

Phase 1: SEO Foundation Guide

patir.net - Organic Growth Strategy

1. Technical SEO

1.1 Google Search Console

What is it? Free Google tool to monitor your site's presence in search results.

Steps:

1. Go to [Google Search Console](#)
2. Add property for patir.net
3. Verify ownership via Cloudflare DNS (add TXT record)
4. Submit Sitemap: <https://patir.net/sitemap.xml>

Benefits:

- Index error reports
- Keywords driving traffic
- Site issue alerts
- Performance data (impressions, clicks, CTR)

Task	Status
Add property in GSC	
Verify ownership	
Submit sitemap.xml	

1.2 Bing Webmaster Tools

What is it? Similar tool to GSC for the Bing search engine.

Why it matters: Bing accounts for ~3-5% of searches in Israel. Simple setup takes 5 minutes.

Steps:

1. Go to [Bing Webmaster Tools](#)
2. Auto-import from Google Search Console (easiest)
3. Or add manually + verify

Task	Status
Add site to Bing	

1.3 Structured Data (Schema.org)

What is it? JSON-LD code that tells Google what your site contains and enables rich results in search.

Required Schema types for the site:

LegalService Schema (Required)

Business information - name, phone, address, specialty area.

```
{
  "@context": "https://schema.org",
  "@type": "LegalService",
  "name": "Patir Law Office",
  "url": "https://patir.net",
  "telephone": "+972-54-733-7115",
  "email": "info@patir.net",
  "description": "Law firm specializing in criminal case closure, criminal record deletion, and closure reason changes",
  "areaServed": {
    "@type": "Country",
    "name": "Israel"
  },
  "priceRange": "$$"
}
```

FAQPage Schema (Recommended)

For FAQ pages - enables FAQ display directly in Google results.

Service Schema (Recommended)

Detail each service: case closure, record deletion, closure reason change.

Testing Tools:

- [Google Rich Results Test](#)
- [Schema Markup Validator](#)

Task	Status
Add LegalService Schema	
Add FAQPage Schema	
Test with Rich Results Test	

1.4 robots.txt

What is it? File that instructs Google which pages to crawl and which to skip.

Location: <https://patir.net/robots.txt>

Recommended content:

```
User-agent: *
Allow: /
Sitemap: https://patir.net/sitemap.xml
```

Task	Status
Verify robots.txt file	

2. Content Strategy

2.1 Keyword Research

Primary keywords to target (Hebrew):

Keyword (Hebrew)	Translation	Est. Volume	Competition	Priority
סגירת תיק פלילי	Criminal case closure	High	Medium	★★★
עורך דין פלילי	Criminal lawyer	High	High	★★
מחיקת רישום פלילי	Criminal record deletion	Medium	Low	★★★
שינוי עילית סגירה	Change closure reason	Low	Low	★★★
כמה זמן לוקח לסגור תיק	How long to close a case	Medium	Low	★★★
חוסר ראיות vs חוסר אשמה	Lack of guilt vs lack of evidence	Low	Low	★★

Research Tools:

- [Google Keyword Planner](#) (free with Google Ads account)
- [Ubersuggest](#) (limited free)
- Google Autocomplete (search suggestions)

2.2 Content Strategy

Recommended content types:

1. Service Pages

Dedicated page for each service with:

- Detailed process explanation
- Who it's suitable for
- FAQ section
- Call to action

2. Blog Articles

Educational content answering common questions:

- "What's the difference between lack of guilt and lack of evidence?"
- "5 reasons to delete your criminal record"
- "Complete guide to criminal case closure"

3. FAQ Page

Common questions and answers - good for SEO and user experience.

2.3 Recommended Content Calendar

Week	Content Type	Topic	Target Keywords
1	Article	Complete guide to criminal case closure	סגירת תיק פלילי
2	Article	Why it's important to delete criminal record	מחיקת רישום פלילי
3	FAQ Page	Common questions about criminal cases	שאלות על תיק פלילי
4	Article	Changing closure reason - what and why	שינוי עילית סגירה

3. Local SEO

3.1 Google Business Profile

What is it? Business profile on Google that appears in search results and maps.

Why critical: For searches like "criminal lawyer" Google displays business profiles at the top of results.

Steps:

1. Go to [Google Business Profile](#)
2. Create profile or claim existing one
3. Fill in all details completely:
 - o Business name
 - o Address / Service area
 - o Phone number
 - o Business hours
 - o Business description (up to 750 characters)
 - o Categories (Primary: "Criminal Justice Attorney")
 - o Photos

Tips:

- Add quality photos (logo, team, office)
- Respond to all reviews
- Post updates regularly
- Collect reviews from satisfied clients

Task	Status
Create Google Business Profile	
Complete profile fully	
Upload photos	
Request first reviews	

3.2 Israeli Business Directories

Recommended listings (free):

Directory	Link	Priority
Dapei Zahav	dapei.co.il	High
b144	b144.co.il	High
Zap	zap.co.il	Medium
Yellow Pages	yellow.co.il	Medium

Important: Maintain NAP (Name, Address, Phone) consistency across all directories.

3.3 Reviews and Testimonials

Why important:

- 93% of consumers read reviews before choosing a lawyer
- Reviews improve Google ranking
- Increase trust and conversion rate

How to collect:

1. Ask satisfied clients for Google review

-
2. Send direct link to write review
 3. Display reviews on site (with permission)
-

Task Checklist - Summary

High Priority (Week 1)

- Set up Google Search Console
- Submit sitemap
- Create Google Business Profile
- Add LegalService Schema

Medium Priority (Week 2-3)

- Set up Bing Webmaster Tools
- Write first article (case closure guide)
- Deep keyword research
- Register in business directories

Lower Priority (Week 4+)

- Add FAQPage Schema
 - Create FAQ page on site
 - Collect first reviews
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Recommended Tools

Tool	Purpose	Cost
Google Search Console	Index & performance monitoring	Free
Google Analytics	Traffic analysis	Free
Google Business Profile	Local SEO	Free
Rich Results Test	Schema validation	Free
PageSpeed Insights	Speed testing	Free

This document is part of the patir.net growth plan