



Technical SEO for Legal: Attorney Markup

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SEO for eCommerce, Real Estate, Legal, and Medical Websites



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What's your area? Personal injury? Mass torts?

How do you generate quality inbound?

More importantly, how do you prioritize and manage your inbound leads?

The legal community has been driven by traditional referral since the law was written. Along with real estate and medical practice, legal is one of the final dominoes to go digital. Law firms are focusing on their web presence for user experience, organic search, and paid traffic. National and local firms across the country are starting to engage in aggressive digital marketing campaigns with positive results.

As competition thickens, TV advertising is still as strong as ever. Supporting TV advertising campaigns with a properly configured website creates a sales process proven better for conversions. Many firms fail to follow up on marketing dollars spent on TV advertising. The conversion process goes beyond the first impression. When a potential prospect sees a TV ad that pertains their situation, natural reaction is to 'Google it'.

What does this prospect see in search results?

Credibility starts with search results. If the prospect meticulously wrote down the phone number from the TV ad, then there is no problem. However, people rarely have a pen, paper, or phone ready to jot down a number in less than 25 seconds. Cognitively, a consumer will remember bits and pieces from the TV ad. They will then rely on Google to fill in the blanks and get them to the correct website/location.

With that being said, search results provide instant credibility for average consumers. When considering that the average consumer attention span is small, it is important to

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How do we achieve better visibility in search results?

Google sees your website differently than consumers. Two factors go into Google placing value on a particular website; Technical and Content. Google is searching your backend code for specific indicators that tell them, “This is what I am.”

Without proper markup on important information within your website, Google has a difficult time identifying the websites content. Markup is computer language written into a websites native code. Users do not see markup, but Google does. With proper markup, Google can now identify specific content; Practice Areas, Locations, Resource pages, Videos, Articles, Social Media, etc.

There are hundreds of different type of markup for different elements and types of content living within a given website. Choosing proper markup will keep your site compliant with Google best practice. In turn, Google will value your content and website for increased search results. Markup can be written in two computer languages: schema.org or JSON. Schema is much more common.

List of schema variations can be found: <http://schema.org/docs/schemas.html>

Attorney example:

Attorney markup is a specific type of Schema markup that tells Google, “I am an attorney website.” Attorney markup should be implemented on the websites homepage in conjunction with a variety of other types of markup dependent upon existing website content. For example, does your homepage or any inner-pages contain articles or videos? Articles and videos have major impact on search results. If marked up properly with Article and Video markup, they have *even more impact* in commanding more search results above the fold.

Attorney markup can be found: <http://schema.org/Attorney?load=1>

Want to test your own website?

Copy and Paste your homepage and/or inner page URL to Google Structured Data Testing Tool: <https://search.google.com/structured-data/testing-tool/u/0/>

For more information and how to implement markup, contact:
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Attorney website with proper markup on important content.

PostalAddress	0 ERRORS	0 WARNINGS	1 ITEM
hentry	0 ERRORS	0 WARNINGS	1 ITEM
GeoCoordinates	0 ERRORS	0 WARNINGS	1 ITEM
Organization	0 ERRORS	0 WARNINGS	1 ITEM
VideoObject	0 ERRORS	0 WARNINGS	1 ITEM
WebSite	0 ERRORS	0 WARNINGS	1 ITEM
Attorney	0 ERRORS	0 WARNINGS	1 ITEM

Attorney		Attorney markup explored. Telling Google, "I am an attorney website."	0 ERRORS	0 WARNINGS	^
ID:					
@type	Attorney				
@id					
name					
url					
telephone					
address					
@type	PostalAddress				
streetAddress					
addressLocality	Dallas				
addressRegion	TX				
postalCode	75201				
addressCountry					
@type	Country				
name	US				
geo					
@type	GeoCoordinates				
latitude					
longitude					
openingHoursSpecification					
@type	OpeningHoursSpecification				
dayOfWeek	http://schema.org/Monday				
dayOfWeek	http://schema.org/Tuesday				
dayOfWeek	http://schema.org/Wednesday				
dayOfWeek	http://schema.org/Thursday				
dayOfWeek	http://schema.org/Friday				
opens	08:00				
closes	18:00				
openingHoursSpecification					
@type	OpeningHoursSpecification				
dayOfWeek	http://schema.org/Saturday				
dayOfWeek	http://schema.org/Sunday				
opens	00:00				
closes	00:00				

Website URL
Law Firm Name

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