

Regional Law Firm Digital Marketing Audit

Executive findings

Anonymized sample

Prepared by Marc Beharry · marcbeharry.com

About this sample: a real audit, anonymized. Built from external data only, with values indexed to protect the client.

STORY

Optimize, not rebuild

Brand, trust, and channel presence already exist.

PRIORITY

Local + CRO

Strongest near-term ROI levers.

UPSIDE

PPC + Video

Underbuilt channels can scale quickly.

Implication: The final narrative should center on closing execution gaps, then scaling the channels with the cleanest ROI signal.

OVERVIEW

Executive Summary

- The firm has strong brand equity and trust signals.
- The biggest gaps are operational, not strategic.
- Office A shows the stronger local model.
- Best near-term upside: local SEO, CRO, PPC, and video-led social.

BRAND BASE

Strong

Clear proof points: results, reviews, and scale.

GAP TYPE

Execution

Channel setup and conversion flow need tightening.

NEAR-TERM ROI

High

Focus on local, CRO, paid search, and content reuse.

Implication: This is an optimization and scale story, not a repositioning exercise.

LOCAL

Why Office A Outperforms Office B

- Office A leads on local SEO signals.
- It appears stronger on citations, reviews, and profile completeness.
- Office B looks weaker on authority and local setup.
- Review count and freshness look like major drivers.

Office signal comparison (indexed)

Office A**Office B**

Reviews	100	12
---------	-----	----

Live citations	100	71
----------------	-----	----

GBP setup	Stronger	Weaker
-----------	----------	--------

Implication: Office B is the clearest local catch-up opportunity and should be prioritized by office.

LOCAL

Local SEO and LSA Findings

- Profile completeness is inconsistent by office.
- Hours, services, and posts are not fully utilized.
- Category targeting can be reviewed and expanded by office.
- LSA opportunities will expand with more complete and active GBP profiles.

Local profile comparison, anonymized

Indexed values preserve relative differences without exposing client data.

Office	Citations Index	Rating Band	Citation Score Index	Review Volume Index
Office A	100	High	100	100
Office B	71	Medium	78	12
Office C	71	High	61	59
Office D	8	High	17	100
Office E	75	Medium	73	21

Public version: office names and exact values have been masked.

Shared profile gaps

Missing / underused hours

Missing / underused services

Missing / underused posts

Office-level category expansion

Implication: Local and LSA performance is held back by incomplete execution, not just competition.

SEARCH

SEO Findings

- The audit found several dozen technical opportunities.
- Issues include schema gaps, missing alts, low text-to-HTML ratios, crawl issues, and weak anchors.
- Many top pages appear to have low traffic ceilings today.
- Some blog content can be migrated to evergreen core pages/sections.
- Several priority terms are close to stronger rankings.

Errors (1) ⓘ	
34 structured data items are invalid	How to fix
Warnings (7) ⓘ	
108 images don't have alt attributes	How to fix
72 pages have low text-HTML ratio	How to fix
2 pages have duplicate H1 and title tags	How to fix
2 issues with unminified JavaScript and CSS files	How to fix
1 page has too much text within the title tag	How to fix
1 page doesn't have an h1 heading	How to fix
1 page doesn't have a meta description	How to fix
Notices (5) ⓘ	
216 links have no anchor text	How to fix
16 pages are blocked from crawling	How to fix
12 links have non-descriptive anchor text	How to fix
2 subdomains don't support HSTS	How to fix
new 1 page requires content optimization	How to fix

SEO opportunity stack

Technical cleanup **High**

On-page refinement **High**

Internal linking **Medium**

Evergreen migration **Medium**

Implication: Existing assets likely have more SEO upside than current performance suggests.

SEARCH

Offsite and Authority Findings

- The backlink profile appears heavy on directories.
- Local authority links appear limited.
- Local newspaper and trusted community links are limited.
- Stronger legal links are concentrated in a small set of sources.
- Deep-link anchor text can be improved.

Auth.	Source type	Domain	NF	Anchor
61	Directory network	directory.example	Y	[firm name]
60	Directory network	listing.example	Y	[firm name]
51	Automation tool	tool.example		[firm name]
42	Blog network	blog.example	Y	[firm name]
37	Blog network	publisher.example	Y	[firm name]
34	Legal directory	legal.example	Y	practice-area page
21	Community source	community.example		local page

Representative rows, anonymized for public sharing.

Shift in backlink strategy

From **Directory volume**

To **Local + legal authority**

Need **Better deep-link anchors**

Implication: Offsite strategy should shift from generic volume to local and legal authority.

CONVERSION

CRO and UX Findings

- The landing page has strong trust ingredients.
- It still behaves more like a long SEO page than a conversion page.
- The primary CTA is not forceful enough above the fold.
- The form appears too low for urgent users.
- Mobile scannability and conversion flow need work.

Quick-win CRO actions

Move form higher

Use one clear primary CTA

Add sticky mobile call bar

Repeat trust near CTAs

Implication: High-intent traffic is likely leaking before users reach the main contact action.

SOCIAL

Social: What's Working

- Brand consistency is strong across channels.
- Website proof points are strong and reusable.
- Facebook appears to have the largest visible audience.
- LinkedIn is credible and well-developed for a regional firm.
- The firm already has a usable video foundation.

Reusable trust assets

1,000s

cases handled

\$100M+

recovered

500+

five-star reviews

4.8+

Google rating

Implication: Social does not need a reset. It needs better packaging and stronger execution.

SOCIAL

Social and Paid Social Opportunities

- The content mix appears too testimonial-heavy.
- More educational and attorney-led content is needed.
- Short-form video is the strongest format opportunity.
- Instagram appears underbuilt relative to the brand.
- Paid social should lean harder into results, reviews, local presence, and attorney credibility.

Recommended content mix

Educational	60%
Human / behind the scenes	20%
Promotional	20%

Implication: Social can become both a trust channel and a demand-gen channel.

PAID SEARCH

PPC Findings and Opportunity

- The PPC account appears very underdeveloped.
- The account had only 2 keywords and 2 ads.
- Keyword coverage is extremely limited.
- Ad testing appears minimal.
- The account can be expanded in multiple directions.

CURRENT STATE**2 KWs / 2 ads**

The account is still in a very early stage.

EXPANSION PATH**Broad**

Add local intent coverage, stronger ad tests, and tighter LP alignment.

Implication: PPC is underbuilt enough that basic expansion and structure fixes can drive outsized gains.

PRIORITIES

Highest-ROI Priorities / Final Takeaway

- Close the Office A vs. Office B local gap.
- Improve GBP completeness across offices.
- Strengthen review count and review freshness.
- Tighten conversion paths on priority landing pages.
- Expand PPC beyond its current footprint.
- Shift social toward educational, video-led execution.
- Improve backlink quality, not just quantity.

Bottom line

- 1. Fix the local gap.**
- 2. Reduce conversion friction.**
- 3. Scale the underbuilt channels.**

Office A shows the stronger model. The opportunity is to replicate that discipline across offices and channels.

Implication: Fix local gaps, reduce conversion friction, then scale the underbuilt channels.

OTHER QUESTIONS

Additional Questions to Answer for a More Holistic View

1. Which offices generate the highest-quality leads, not just the most visibility?
2. Which practice areas have the strongest revenue and growth potential?
3. Which channels drive qualified calls, form fills, and signed cases?
4. Where is attribution weakest across GBP, LSA, PPC, organic, and social?
5. Which landing pages attract traffic but underconvert?
6. How does review freshness vary by office?
7. Which competitors are winning by office, practice area, and channel?
8. Are location pages strong enough to support each office's local growth goals?
9. Are SEO, local, PPC, and social strategies aligned by office and case type?
10. Which issues are limiting performance the most: visibility, conversion, or tracking?

Implication: Answering these would tie channel findings to lead quality, revenue, and budget.

NEXT STEP

Want a Digital Marketing Audit Like This for Your Business?

The Full Digital Growth Audit covers your website, SEO, local search, PPC, social, backlinks, analytics, and AI search readiness, then turns the findings into a prioritized Fix First roadmap.

PRICE

\$2,500

Typically \$10,000+ at agencies

TIMELINE

2 to 3 weeks

Kickoff to presentation

ACCESS

No logins required

Read-only access optional

Request Your Audit →marcbeharry.com/contact

Who does the audit: Marc Beharry, a strategist with 20+ years in SEO, paid search, and analytics.