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Giving families peace of
mind one estate planning
attorney at a time.

Downloadable SEO
Checklist for Estate Planning Attorneys

To access more resources, visit
CottrellCommunicationsGroup.com

Technical SEO:

☐ Ensure your website loads in under 3 seconds.

☐ Confirm mobile-friendliness with Google's Mobile-Friendly Test.

☐ Install and verify SSL certificate (HTTPS).

☐ Check and fix crawl errors using Google Search Console.

☐ Identify and fix broken links (internal and external).

☐ Optimize site structure with clear, logical URL hierarchy.

On-Page SEO:

☐ Use relevant keywords in title tags, meta descriptions, and headers.

☐ Include local keywords (e.g., "estate planning attorney in [City]").

☐ Add descriptive alt text to all images.

☐ Implement an internal linking strategy to guide visitors.

☐ Ensure content is easy to read and provides a good user experience.

Content Audit:

- [ ] Identify and update underperforming content.

- [ ] Remove or consolidate duplicate content.

- [ ] Ensure all content answers common client questions.

- [ ] Update older posts with current information and local references.

Off-Page SEO:

- [ ] Analyze your backlink profile for quality and relevance.

- [ ] Obtain local citations in directories like Avvo and Justia.

- [ ] Encourage positive client reviews on Google My Business.

Local SEO:

- [ ] Complete and optimize your Google My Business profile.

- [ ] Ensure consistent NAP (Name, Address, Phone Number) across all platforms.

- [ ] Create and share local content relevant to your community.

Monitoring and Continuous Improvement:

- [ ] Set up Google Analytics and Google Search Console for tracking.

- [ ] Monitor keyword rankings and website traffic monthly.

- [ ] Conduct regular SEO audits to stay updated with best practices.

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