



Law Firm Marketing

Template & Checklist 2022



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Law Firm Marketing Template & Checklist

Our [law firm marketing guide for 2022](#) is online for your reading pleasure. In addition to the guide, we've created this form to help your firm evaluate and enhance your legal marketing campaign. Review the guide and complete the corresponding charts in order to enhance the performance of your website.

WEB DESIGN CHECKLIST FOR LAW FIRMS

Some key elements to add or update in 2022 are your photos, branding elements, and making sure your "hero" message is clear (and animated). We have also included other options you may want to consider when updating the style of the website. You can see the full [design guide](#) here.

Task	Notes	Status
Updated Photos		
Consistent Branding		
Hero Text & Animations		
Streamlined Navigation		
Feature Check (Options) <ul style="list-style-type: none">• Background Videos• Animations• Hover States		
Feature Check (Options) <ul style="list-style-type: none">• Large Type & Fonts• Whitespace Design• Boxed Elements• Flat Design• Overlapping Text• Use of Shadows• Illustrations		

Web Development Checklist for Law Firms

IS YOUR WEBSITE SLOW? IS THE LAYOUT NOT RESPONSIVE?

Find out the best practices of web development for your law firm with our [development guide](#) for lawyers and marketing directors, and keep an eye on the website features listed below.

Task	Notes	Status
ADA Compliance		
Speed Optimization		
Browser Compatibility.		
Mobile Design		
PDF of Pages		
Proposal Generator		
Security Update		
SSL Certificate		
Version Control / Backups		
Staging Environment		
Compressing Images		

PPC Checklist for Law Firms

Need better PPC (pay-per-click) results for your law practice? Read our [PPC guide](#) and get helpful tips, checklists, articles, and more. The guide and keeping tabs of the items below will help produce more conversions and lower your ad cost with Google Ads and other platforms.

Task	Notes	Status
Responsive Ads		
Local Service Ads		
Audience Targeting		
Mobile Ads		
Display Campaign		
Google Analytics Integration		
Ad Automation		
Platform Diversity outside Google Ads		
Testing of Extensions		
Monitoring Negatives		
Niche Your Keywords		
Ad Tracking Setup		
A/B Testing		
Quality Scores of 6+		
Branding Ads		

SEO Checklist for Law Firms

Our SEO [guide](#) for marketing via search engine optimization (SEO). Check out the helpful tips, checklists, articles, and more. Our marketing tips will help establish your firm as a high-ranking listing on the search engine results page.

Task	Notes	Status
Core Practice Areas Optimized		
Long-form Content		
WebP Images		
Start a Podcast		
Use Subpages		
Content Headings		
Client-Focused Content		
Title tags/meta Optimized for Clicks		
Use Anchor Text Wisely		
Easy Conversions with Forms		
Internal Links		
Visuals on Key Pages		
Google Predictive Search Ideas		
Implement Structured Data		
Rich Snippets		

Task	Notes	Status
Mobile First Indexing		
Speed Optimization		
Call Tracking		
UTM parameters		
Video Marketing		
SSL for Website		
Lazy Load for Speed		
Google Business Profile		
Guest Posts		
Earning Backlinks		
Create Linkable Content		
Reviews / Testimonials		
Build a Community		
Report Competitor Spam		
Core Web Vital Check		
HREFLang Tags		
Competitor Analysis		
Social Share		
Check on Dwell Time / Bounce Rate		

Logo Design Checklist for Law Firms

Your logo brands your firm immediately. Find out why our logos are award winning and considered some of the best in the industry. Our [logo guide](#) provides helpful tips, checklists and more to help you create or update your existing design.

Task	Notes	Status
Good Color		
Good Typography		
Good Elements		
Simplified Design		
Gradients		
Animated for the Web		
Icons		



Social Media Checklist for Law Firms

Want to increase your social media presence and get more likes, shares and engagement? Read our [law firm social media best practices guide](#) for inspiration.

Task	Notes	Status
Be Newsy & Trendy		
Post Frequently.		
Interact with Posts		
Have a Strategy		
Create Unique Content		
Create Visuals		
Testimonials / Reviews		
Optimize your Pages		



Newsletter Checklist for Law Firm

A monthly newsletter can increase your firm's standing and generate more business from past client. Our [law firm newsletters guide](#) provides helpful tips, articles, checklists, and advice for your law firm.

Task	Notes	Status
Compelling Headline		
Call to Action		
Targeted Content		
Themes / Timely Content		
Conversion Friendly		
Compliant Email List / Clean List		
Personalize the List		
Accessible Email		
Track Interactions		
Data Privacy Check		
Test Subject Lines		
Keep it Short / Sweet		
Design for Inboxes / Not Web		
Mobile Optimized		
Familiar Sender Name		
Test Send		
Sign Up Form		
Sending Rhythm		
Analyze your Reports		

Content Marketing Checklist for Law

Want to write better content for the web? Want to create a [law firm content marketing plan](#)? Find out what it takes via our best practices guide. Our guide emphasizes how to turn site visitors into clients.

Task	Notes	Status
Interactive Content		
Content Tailored to Voice Search		
Personalized Content		
Topic Hubs		
Solution Focused Content		
StoryTelling		
Great Visuals		
Audience Building		
Review your Analytics		
Reposting		
Repurpose Content		
Map your Content		
Omni-Channel Strategy		
Style Guide		
Live Video		
Guest Posting		
Featured Snippets		
FAQs on Key Pages		
Local Content		

Offline Marketing for Law Firms

Digital marketing is one way to market your firm. Find out how to market the firm [offline in print, tv, radio, and in-person](#). Our best practices guide for offline law firm marketing will help grow your practice.

Task	Notes	Status
Donations / Giveaways		
Attend Events		
Niche Membership		
Current Customers		
Leave Behinds (Flyers)		
TV		
Radio		
Magazines		
Mail Marketing		
Billboards		



We're here to help
Let's Get Started!