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Law firm SEO: how to write practice area pages

Practice area pages do most of the work on a law firm website. This guide explains how to write one that ranks and converts.

One page for each service

A single page that lists everything the firm does will not rank for any of it. Give each service its own page, and give each sub-service its own page where clients search for it separately.

What each page should contain

- A plain statement of the problem you solve
- Who the service is for
- What the process involves, step by step
- Typical timescales
- Price information, in the form the regulator requires where it applies
- The solicitors who do the work, with their experience
- Answers to common questions
- A clear way to get in touch

Write for the client

Use the words clients use. Someone searching for help after a dismissal does not type employment litigation. Put the legal terms in the body and the plain terms in the headings.

Add location where it matters

For services people buy locally, such as conveyancing and family law, say clearly which areas you serve and keep your Google Business Profile accurate.

Related pages

- Marketing for solicitors and law firms
- SRA website checklist

Common questions

How long should a practice area page be?

Long enough to answer the client's questions properly. For most services that is between 600 and 1,200 words.

Do law firms need a blog?

Useful articles that answer real client questions help. A blog that only reports firm news does little for search.

Checklist

- ☐ Each service has its own page
- ☐ Headings use the words clients use
- ☐ Price information is published where the rules require it
- ☐ Each page names the solicitors who do the work
- ☐ Each page has a clear way to get in touch

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