often (free inside Google Ads)	Must have
Google Trends	See when searches go up and down during the year	Nice to have
PageSpeed Insights	Check how fast your site loads	Must have
Google Rich Results Test	Check your schema markup	Nice to have
Microsoft Clarity	Free screen recordings and heatmaps of visitors	Nice to have
Looker Studio	Free reports and dashboards	Nice to have
Ahrefs Webmaster Tools	Free site audit and backlink check for your own site	Nice to have
Meta Business Suite	Schedule Facebook and Instagram posts for free	Must have
Canva (free plan)	Make graphics, flyers, and social posts	Must have
ChatGPT / Claude / Gemini (free plans)	Draft posts, pages, and ideas (always fact-check)	Must have
Google Alerts	Get an email when someone mentions your business	Nice to have
Google Forms	Free surveys and simple forms	Nice to have

Extra tools for Law Firms

Tool	What it does
Google Business Profile	Free Maps listing
Avvo + Justia profiles	Free legal directory listings
Google Search Console	See which searches find your pages
CallRail / GHL call tracking (trial)	Track which ads make calls

Tool	What it does
Canva	Seminar flyers and social graphics
Clio Grow / Lawmatics trials	Intake tracking (or use GHL)

> **Tip:** Some tools on this list have a free plan or free trial, and charge for more features. Start free. Only pay when the tool is clearly making you money.

How these tools work together

1. **Get found:** Google Business Profile, Bing Places, Apple Business Connect
2. **Know what to write:** Keyword Planner, Google Trends, Search Console
3. **Make content:** Canva, AI tools, Meta Business Suite
4. **Fix your site:** PageSpeed Insights, Rich Results Test, Ahrefs Webmaster Tools
5. **Measure:** Google Analytics 4, Search Console, Clarity, Looker Studio

A 1-hour setup plan

Minutes	Task
0 to 15	Claim Google Business Profile, Bing Places, Apple Business Connect
15 to 30	Set up Google Search Console and Google Analytics 4 (or ask your web person)
30 to 40	Run PageSpeed Insights on your homepage and top service page
40 to 50	Set up Meta Business Suite and schedule 3 posts
50 to 60	Make a Canva template for your weekly Google post

Your free AI helper: 3 prompts to try today

```
Write 4 Google Business Profile posts for a law firm in Edison, NJ. Keep each under 120 words. Use simple words. End each with one clear next step.
```

```
Here are the questions our clients ask most: [paste questions]. Turn them into an FAQ section for our website with short, clear answers.
```

```
Look at this page text from our website: [paste]. What's confusing? What's missing that a client would want to know? Give me 10 fixes.
```

Tip: AI tools can get facts wrong. Always check prices, laws, and claims before you post anything.

Checklist

- [ ] Google Business Profile claimed
- [ ] Search Console set up
- [ ] Google Analytics 4 set up
- [ ] Bing Places and Apple Business Connect claimed
- [ ] Speed test done on top pages
- [ ] Social posts scheduled in Meta Business Suite
- [ ] Canva templates made
- [ ] Google Alert set for our business name

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.