

Law firm website checklist: 7 basics from our 300-site study

Tick each item on your own site. The percentage is the share of the 300 law firm websites in our audit that had the problem.

- | | | |
|---|--|--------------------------------|
| ☐ | Add LegalService structured data | 49%
had this problem |
| Describe the firm with LegalService JSON-LD (Schema.org marks the older Attorney type as deprecated): name, address, phone, practice areas, opening hours and attorney pages. Most WordPress SEO plugins can output it; check it in Google's Rich Results Test. | | |
| ☐ | Link a privacy policy from every page | 36%
had this problem |
| Contact forms collect names, emails and case details. Put a privacy policy link in the footer and next to the form, and make sure it describes what you actually collect. | | |
| ☐ | Give each page one clear H1 | 27%
had this problem |
| Use one H1 that says what the page is about and where (for example, practice area and city). Theme logos and sliders often add extra H1s or none at all. | | |
| ☐ | Make the phone number tappable | 15%
had this problem |
| Wrap the number in a tel: link in the header and on the contact page. On a phone, a plain-text number is one more step for someone who wants to call now. | | |
| ☐ | Write a meta description for the homepage | 15%
had this problem |
| One or two sentences with the practice areas, location and a reason to call. Without it, search engines pick a snippet for you. | | |
| ☐ | Update the footer year and the facts around it | 10%
had this problem |
| An old copyright year is a small signal that nobody is maintaining the site. Use a dynamic year and review team, address and phone at the same time. | | |
| ☐ | Fix broken menu links, images and mixed content | 5%
had this problem |
| Crawl the menu monthly, replace images that return 404, and change hard-coded http:// image and script URLs to https://. | | |

Source: Fer Marketing, automated audit of 300 US law firm websites listed in OpenStreetMap, October 2026. Not a random sample of all firms. <https://fer.marketing/studies/law-firm-websites-2026>