



Keyword Strategies for Law Firms

A Comprehensive Guide + Keyword List to Enhance Your Online Presence

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Introduction

Why Law Firms Need SEO to Stay Competitive

The legal industry is fiercely competitive, and **96% of people seeking legal advice** use a search engine to find an attorney. If your firm isn't ranking on Google's first page, you're losing potential clients to competitors.

SEO is more than just visibility—it builds **trust, authority, and conversions**. When prospects search for "best personal injury lawyer in Los Angeles," a well-optimized website ensures your firm appears as a top choice. Unlike costly paid ads, SEO provides a sustainable flow of high-intent leads, lowering client acquisition costs over time.

With search algorithms evolving and competition growing, law firms that fail to invest in SEO risk being left behind. A strategic approach to keywords, content, and business profile optimization ensures your firm dominates search results, attracts more clients, and strengthens its reputation.



Understanding Keywords

What Are Keywords?

Keywords are specific terms or phrases that individuals enter into search engines when seeking information, products, or services. In the context of law firms, these could range from general terms like "lawyer" to more specific phrases like "California personal injury attorney." See below the keyword intent types.

1. Short-Tail Keywords: General terms consisting of one or two words, such as "lawyer" or "attorney."

2. Long-Tail Keywords: More specific phrases containing three or more words, like "estate planning attorney in Los Angeles."

3. Navigational Keywords: Searches aimed at finding a specific website or page, e.g., "Smith & Associates Law Firm website."

4. Informational Keywords: Queries seeking information, such as "how to file for divorce in California."

5. Transactional Keywords: Searches indicating an intent to take action, like "hire a criminal defense lawyer in San Francisco."

6. Commercial Keywords: Terms used by users considering a purchase or service, e.g., "best corporate law firms in California."

Identifying Keywords

Strategies for Identifying Keywords

Assessing Keyword Value

Evaluate the potential value of a keyword by analyzing its monthly search volume. Targeting keywords with higher search volumes increases the likelihood of attracting potential clients.

Understanding Search Intent

Align your keywords with the user's intent. For instance, someone searching for "hire personal injury lawyer in California" is likely ready to engage legal services, indicating transactional intent.

Exploring Keyword Variations

Consider the various ways potential clients might search for your services. For example, "California law firm," "California legal firms," and "top law firms in California" are variations that should be identified and targeted.

Implementing Keyword Localization

Adapt your keywords to reflect regional language variations. For example, using "attorney" versus "lawyer" depending on regional preferences can make your content more relatable to local clients.

Conducting Keyword Research

How To Brainstorm a List of Relevant Keywords

Creating a List of Seed Keywords

Start by brainstorming broad terms related to your legal services. These seed keywords will serve as the foundation for your research.

Analyzing Key Metrics

Focus on keywords with a balance between high search volume and manageable difficulty. Targeting highly competitive keywords may be challenging, especially for newer websites.

Utilizing Keyword Research Tools

Employ tools like Ahrefs' Keywords Explorer to input your seed terms and discover related keywords. These tools provide insights into search volume, keyword difficulty, and other valuable metrics.

Refining Your Keyword List

Based on your analysis, narrow down your list to the most relevant and valuable keywords for your law firm.

For Law Firms

 Access the full keyword list [here](#).

Done-for-You Keyword List for California Law Firms

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	A	B	C	D	E	F
	Topic	Intent	Seed keyword	Keyword	Volume	
3						
4	car accident attorneys	Commercial	car accident attorney san francisco	accident lawyer in san francisco california	90	Commercial
5	car accident attorneys	Commercial	car accident attorney san francisco	personal injury lawyer san francisco california	210	Commercial
6	car accident attorneys	Commercial	car accident attorney san francisco	personal injury lawyer bay area	170	Commercial
7	car accident attorneys	Commercial	car accident attorney san francisco	personal injury lawyers in san francisco california	140	Commercial
8	car accident attorneys	Commercial	car accident attorney san francisco	bay area personal injury attorney	110	44
9	car accident attorneys	Commercial	car accident attorney san francisco	bay area car accident attorney	110	34
10	car accident attorneys	Commercial	car accident attorney san francisco	bay area auto accident lawyer	90	38
11	car accident attorneys	Commercial	car accident attorney san francisco	bay area personal injury lawyers	90	44
12	car accident attorneys	Commercial	car accident attorney san francisco	injury attorney bay area	90	44
13	car accident attorneys	Commercial	car accident attorney san francisco	injury lawyer bay area	90	44

+ ≡ How To Use Keyword List -Disclaimer-

Filter by values

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- best criminal defense attorney in california
- best criminal lawyers in california
- best employment lawyers in california

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We look forward to hearing from you!