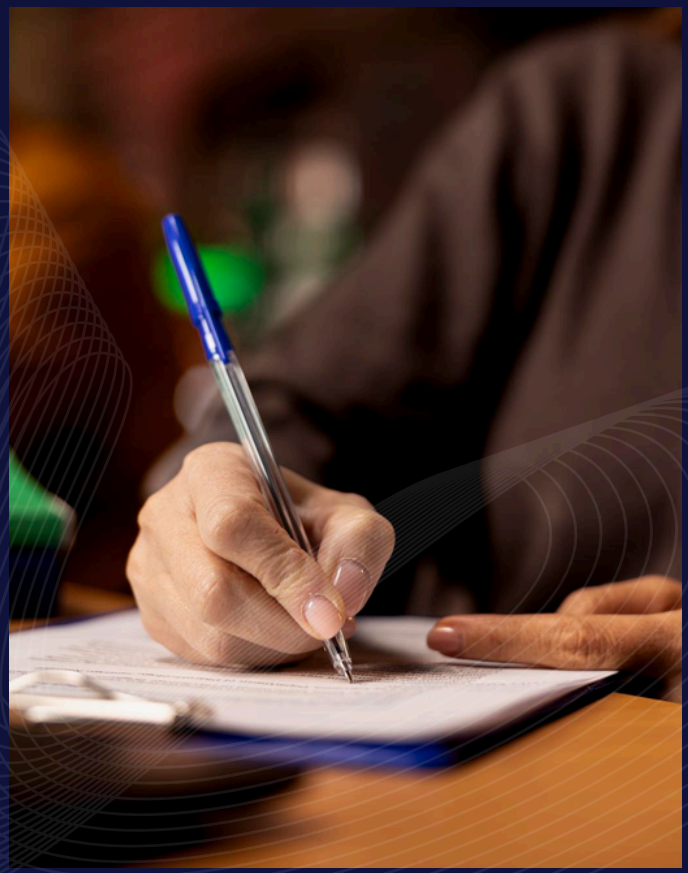
THE LAW FIRM MARKETING CHECKLIST



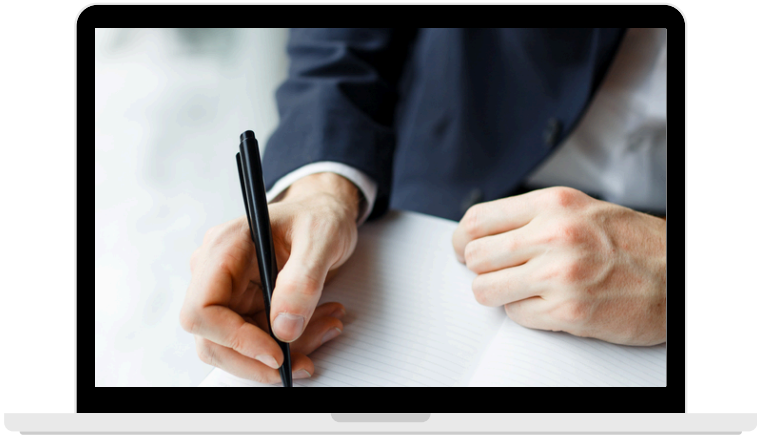
A Practical Framework for Predictable Growth & Better Cases

Duo Digital

THE LAW FIRM MARKETING CHECKLIST

A Practical Framework for Predictable Growth & Better Cases

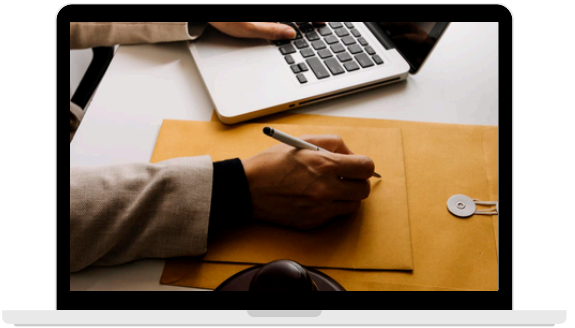
Use this checklist to identify gaps, reduce wasted spend, and build a marketing system that consistently turns visibility into signed clients.



MARKETING FOUNDATION

□ Clear growth goal defined (cases per month, not traffic)
□ Primary practice areas prioritized (no “we do everything”)
□ Target geographic market clearly defined (city, county, ZIP clusters)
□ Monthly marketing budget aligned with competition
□ One decision-maker responsible for marketing outcomes

LOCAL VISIBILITY (SEO & MAP PACK)



□ Google Business Profile fully optimized
□ Correct categories, services, and service areas selected
□ Consistent Name, Address, Phone (NAP) across the web
□ Reviews requested and responded to regularly
□ Practice-area pages built for core services (not blog posts)
□ Rankings tracked for high-intent searches like:
• "divorce lawyer near me"
• "custody attorney in [county]"

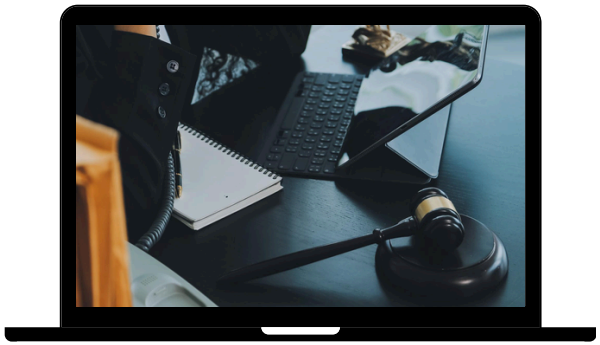
PAID ADVERTISING (PPC, LSAS, META)

□ Google Ads campaigns separated by practice area
□ Local Service Ads verified and actively managed
□ Call tracking enabled for all paid channels
□ Negative keywords reviewed consistently
□ Budgets adjusted based on signed cases—not leads
□ Meta Ads used intentionally (not as a replacement for search)

Red Flags

- Ranking for informational keywords but invisible in the Map Pack.
- Spending money without knowing cost per signed client.

WEBSITE + INTAKE SYSTEMS



WEBSITE & LANDING PAGES

□ Dedicated landing pages for paid traffic
□ Clear call-to-action above the fold
□ Mobile load speed under 3 seconds
□ Trust signals visible (reviews, credentials, experience)
□ Forms are short and friction-free
□ Website clearly answers:
• Who you help
• Where you help
• Why someone should trust you

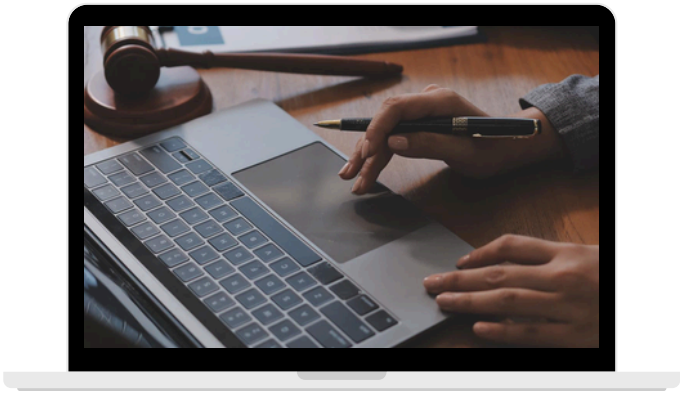
INTAKE & FOLLOW-UP SYSTEMS

□ Calls answered live during business hours
□ Missed-call text-back enabled
□ Forms trigger immediate email and SMS follow-up
□ Consult scheduling is simple and automated
□ Follow-up continues if leads don't respond
□ Intake team trained on urgency and empathy

Red Flags

- Sending ad traffic to the homepage.
- Marketing blamed for poor results when intake is the bottleneck.

TRACKING, ROI & FINAL CHECK



TRACKING & REPORTING

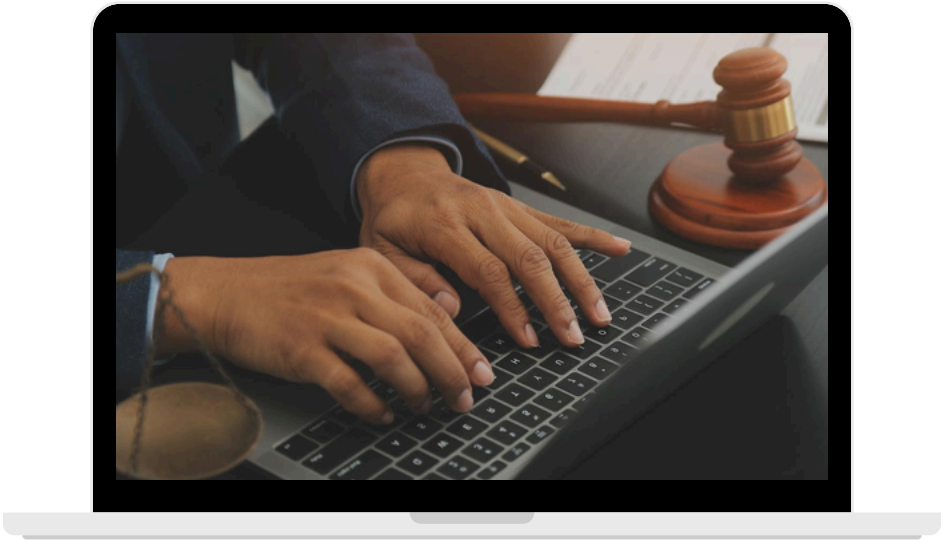
- ☐ Lead source captured automatically
- ☐ Calls, forms, and chats tracked
- ☐ Consult-to-client conversion measured
- ☐ Marketing performance reviewed monthly
- ☐ One dashboard shows what's working
- ☐ Decisions made using data, not assumptions

ROI & GROWTH CLARITY

- ☐ Cost per consult calculated
- ☐ Cost per signed client known
- ☐ Average case value documented
- ☐ Marketing spend tied to revenue
- ☐ Growth projections reviewed quarterly
- ☐ Systems in place to scale without chaos

FINAL READINESS CHECK

- ☐ Intake can handle more volume
- ☐ Team responds quickly and consistently
- ☐ Marketing and intake are connected
- ☐ Growth feels intentional—not random



If fewer than half of these boxes are checked, marketing will feel expensive until the system is fixed.