

Ethical SEO for Attorneys

Use one sheet per page or listing. Check an item only after its evidence is reviewed. Keep unresolved items in the action record; a checked box is not a compliance certificate.

Firm / project

Reviewer

Page or listing URL

Review date

SEVEN CHECKS

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1. Separate the rules

Confirm the applicable jurisdiction and platform policies. Record the responsible reviewer and source links.

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2. Substantiate important claims

Check credentials, awards, statistics and outcome language. Retain the source, date, qualifications and approved wording.

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3. Review requests and responses

Check platform incentives and selection rules. Route confidentiality questions to the responsible attorney.

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4. Verify office information

Check eligibility, address, hours and services against current records. Distinguish an office from an area served.

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5. Inspect the content

Verify sources and authorship. Check for unnatural keyword repetition, thin city copies and unsupported AI-generated claims.

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6. Document link relationships

Inspect each placement, payment relationship and link qualification. Record the URL, anchor, owner and approval.

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7. Verify results and the live version

Separate events, unique inquiries and retained matters. Match dates and definitions; confirm the live page matches approval.

Priority correction / next action

Action owner

Due date

Status

Evidence / approved version reference

Guidance and sources: lawseo.com/seo/ethical-seo-for-attorneys/

General marketing review aid. Confirm current Google policies and the rules in your jurisdiction. Save your completed copy locally; this PDF has no submit button and sends no form data.