

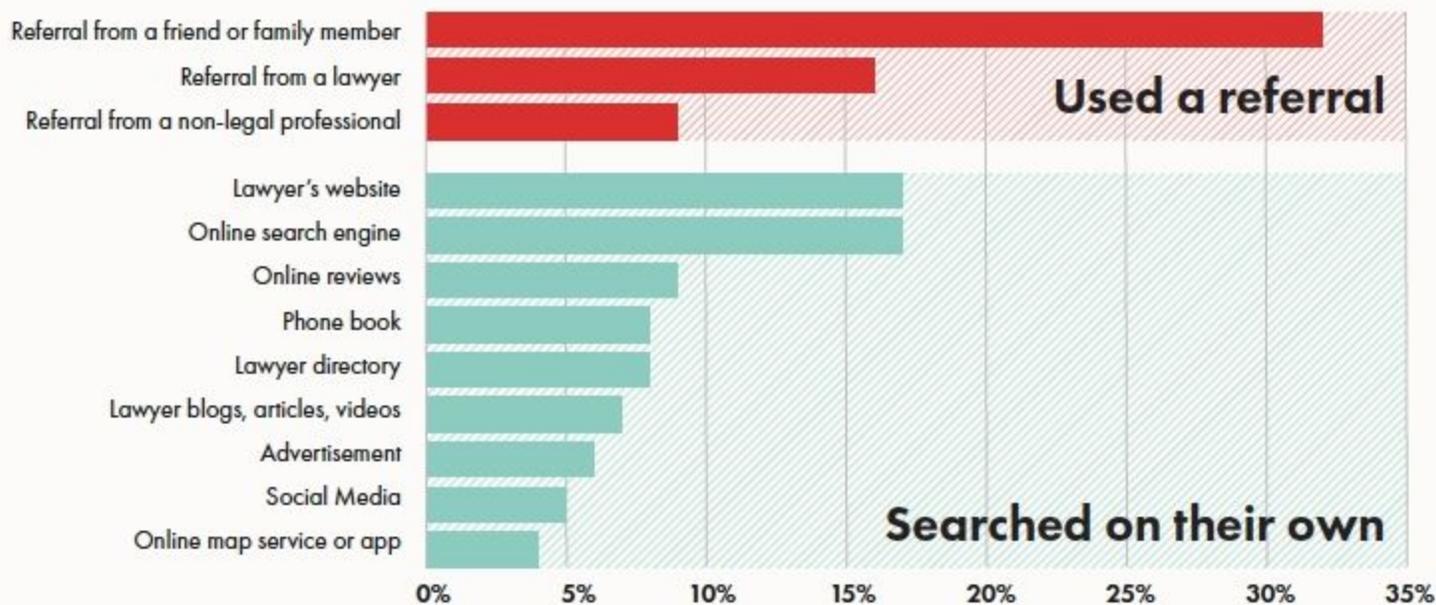


Google My Business Performance Tracking for Lawyers

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President at AttorneySync



How clients searched



18% of clients said they would never seek a referral from a friend or family member

Source: Clio Legal Trends Report

Your next clients will most likely hear about you from a referral. Many others will search on their own.

Now matter how someone hears about you, they're likely to search for information about you online. Most of those searches are likely to take place on Google.

Understanding and influencing what they see when they search for you, can help you make a remarkable impression on them.

In many instances, these initial impressions play a significant role in whether or not they're likely to contact you about how you can help them.

This is where Google My Business becomes a powerful tool to help you make a compelling first impression and motivate them to contact you.

Here's an example for a search for Ken Levinson, an attorney in Chicago:

[ken levinson attorney]

The image shows a Google search for "ken levinson attorney". The search bar at the top contains the text "ken levinson attorney" and shows "About 1,770,000 results (0.53 seconds)". Below the search bar are navigation tabs for "All", "News", "Images", "Shopping", "Maps", "More", "Settings", and "Tools".

The search results on the left include several entries:

- <https://levinsonstefani.com> › ken-levinson : **Ken Levinson - Levinson and Stefani Injury Lawyers**
Ken Levinson is a passionate advocate for accident survivors and child safety. For more than 20 years, he has represented disenfranchised clients against ...
- <https://www.academyoftruckaccidentattorneys.org> › ke... : **Kenneth Levinson Profile - Academy of Truck Accident Attorneys**
Mr. Levinson is the author of the latest edition of Litigating Major Automobile Injury and Death Cases, published by aAJ Press/Thomson Reuters. He frequently ...
- <https://www.taosinjurylawyers.com> › illinois › ken-levi... : **Ken Levinson - Taos Injury Lawyers**
Ken Levinson has been a successful trial lawyer since 1992. ... He has been admitted to practice before the Illinois Supreme Court and the Northern District of ...
- <https://thenationaltriallawyers.org> › profile-view › Levi... : **Kenneth Levinson - The National Trial Lawyers**
Ken Levinson has been a successful trial lawyer since 1992. ... Law, Ken was appointed an Assistant Illinois Attorney General, representing state agencies and ...
- <https://www.avvo.com> › Find a Lawyer › Personal Injury : **Kenneth Levinson - Lawyer in Chicago, IL - Avvo**
Find Illinois attorney Kenneth Levinson in their Chicago office. Practices Personal injury. Find reviews, educational history and legal experience.
★★★★★ Rating: 5 · 16 reviews · Price range: Varies based on case specifics

The Google My Business listing for Ken Levinson is highlighted with a red box. It features a profile picture of Ken Levinson, a map showing the location at 230 W Monroe St, Chicago, IL 60606, and a 5.0 star rating based on 10 Google reviews. The listing includes contact information: Website, Directions, Save, Call, and Phone: (866) 883-2024. It also has a "Questions & answers" section and "Reviews from the web" showing a 5/5 rating from Avvo (16 reviews) and a 5/5 rating from Facebook (1 vote).

For these types of searches, Google gives a lot of real estate to Google My Business listings (highlighted in the **red box**).

Making it easy for people to find information about you and your practice is one of the most effective ways to make a great first impression and increase your chances that they will contact and hire you. Your GMB profile can also:

- Reduce friction in finding key information (i.e. your contact information)
- Demonstrate your commitment to excellent service with former clients.
- Help them get to know you, how you might help them, and how you're uniquely qualified to help them.

Key Basic GMB Features

Photos + Videos: Prefer photos of people over logos.

Reviews: Deliver remarkable service, ask for reviews.

Category: Prioritize your main category.

Hours: Be open when PCs are looking for you.

Q&A: Seed with FAQs.

Reviews from the web: Earn reviews from major review sites (Avvo, Facebook, etc).

The screenshot shows a Google My Business profile for Ken Levinson, a personal injury attorney in Chicago, Illinois. The profile includes a photo of Ken Levinson, a map showing the location at 230 W Monroe St, and a 5.0 star rating from 10 Google reviews. The profile also displays the address, hours (Open, closes 5PM), phone number (866) 883-2024, and a section for questions and answers. At the bottom, there are reviews from Avvo (5/5, 16 reviews) and Facebook (5/5, 1 vote).

About 253,000 results (0.61 seconds)

https://levinsonstefani.com

Levinson and Stefani Injury Lawyers

Free Consultation: 877-837-3187. We are personal injury attorneys serving clients throughout Illinois. Get answers. Protect your rights. Helping injury victims ...

Ken Levinson

By using the law, the court system and his skill as a lawyer, his ...

Danylo Terleckyj

... the Detroit area, Danylo (Dan) Terleckyj is an associate ...

About Us

Levinson and Stefani is a Chicago-based firm focusing on personal ...

Jay Stefani

John A. (Jay) Stefani is a trial lawyer concentrating on helping ...

More results from levinsonstefani.com »

https://www.facebook.com > Places > Chicago, Illinois

Levinson and Stefani Injury Lawyers - Home | Facebook

Levinson and Stefani Injury Lawyers, Chicago. 2079 likes · 15 talking about this · 315 were here. Client-first legal representation for injury victims...

★★★★★ Rating: 5 · 13 votes

https://profiles.superlawyers.com > ... > Profiles

Levinson and Stefani Injury Lawyers in Chicago, Illinois

Levinson and Stefani Injury Lawyers is a law firm in Chicago, IL with 3 attorneys selected to the Super Lawyers or Rising Stars lists.



Levinson and Stefani Injury Lawyers

Website Directions Save Call

5.0 ★★★★★ 81 Google reviews

Personal injury attorney in Chicago, Illinois

Located in: The Franklin

Address: 230 W Monroe St UNIT 2210, Chicago, IL 60606

Hours: Open 24 hours

Phone: (866) 883-2024

Suggest an edit · Own this business?

Questions & answers

See all questions (2)

Ask a question

Reviews from the web

5/5 Facebook · 13 votes

Be sure to become familiar with the [Guidelines for representing your business on Google](#).

Failing to comply with GMB Guidelines can result in loss of reviews, loss of visibility, and even suspension. Navigating the guidelines can be confusing. Be sure to understand the details.

In addition to guideline compliance, there are a variety of business issues that can arise from unthoughtful GMB implementations.

For example, be sure to have clear and documented policies about who owns GMB accounts for specific locations and practitioner pages. Write clear policies on where attorneys and team members should be sending happy clients to leave reviews.

Finally, make sure you consider the impacts on the search experiences of adding additional GMB listings. Make sure you don't accidentally decrease the visibility of a strong firm listing with many positive reviews, for one that doesn't.

In addition to searches on your name, GMB is a great tool to earn visibility for non-brand searches. These include localized services searches like: [chicago personal injury lawyer]. Google My Business powers their local pack listings, Local Services Ads, local finder.

Local Search Ads



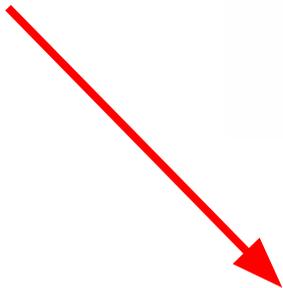
Google search results for "chicago divorce lawyers". The search bar shows "chicago divorce lawyers" with a search icon. Below the search bar are filters for "All", "News", "Maps", "Shopping", "Images", "More", "Settings", and "Tools". The results show "About 30,700,000 results (0.76 seconds)". A section titled "Family Lawyers nearby" is marked as "Sponsored". It features three lawyer profiles: Vantage Group Legal Services (4.9 stars, 12 reviews, 2 years in business, Open 24/7), Law Offices of Jonathan Merel... (4.8 stars, 65 reviews, Open now until 5 PM), and The Diggs Law Firm, LLC (4.7 stars, 51 reviews, Open now until 5 PM). A "More Family Lawyers" button is at the bottom.

Local Pack Listings



A Google map of Chicago showing several red location pins for law firms. Below the map are filters for "Rating" and "Hours". Three listings are shown: Arami Law Office PC (4.8 stars, 125 reviews, 7+ years in business, 53 W Jackson Blvd #1021, Open - Closes 6PM), Women's Divorce & Family Law Group by Haid and Teich LLP (3.7 stars, 23 reviews, 5+ years in business, 233 S Wacker Dr 84th Floor, Open - Closes 6PM), and Mehta Law Group Chicago Divorce and Family Law Attorneys (4.7 stars, 219 reviews, 10+ years in business, 121 W Wacker Dr #1404, (312) 374-4559, Open - Closes 4PM, Onsite services). Each listing includes "Website" and "Directions" buttons. A "View all" button is at the bottom.

Local Finder



Google search results for "chicago personal injury lawyer". The search bar shows "chicago personal injury lawyer". Below the search bar are filters for "Rating" and "Hours". Two listings are shown: Levinson and Stefani Injury Lawyers (5.0 stars, 81 reviews, 5+ years in business, 230 W Monr... Open 24 hours, (866) 883-2024) and Panio Law Offices (5.0 stars, 30 reviews, 7+ years in business, 10 S Riversid... Open - Closes 8PM, (312) 313-0305). Each listing includes "Website" and "Directions" buttons. A map on the right shows the locations of these firms in Chicago.

Hopefully, it's clear what role GMB can play in brand positioning and client acquisition.

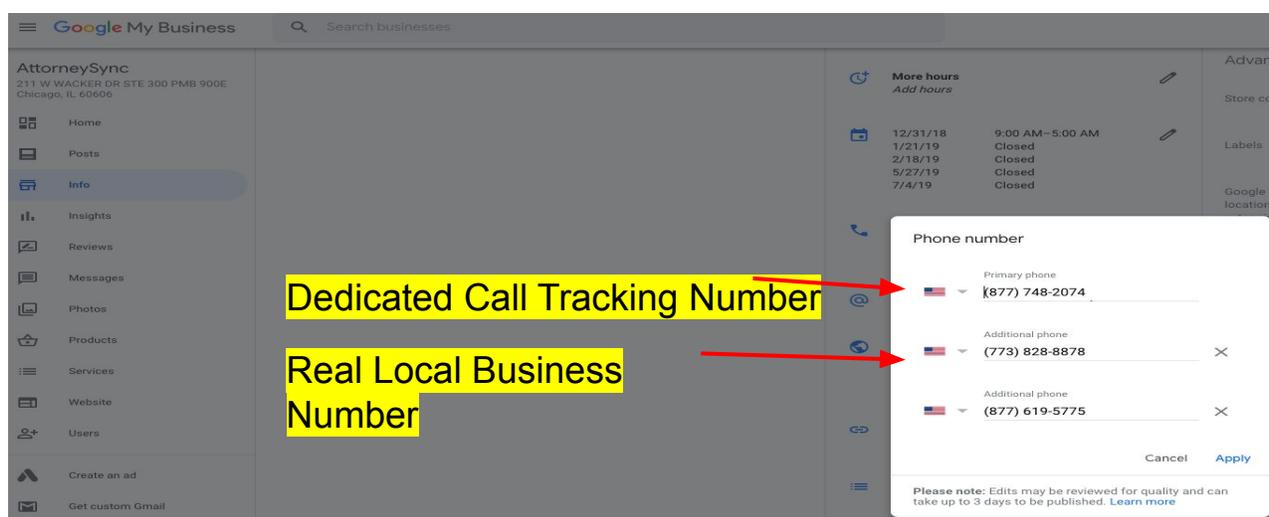
In fact, if you do nothing else online, you should strongly consider claiming, updating, and optimizing your Google My Business Profile(s).

We are regularly amazed by how many legal services consumers will contact lawyers directly from a **GMB call tracking number**, without ever clicking-through to a firm's website!

If you decide to implement a tracking number, be sure to:

- Use a dedicated call tracking number in the primary phone field.
- Use your real local phone number as an alternative number.

Based on our experiences, as well as, many other SEO experts, this implementation does not negatively impact name, address, and phone number (NAP) consistency. Put simply, we do not believe this negatively impacts search visibility.



If you use a call-tracking number from a platform like [CallRail](#) (and you should), you can generate detailed call reports, including duration, and recordings for qualification and value.

Now you can gain deep insight into the alignment of your local SEO strategy, your intake process, and your ability to convert potential clients from this channel to open cases and fees.

Source	Referrer	Medium	Campaign ▲
 Google My Business	www.google.com	organic	gmb
 Google My Business	www.google.com	organic	gmb
 Google My Business	www.google.com	organic	gmb
 Google My Business	www.google.com	organic	gmb
 Google My Business	www.google.com	organic	gmb
 Google My Business	www.google.com	organic	gmb
 Google My Business	www.google.com	organic	gmb
 Google My Business	www.google.com	organic	gmb
 Google My Business	www.google.com	organic	gmb
 Google My Business	www.google.com	organic	gmb
 Google My Business	www.google.com	organic	gmb

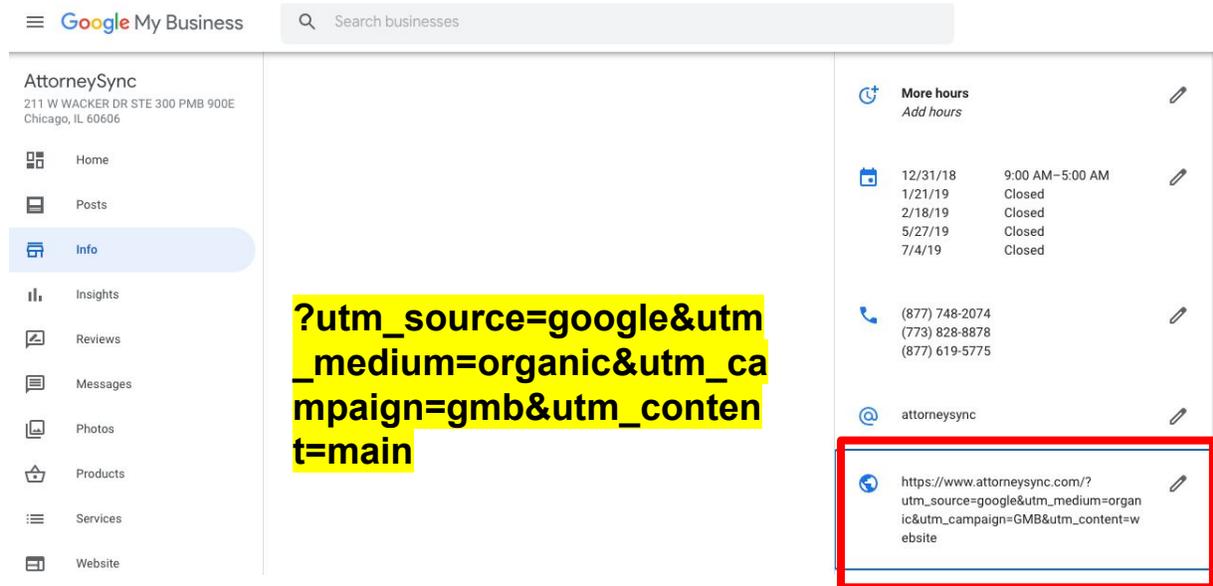
In fact, you can qualify calls right inside CallRail's system. You can also deploy CallRail with a virtual reception service like [Smith.ai](#). Now you can monitor and measure the entire potential client experience from search, to click, to call.

Combine this with a client relationship management (CRM) tool like [Lawmatics](#), and you can completely close the loop to retainer, fee, and lifetime value of a client.

Now you can calculate cost per client, and really get a sense of the business metrics attributable to clients calling directly from your GMB listing that haven't even clicked-through to your website.

Consider all the money that law firm allocate to website design, development, maintenance, and marketing, many potential clients never even click-through to see them.

Further, by adding **UTM parameters** ([try this free tool](#)) to GMB URLs, you can granularly track the performance of your GMB profile's visibility via **Google Analytics** and **Google Search Console**.



By implementing proper tracking, you can monitor your GMB's local pack:

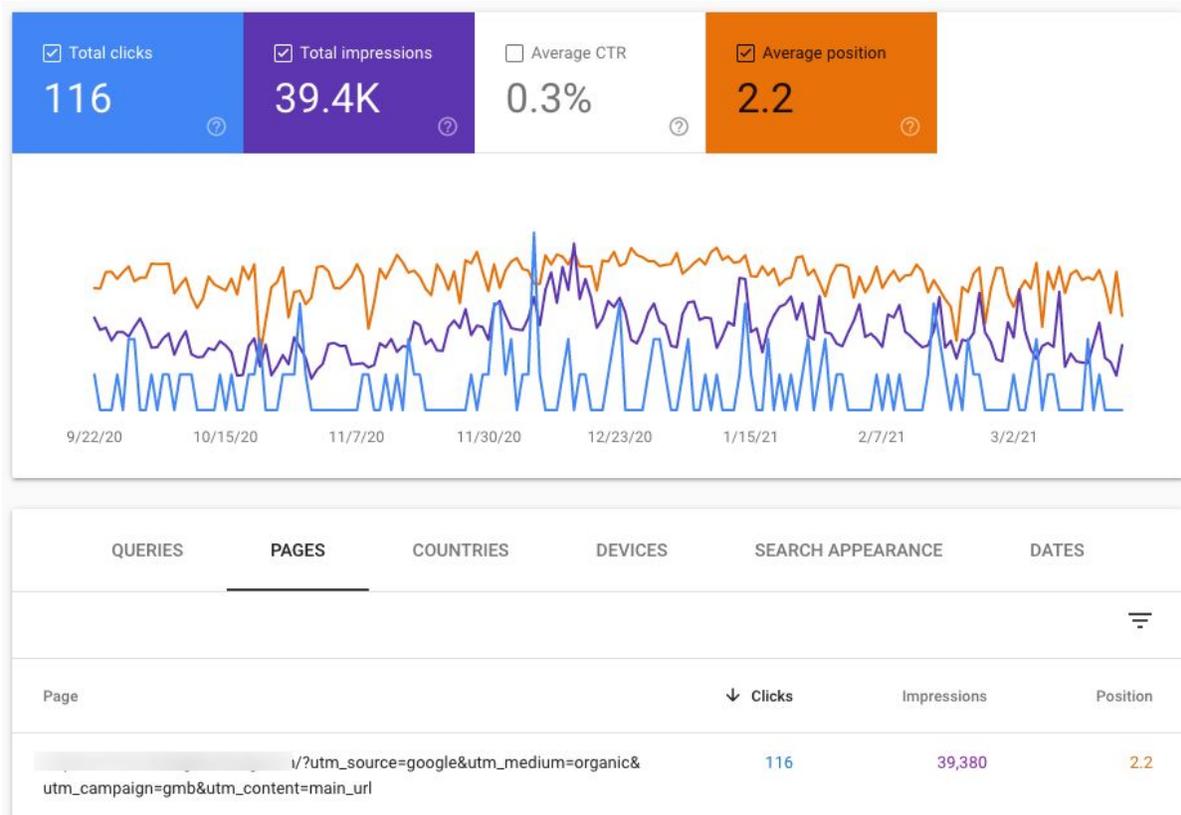
- **Impressions:** The number of time your URL showed for a search query.
- **Clicks:** The number of times your URL was clicked from a local pack listing.
- **Click-Through Rate:** The percentage of times clicked versus shown.
- **Average Position:** The average position on the search results page for your listing.

You can also see the specific search queries!

Combine these front-end metrics to your back-office business metrics (leads, new clients, fees, etc), and you have a very powerful marketing intelligence tool.

You can now gain insight and perform analysis measuring **local search engine optimization** performance. Put simply, you can see the opportunities for relevant search queries that you can use to optimize your content and consider as part of your **Google Ads** strategy.

Most importantly, you can calculate the cost per qualified and cost per acquisition of a new client from your local SEO expenditures.



By filtering down to the GMB page in Google Search Console, you can get a sense of how your listing is performing with respect to visibility over time.

Ideally, you're seeing growth in relevant impressions and clicks. You should also see improvement in Average positions for relevant search queries over time.

Keep in mind that Google Search Console (GSC) is not without limitations. I don't recommend you use GSC as your sole source of Google organic traffic or conversion data. However, it is very valuable in measuring directional trends over time and segmenting brand from non-brand traffic.

Be sure you understand the filter sets and align them when comparing with other data sources, like Google Analytics. For example, be sure you have Source, Medium in GA set to Google Organic. Also be sure you're analyzing targeted traffic. Unfortunately, Search Console does not have a region filter, so you can't compare across respective GA data.

We usually focus on metrics at the URL level. That helps a lot.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Query				↓ Impressions	Position
bankruptcy attorney nyc				1,387	1
nyc bankruptcy lawyer				1,196	1
bankruptcy lawyer				1,154	1
bankruptcy attorney new york				1,010	1
bankruptcy				843	3.2
bankruptcy attorney				817	1
new york city bankruptcy attorneys				641	1
bankruptcy lawyer nyc				595	1
bankruptcy attorney new york city				549	1
new york city bankruptcy attorney				507	1

But the value of having non-brand search query data cannot be overstated. Understanding how your target audience is search for information relevant to their life-legal issues is the closest thing we have to a window into our potential clients' minds at the moment they're performing research.

Use search query data to inform:

- Your local SEO strategy.
- Your overall organic strategy.
- Your paid media campaigns.
- Your content strategy.
- Your social media strategy.

These search queries reveal so much information about our audiences. By adding regex filters to your queries, you can see specifically what types of questions people are asking Google for which your pages appear.

You can even model out forecasts for non-brand search query performance based on benchmarked conversion rates. Now you can get a sense of the value of an organic click by search query.

Hopefully you can more clearly see the value of implementing Google My Business performance tracking at your law firm. For our clients, we've found this to be among the most meaningful sources of qualified potential clients.

Needless to say, Google My Business isn't the only tool in your online client development arsenal. But it can be a very valuable one, if you know how it's improving your business.

It's also worth noting that if you're in a competitive market and practice area, it's unlikely you'll rank for high-volume competitive head terms merely by claiming and optimizing your listing.

There are a variety of factors that go into how Google determines which listings to show for a give search.

If you're interested in learning more about these factors, please don't hesitate to to contact us.

I'm working on an upcoming guide on influencing Relevance, Distance, and Prominence of your GMB listing. Let me know if you want to be notified when it's complete.

Should you have any questions about anything Google My Business, or digital marketing for your law firm more generally, please don't hesitate to connect.

We also offer free weekly [digital marketing tips via email](#).

Thanks,



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gyi@attorneysync.com

Building the most trusted team in digital legal marketing.