

The Complete Q3 2026 Law Firm SEO Audit Checklist

1. Technical SEO and Core Web Vitals

- ☐ Pull Core Web Vitals field data in Search Console (mobile and desktop)
- ☐ Confirm LCP < 2.5s, INP < 200ms, CLS < 0.1 on top traffic pages
- ☐ Audit and reduce render-blocking scripts (chat, forms, analytics)
- ☐ Verify HTTPS, sitemap submission, and robots.txt
- ☐ Fix broken links, redirect chains, and orphaned pages
- ☐ Run URL Inspection on priority pages to confirm rendering

2. Content and E-E-A-T

- ☐ Confirm key pages have a named attorney author/reviewer with linked bio
- ☐ Add first-hand experience and jurisdiction-specific detail
- ☐ Verify statutes, citations, and procedural facts are current
- ☐ Check that content matches the intent behind each target query
- ☐ Ensure AI-assisted drafts were edited and approved by an attorney

3. Local SEO and Google Business Profile

- ☐ Verify NAP consistency across site, GBP, and directories
- ☐ Update GBP hours, categories, service areas, and photos
- ☐ Confirm practice-area and attorney attributes are complete
- ☐ Audit review volume, recency, and rating
- ☐ Respond to all unanswered reviews within ethics rules
- ☐ Set or refresh a review-request system

4. AI Search Visibility (AEO/GEO)

- ☐ Search top legal questions in AI Overviews and AI assistants
- ☐ Add concise, direct answers near the top of key pages
- ☐ Implement or validate FAQ and Organization/Attorney schema
- ☐ Confirm consistent firm entity data across the web
- ☐ Strengthen third-party citations and mentions

5. Backlinks and Off-Site Authority

- ☐ Pull and review your backlink profile
- ☐ Identify spammy or irrelevant links to clean up or disavow
- ☐ List target sources for new links (bar, directories, local orgs, press)
- ☐ Pursue earned links through commentary, data, or community
- ☐ Audit internal links to priority practice-area pages

6. Analytics, Tracking, and Conversions

- ☐ Verify analytics and conversion tracking are firing
- ☐ Confirm calls, forms, and chats are captured as conversions
- ☐ Attribute leads to channels; identify best-performing pages
- ☐ Compare H1 results against January goals
- ☐ Update benchmarks for AI visibility, branded search, reviews
- ☐ Reallocate budget for H2