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Visibility is key to the success of a law firm. Search Engine Optimization (SEO) services, and marketing agencies can help your firm stand out. Some agencies work on both SEO and marketing, while others specialize in one or the other. You'll need to assess your own needs before determining which is right for you.

Featured Law Firm SEO Services &

Marketing Agencies



Postali
★★★★★ 4.7/5 (based on 2 ratings)

Postali is a great option for attorneys looking to outsource their marketing needs, from SEO to mailed letters and everything in between. [Learn more about Postali](#)

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Law Firm SEO simply means ensuring your site shows up in Google, Bing and other search engines. When people search for related topics, you want your page to be as close to the top of the list as possible. An SEO agency works to optimize your website for both of these concerns. Their work can include keyword optimization, content production, linkbuilding, and more.

SEO agencies can also help your firm with Search Engine Marketing (SEM). This typically refers to paid search activities like paid search ads, display ads, pay-per-click (PPC), social media ads, and remarketing (or retargeting).

Digital marketing agencies often take a multi-pronged approach to ensuring your firm gets noticed. While some marketing agencies offer SEO services, others focus solely on digital marketing efforts.

A digital marketing agency is a company that works with law firms to manage any of a combination of marketing functions, often including [branding](#), [marketing plan](#) development, [website design and development](#), [content marketing](#), [social media marketing](#), [paid ad management](#), and more. A digital marketing agency can help you refine your brand and tell your firm's story. They help you tell potential clients who you are, who you serve, and why. Once you have a strong brand story, you can use it to guide the development of your firm's digital marketing efforts.

Of course, the core of digital marketing is your law firm website. Here, you will find both web designers, and web developers. Website *designers* create your website's look and feel. They help with branding, logos, colors, and website structure and layout. A website *developer*, on the other hand, uses the designer's guidance to code and build a functional website.

Law Firm SEO Services & Marketing Agencies (Alphabetical List)

Filter by Feature

Show All	Free Consultation	Focused on Law	Exclusivity	Will You Own Your Website?
Copywriting	Video Production	Portfolio	Website Maintenance	On-Page SEO
Linkbuilding	Local SEO	Pay-Per Click (PPC) Advertising	Google Certified Partner	
Brand Design	Social Media Marketing	Email Marketing	Offline Marketing	



AttorneySync

★★★★★ [2.8/5 \(based on 2 ratings\)](#)

Reviews of AttorneySync, a law firm SEO, PPC, and digital marketing agency with a philosophy of accountability towards its clients. [Learn more about AttorneySync.](#)



Beam Local

★★★★★ [4.7/5 \(based on 1 rating\)](#)

Beam Local helps lawyers with web design and development, localized online marketing, and conversion optimization. [Learn more about Beam Local.](#)



BluShark Digital

★★★★★ [4.7/5 \(based on 11 ratings\)](#)

BluShark Digital is a marketing company founded by a lawyer for lawyers. It focuses on SEO, SEM, and mobile optimization. [Learn more about BluShark Digital.](#)



Conroy Creative Counsel

★★★★★ [4.7/5 \(based on 4 ratings\)](#)

Conroy Creative Counsel, formerly known as Conroy Consults, is a marketing and website design firm that works exclusively with lawyers. [Learn more about Conroy Creative Counsel.](#)



Consultwebs

★★★★★ [3.9/5 \(based on 4 ratings\)](#)

Consultwebs is a law firm website design and marketing service that offers SEO & SEM, blogging, video, call tracking, and online chat. [Learn more about Consultwebs.](#)



Convert IT Marketing

★★★★★ [4.5/5 \(based on 2 ratings\)](#)

Our review of Convert IT Marketing shows a law-firm specific marketing firm that specializes in pay-per-click (PPC) ad campaigns. [Learn more about Convert IT Marketing.](#)



FindLaw

★★★★★ [2.9/5 \(based on 1 rating\)](#)

FindLaw offers expensive law firm websites and SEO services of questionable value to attorneys. [Learn more about FindLaw.](#)



GNGF

★★★★★ [4.3/5 \(based on 1 rating\)](#)

GNGF is a full-service marketing agency and educator working only with attorneys and law firms to help generate more clients. [Learn more about GNGF.](#)



iLawyerMarketing

★★★★★ [4.3/5 \(based on 1 rating\)](#)

iLawyerMarketing is a digital marketing and web design firm for attorneys that focuses its efforts on SEO and PPC on Google. [Learn more about iLawyerMarketing.](#)



Juris Digital

★★★★★ [4/5 \(based on 1 rating\)](#)

Juris Digital is a full-service digital marketing agency that provides website design and development, SEO, content, and paid search marketing services. [Learn more about Juris Digital.](#)



Justia

★★★★★ [4/5 \(based on 2 ratings\)](#)

Justia is a lawyer directory and offers law firm website design, SEO, and related marketing services for attorneys. [Learn more about Justia.](#)



LawLytics

★★★★★ [4/5 \(based on 1 rating\)](#)

LawLytics is a website marketing system built by an attorney for attorneys to help empower you to grow your practice in a time and cost-efficient manner. [Learn more about LawLytics.](#)



Mockingbird Marketing

★★★★★ [4.5/5 \(based on 1 rating\)](#)

Mockingbird Marketing is a digital marketing firm that works exclusively with lawyers, helping them develop and execute a targeted marketing strategy. [Learn more about Mockingbird Marketing.](#)



PaperStreet

★★★★★ [4.5/5 \(based on 1 rating\)](#)

PaperStreet is an award-winning full-service web design, SEO, and internet marketing company built by a lawyer for lawyers. [Learn more about PaperStreet.](#)



Postali

★★★★★ 4.7/5 (based on 2 ratings)

Postali is a great option for attorneys looking to outsource their marketing needs, from SEO to mailed letters and everything in between. [Learn more about Postali.](#)

[Visit Website](#)



Rankings.io

★★★★★ 4.2/5 (based on 1 rating)

Rankings.io is an SEO agency for lawyers that utilizes a creative approach to SEO campaigns to help you rank on the first page of Google. [Learn more about Rankings.io.](#)



Scorpion Marketing

★★★★★ 2.9/5 (based on 1 rating)

Scorpion is a full-service digital marketing agency for law firms, attorneys, and other professionals with mixed reviews from clients. [Learn more about Scorpion Marketing.](#)



Spotlight Branding

★★★★★ 4.2/5 (based on 1 rating)

Our Review of Spotlight Branding shows they work exclusively with attorneys to market their practices by building a premium brand. [Learn more about Spotlight Branding.](#)



Uptime JurisPage

★★★★★ 4.2/5 (based on 1 rating)

Uptime JurisPage is a digital marketing and web design services company that focuses on helping attorneys turn "clicks into customers." [Learn more about Uptime JurisPage.](#)

On this Page

- ▶ [How to Choose a Law Firm SEO Service or Marketing Agency](#)

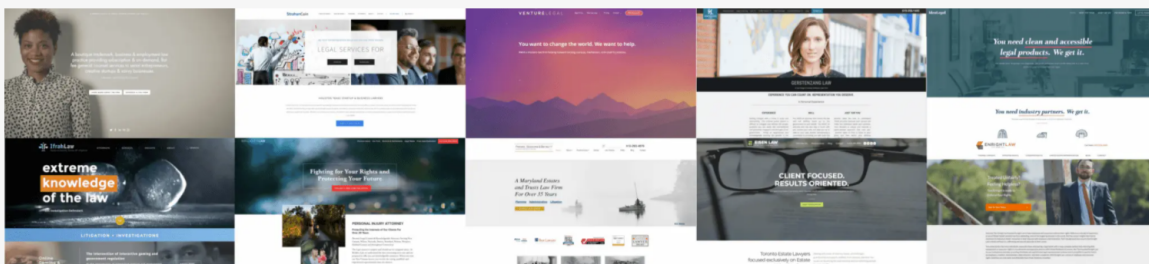
How to Choose a Law Firm SEO Service or Marketing Agency

Making a decision about which SEO service or attorney marketing agency to use first requires that you assess your firm's needs and budget. Are you concerned about your performance in search results? Do you have the financial capacity to do some paid advertising? Are you happy with the look of your current

presence?

Once you've thought about the scope of your needs, you can start to determine what type of agency to hire. If your needs are limited to ranking higher in local search results, an SEO firm may be all you need. On the other hand, attorneys looking for a comprehensive solution may want an agency with more breadth. Additionally, if you'd like your website to integrate with your [law practice management software](#) or [client relationship management software](#), you will need an agency familiar with those sorts of integrations.

No matter what your goals are, it is always good to look at the agency's previous work. Web design companies generally make a portfolio of past work available on their website. If they don't offer a portfolio, you should not feel uncomfortable asking them for references of their past work. This assessment also helps you determine whether that agency's style fits your aesthetic. For those of you who haven't thought a lot about your aesthetic, take a look at some of our [Best Law Firm Websites](#) for some ideas.



Check out our [Best Law Firm Websites](#) for some tips and inspiration.

Many law firm SEO or marketing agencies offer free site audits or SEO assessments. This can quickly give you ideas about what you might improve. Additionally, you'll have an opportunity to see if the agency is a good fit for you. Both SEO and design services contracts can last several months. So, you'll want to be sure to work with an agency where you have smooth communication and enjoy working with each other.

Some digital marketing agencies offer geographical exclusivity. In other words, if they are working with you, they won't work with other law firms in your area. That may be important to you. Particularly, if you are trying to build a local web presence in a relatively small market. But expect to pay a premium for this exclusivity.

If you work with a web designer, you will want to ask certain questions about what happens when the design work is done. Ideally, a firm will offer ongoing website support to troubleshoot or make small changes. Obviously, if you are a firm large enough to have personnel handle ongoing website maintenance, you don't need to worry about that. However, it is always good to know who owns the website design and assets once the business relationship ends.

Agencies that focus on SEO improvements should be able to show you that they take a broad approach to doing so. Law firm SEO is much more than simply increasing your firm's search result ranking. A competent agency should be familiar with how to optimize your site — making sure your pages load fast, confirming your site has an appropriate amount of links per page, ensuring that your pictures have alt text, and more. SEO strategy can be complicated. A good agency should be able to explain to you what all the SEO-related terms mean and what approaches they are taking to improve your site.

Above all, communication is key. Make sure your contract with an agency accurately explains the scope of work, make sure your lines of communication remain open, and make sure you always understand what steps an agency is taking and why.

Law Firm SEO Services & Marketing Agencies Feature Descriptions

Free Consultation. A free consultation or website audit can help you figure out if a particular marketing agency is a good fit with your law firm.

Focused on Law. Some marketing agencies focus on representing law firms, while others apply their skills to multiple industries.

Exclusivity. Marketing can be winner-take-most, especially when it comes to search. That can present a conflict if a marketing agency represents direct competitors. Many marketing agencies won't represent direct competitors for this reason, although exclusivity may cost more.

Law Firm Websites. A well-designed law firm website with a solid SEO strategy is the foundation of any law-firm marketing plan. Besides just creating the website, companies may offer to draft copy, produce videos, and maintain and support the website.

Will You Own Your Website?. If your web design company owns the assets it creates for your website, it can be difficult to transfer your website to another hosting provider or marketing agency.

Copywriting. Drafting effective website copy, including pages and blog posts, is a specialized skill, and it can help your firm launch a new law website much more quickly than if you intend to draft the copy yourself.

Video Production. Professional video production can enhance your website and drive visitors to contact your firm.

Portfolio. Before you hire, you should look at other websites the company has designed. A public portfolio makes this easy.

Website Maintenance. Websites require technical upkeep, which isn't always included in your fee.

Search Engine Optimization (SEO). SEO involves more than just optimizing keywords for search engines, but the end goal is for potential clients to find your website. Note: effective SEO is not cheap, and cheap SEO is rarely effective.

On-Page SEO. On-page SEO involves optimizing the content and metadata of your law firm website pages. This is essential but fairly basic.

Linkbuilding. Building off-site links back to your website effectively probably requires a strategy and a fair amount of work. Linkbuilding tactics can include writing guest posts, outreach, and more.

Local SEO. Search engines use what they know about your location when they deliver search results, and not just in map apps. Local SEO aims to boost your results when location is relevant.

Pay-Per Click (PPC) Advertising. PPC advertising puts your search results on top of targeted search queries.

Google Certified Partner. An optional certification that means Google has certified the vendor as an expert in Google Ads. It does not mean the vendor has any kind of special relationship with Google.

Brand Design. If you need a logo or other marketing assets, you might want a branding package for your law firm.

Social Media Marketing. Your marketing agency can help you design and maintain a social media presence.

Email Marketing. Email marketing can be highly effective, and a marketing agency can help your firm develop and execute an email strategy.

Offline Marketing. Offline marketing may include things like letterhead, newspaper ad design, etc.

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