JP MARKETING

PROMPT PACK

AI Prompts to Create SEO Service Pages

Copy-and-paste prompts for law firms

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What this pack does

Use these prompts to plan, write, and improve service pages for your law firm. One service = one page. These prompts help each page rank, get quoted by AI tools, and turn readers into clients.

Words to know

Word	What it means
Prompt	The instructions you type into an AI tool.
[Blank]	A spot you fill in with your real info.
Chat	One conversation with the AI. It remembers what you said earlier in the same chat.
Tone	How the writing sounds: friendly, serious, fun.

How to use these prompts

1. Open ChatGPT, Claude, or Gemini (free plans work).
2. Paste your business info block first (Step 1).
3. Copy a prompt. Swap the **[BLANKS]** for your real info.
4. Read what it gives you. **Fix anything that's wrong.** AI makes mistakes.
5. Ask it to change things: "shorter," "simpler words," "more friendly," "add a local example."

> **Important:** AI doesn't know your real prices, reviews, licenses, or results. Never let it make those up. Give it the real facts, or leave those spots blank and fill them in yourself.

Step 1: Fill in your business info

Every prompt below uses these blanks. Fill them in once, then copy them into each prompt.

Blank	What it means	Example (Law Firms)
[BUSINESS]	Your business name	Garden State Law Group
[CITY]	Your main city	Edison, NJ
[AREAS]	Nearby areas you serve	New Brunswick, Woodbridge, Piscataway, Metuchen, all of Middlesex County
[SERVICES]	Your services	car accidents, truck accidents, construction injuries, wills, living trusts, power of attorney, probate
[AUDIENCE]	Who you help	injured workers, drivers, and families planning for the future
[USP]	Why people pick you	free consults 7 days a week, no fee unless we win, Spanish spoken, free estate planning workshops
[TONE]	How you want to sound	calm, clear, plain English, no legal jargon

Pro move: Paste this "business info" block at the top of your AI chat before you use any prompt. Then the AI remembers it for the whole chat.

```
MY BUSINESS INFO
BUSINESS: Garden State Law Group
CITY: Edison, NJ
AREAS: New Brunswick, Woodbridge, Piscataway, Metuchen, all of Middlesex
County
SERVICES: car accidents, truck accidents, construction injuries, wills,
living trusts, power of attorney, probate
AUDIENCE: injured workers, drivers, and families planning for the future
USP: free consults 7 days a week, no fee unless we win, Spanish spoken, free
estate planning workshops
TONE: calm, clear, plain English, no legal jargon
Industry: Law Firms
Rules: Follow your state bar's advertising rules. No promises of results.
Add required disclaimers. Don't give individual legal advice in comments.
Never share client info.
```

The prompts

Prompt 1: Find the service pages you need

Start with a plan.

```
List every service page a law firm in [CITY] should have.
Our services: [SERVICES].
For each page give me: page title, URL slug, main search phrase, 3 related
phrases, and how much money or how many calls it might bring (high/medium/
low) based on how people usually search.
Sort by priority. Common pages for law firms include: Car Accident Lawyer,
Truck Accident Lawyer, Construction / Workplace Injury Lawyer, Slip and
Fall / Premises Liability, Wrongful Death, Wills.
```

Prompt 2: Research what people ask

Real questions = better pages.

```
For the service "[SERVICE]" at a law firm in [CITY], list:
1) 15 questions people ask before choosing this service (cost, timing, pain/
fear, process, results).
2) The worries or objections they have.
3) Words regular people use (not industry words).
Put it in 3 short lists.
```

Prompt 3: Write the full service page

The main prompt. Use it once per service.

```
Write a service page for "[SERVICE]" at [BUSINESS], a law firm in [CITY].
Use this structure:
1. SEO title (under 60 chars) and meta description (under 155 chars)
2. H1: [SERVICE] in [CITY]
3. Top section: 1-sentence promise, who it's for, button to book a free
consultation
4. "Is this right for you?" (4 bullets)
5. How it works (numbered steps)
6. Cost and payment (use only this info: [PASTE PRICE/PAYMENT INFO])
7. Why choose us (from [USP])
8. Proof section (placeholders for real reviews/photos, don't invent any)
9. FAQ (6 questions, direct answers first)
10. Areas served ([AREAS])
11. Final call to action
Must include: Plain-English explanation of the case type; What to do right
now (steps); How fees work (contingency, flat fee); Attorney photos and
bios.
Tone: [TONE]. 900 to 1,300 words. Short paragraphs. No fluff.
```

Prompt 4: Make the top of the page stronger

The top part decides if people stay.

```
Here is the top section of my service page: [PASTE].
Write 5 better versions. Each one needs: a headline with the service + city,
a one-sentence benefit, a trust line, and a button label.
Make them short and clear. Mark the one you think is best and why.
```

Prompt 5: Write the FAQ section

FAQs help with AI search.

```
Write 8 FAQs for our "[SERVICE]" page at [BUSINESS] in [CITY].
Start every answer with a direct answer in the first sentence. Keep answers
2 to 4 sentences.
Include questions about: cost, how long it takes, what to expect, who it's
for, and how to get started.
Example questions for law firms: How much does a truck accident lawyer
cost?; How long do I have to file a claim in New Jersey?; Who pays my
medical bills after a truck crash?.
Where a real fact is needed, write [ADD REAL FACT].
```

Prompt 6: Make it different from your other pages

Copy-paste pages hurt you.

```
Here are two of my service pages: [PASTE PAGE A] [PASTE PAGE B].
Find sentences or sections that are too similar. Rewrite them so each page
is clearly about its own service, with its own examples, steps, and FAQs.
```

Prompt 7: Add internal links

Help Google (and people) move around your site.

```
Here is my service page text: [PASTE]. Here is a list of my other pages and
their URLs: [PASTE LIST].
Suggest 4 to 6 places to add links to other pages. For each, give the exact
sentence, the anchor text (the clickable words), and the URL.
Use natural anchor text, not the same keyword every time.
```

Prompt 8: Grade the page

Use this before you publish.

```
Grade this service page from 1 to 10 for: clear message, trust, answering
real questions, local relevance, call to action, and how likely an AI tool
would quote it.
Page: [PASTE].
Explain each score in one sentence. Then give me the 5 most important fixes
for a law firm.
```

Check before you use it

- [ ] Every fact is true (prices, hours, licenses, years, results)
- [ ] No made-up reviews, stats, or awards
- [ ] Sounds like us (read it out loud)
- [ ] Simple words, short sentences
- [ ] Our city and service areas are right
- [ ] Clear next step for the reader
- [ ] Price info is real or left blank
- [ ] Page is about ONE service
- [ ] FAQ answers start with the answer
- [ ] State bar advertising rules (ABA Model Rules 7.1-7.3 and your state's version).
- [ ] 'Attorney Advertising' labels where your state requires them.

How to tell if the AI did a good job

Good answer	Bad answer
Short sentences, plain words	Big fancy words
Uses YOUR facts	Makes up prices, reviews, or awards
Sounds like a real person	Sounds like an ad robot
Answers the question first	Long intro before the point
Mentions your city naturally	Says the city 20 times

How to fix a bad answer

Just reply to the AI with one of these:

- "Make it simpler. Use words a 10-year-old knows."
- "Shorter. Cut it in half."
- "Sound more like a friendly local business, less like a robot."
- "You made up [thing]. Remove anything I didn't give you."
- "Add a local example from [CITY]."
- "Start with the answer, then explain."
- "Give me 3 different versions so I can pick."

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.