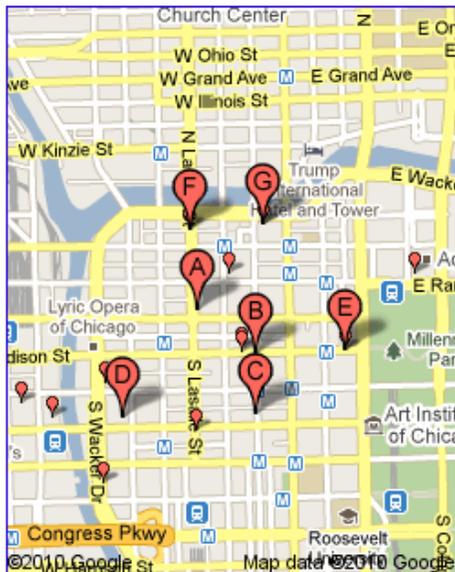




AttorneySync' Guide To: Getting The Most From Your Google Local Business Center Listing

Local business results for **law firm** near Chicago, IL - [Change location](#)



-  [Chicago City Clerk's Office](#) 
www.chicityclerk.com - (312) 726-6538 - [More](#)
-  [Sidley Austin Law Firm](#) 
www.sidley.com - (312) 853-0802 - [More](#)
-  [Shaw, Seyfarth](#) 
www.seyfarth.com - (312) 460-5000 - [3 reviews](#)
-  [Edward M Fox & Associates](#) 
www.efoxlaw.com - (312) 345-8877 - [More](#)
-  [Hughes Socol Piers Resnick & Dym](#) 
www.hsplegal.com - (312) 580-0100 - [2 reviews](#)
-  [Vedder Price P. C.](#) 
www.vedderprice.com - (312) 609-7500 - [More](#)
-  [Winston & Strawn LLP](#) 
www.winston.com - (312) 558-5600 - [More](#)
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What Is Google Local Business Center

The screenshot shows a Google search for "chicago law firm". The search bar is at the top with "chicago law firm" entered and a "Search" button. Below the search bar, there are sponsored links for "Adler & Adler PC", "Lawyer Referral Service", and "Chicago Lawyers". To the right, there are more sponsored links for "Chicago Accident Lawyers", "Wittenberg Dougherty", "Dolan Law Offices", "Phillips Law Offices", "Chicago Lawyer", and "Chicago Lawyer Referrals". Below the sponsored links, there is a map of Chicago with several red location pins. To the right of the map, there is a list of local business results for law firms near Chicago, IL, including "Chicago City Clerk's Office", "Sidley Austin Law Firm", "Shaw Seyfarth", "Edward M Fox & Associates", "Hughes Socol Piers Resnick & Dym", "Vedder Price P. C.", and "Winston & Strawn LLP". Below the map, there is a link to "ILRG Largest 250 Law Firms in the US" and a note that below it will be a listing of the largest 250 law firms in the U.S. linked to ... 2. DLA Piper.

[Google Local Business Center](#) offers local businesses, such as law firms, a fantastic opportunity to get found when people are searching on Google. Google's Local Business Center listing (LBL) is completely free for you to use. However, effectively optimizing, managing, and maintaining your LBL requires some work.

There are several ways to make your law firm's LBL generate more targeted traffic to your website. In fact, LBL's frequently generate more targeted traffic for local business than regular organic listings in Google.

It All Starts With Your Keywords

Keyword discovery is an important part of any search engine strategy and your LBL is no different. The LBL does not appear with every local search. One of the most difficult parts of

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getting results from an LBL is figuring out what keywords actually trigger a 10 pack result that are relevant to your firm.

What To Do

Depending on the goals of your law firm, we usually start very broad and work our way down to very specific combinations of geography and practice area. Some of our clients have seen great success in targeting keywords at the state level (ie: Illinois personal injury lawyer). Others have found better success targeting counties and cities (ie: Chicago personal injury lawyer).

The Same SEO (Search Engine Optimization) Principles Hold True

The results you can expect from your LBL largely depend on the authority of your website and your website's "location relevance". In other words, if your site is authoritative and contains many geographically relevant signals, your LBL will perform better.

Some Of The Influencing Factors

- **Number of Inbound Links to Website:** Since your website's SEO matters, many of the strategies that you would use to obtain organic rankings for your website will also help your LBL, with a little tweaking. Building "local links" to your site will definitely impact your LBL.
- **Relevant practice-area keywords in inbound anchor text:** The same as you would do for your regular SEO strategy, building links to your website with practice-specific keywords in the anchor text will help the LBL algorithm classify your LBL listing (ie: The link back to your site would be [Chicago personal injury lawyer](#)).
- **Location keywords in inbound anchor text:** In addition to practice-area keywords in anchor text, use location keywords. Use counties, cities, addresses, etc. in the anchor text of links to your website. These links are especially helpful if they come from "locally relevant sites" (i.e. local business directories, news sources, etc).



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- **Address in inbound anchor text:** Worth stating again, using addresses in anchor text can be very helpful to your LBL.
- **Phone number with area code in inbound anchor text:** We have also seen benefits from using local phone numbers with area code in anchor text. Again, this is especially beneficial when the link comes from a local source.
- **Testimonials/Reviews on other sites:** Placing local testimonials and reviews both on your website and getting reviews from other local sites is very important to LBL visibility. We recommend both legal-relevant sites, as well as, geographically relevant sites that may not be legally oriented.
- **Listings In Local Directories/Sites:** Here are some common localized sites that may be beneficial:
 - [InfoUSA](#)
 - [Superpages.com](#)
 - [Citysearch.com](#)
 - [Yellowpages.com](#)
 - [Localeze](#)
 - [Insiderpages.com](#)
 - [Yelp.com](#)
 - [Merchantcircle.com](#)
 - [Universal Business Listing](#)
 - [Local.com](#)
 - [TrueLocal.com](#)
 - [Yahoo Directory](#)
 - [DMOZ Regional Directories](#)
 - [DexKnows](#)



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What To Optimize On Your Law Firm Website

City / state in title tags of website: In our experience, this is one of the most important on-page LBL factors and SEO factors. Figuring out how wide a net to cast can be challenging. However, once you find the right combination, using geographic modifiers in your website's title tag, is very important. Whichever geographic terms you decide to use, make sure they closely match the ones you use in your LBL title.

Local Phone Number, including area code, in HTML on website: You should try to use your local phone number throughout your website. This will really help the local algorithm identify the geo-location of your site.

Location keyword in website URL: Not as easy to implement, but like organic SEO, LBL will get some incidental benefit from keywords in your site's url.

Practice-area keyword in website URL: Likewise, you want to use practice-specific keywords in your urls as well.

What To Do With Your Local Business Center Listing

Practice-specific keywords in LBL title: It's very important you use your targeted keywords in the title of your LBL (ie: Chicago **Injury** Lawyer | Larry Lawyer)

Geographic keywords in LBL title: Probably even more important than practice-specific keywords, you need to use geographic keywords in the LBL title (ie: **Chicago** Injury Lawyer | Larry Lawyer).

Geographic and practice-specific keywords in LBL description: Same as above but in description section.



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Proximity to Centroid of city being searched: While many local SEOs have seen this as an important factor, manipulation of this may also hurt your listing. Ideally, your physical office address is very close to the centroid of the geographic location you intend to target. This means, if your office and address is located 30 miles outside of the major metropolitan city, you could actually be hurting your listing if you try to optimize it for downtown. Google wants to deliver it's users law firms that are located close by. Keep this in mind as you optimize your listing.

Proper Categorization of LBL: Adding the right categories is very important to LBL visibility.

Geographic and practice-specific keywords in LBL specialties: Use geographic and practice-specific keywords in the specialty section of the LBL.

Multimedia on your LBL: Using photos and videos on your LBL has some positive impact on visibility.

Number of customer reviews on your LBL: Get reviews. Numerous positive reviews on your LBL will have a significant impact on its visibility especially if those reviews are local.

What Mistakes You Should Avoid

You should not associate Multiple LBLs with same address or phone number. Google considers this an attempt to spam their listings and it could result in penalties or removal in some cases

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