



SEO | Law Firm™
[Legal Marketing](#)
1.800.728.5306
<http://www.seolawfirm.com>

Multiple Lawyer Offices Have an Advantage in Google Places

Since Google merged the Google Places (formerly Google Local) listings with the natural search engine listings last October, lawyers have been heavily focused on improving their local placement.

In order to achieve a page one ranking for a popular regional term, your law firm must have a substantial ranking in Google Places and a well-optimized website. Regionally targeted markets need both to get a high ranking in Google.

To maximize the benefit of your Google Places profile, you need to have pictures, videos, and an optimized profile. Plus, you will need to round up a handful of happy clients and get them to write reviews about your law firm. But, there is one thing that Google's terms allow law firms to do that can increase their exposure that many firms are not aware of.

If your law firm has multiple attorneys, you can create one Google Places profile for the law firm and one Google Places profile for each attorney under the law firm. If you have a couple of office locations, you can also include those addresses and direct the individual lawyer listings to the office addresses where that particular attorney works.

There are a number of benefits to this:

- 1) More listings will lead to more exposure for your law firm.
- 2) If one attorney does bankruptcy and another does divorce, it is more likely that the individual lawyer listing will appear when someone searches for an exact practice area (like bankruptcy) rather than the general law firm profile that is trying to be relevant to all practice areas.
- 3) Additional exposure for satellite offices.

For law firms that have more than a small handful of attorneys, Google Places allows you to upload a spreadsheet to build the additional listings that will save a lot of time.

The website that your Google Places profile is connected to also plays a big role in the success of your local law firm marketing efforts, but making sure you are getting all the advantages Google Places has to offer is certainly a good place to start.

Let's Build a *Bigger Law Firm*™ Together

To learn more about [law firm marketing](#) visit [SEO | Law Firm](#) or call 1.800.728.5306.