Know Your SEO: Top 10 Metrics Law Firms Need to Track

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You know if the work you're doing is satisfying your clients because most of them will tell you so. To know if your SEO initiatives are working and delivering the results you want in terms of traffic and conversion, you need to do some digging. Here are the top 10 SEO metrics you should be tracking, courtesy of website development company Lounge Lizard:

#1: Google's ranking of your keywords. You want to be sure that the keywords you are using on your website are ranking well on Google. SEMRush is an excellent tool and it's free to try for 10 searches before you subscribe. All you have to do is enter the domain you want to search and this tool will show you the keywords your site is ranking for on Google. If you are not ranking for your primary keywords, you'll know there is work to be done.

#2: Click-through rate. Using the Search Analytics tool in the Google Search Console, you will be able to determine the percentage of people who click on your link from a Google search. This is valuable information because it lets you know if the content snippets people see in their search results are enticing enough to get them to click on your link.

#3: Local search visibility. For attorneys, local search is everything because people look for lawyers in their geographic area. The goal is to be able to appear in the local 3-pack of search results that appear when people look for your specific practice area.

#4: Indexed pages. You want all the pages of your website to be indexed on Google. If they're not, they're invisible as far as Google is concerned. You can use the Google Search Console to check on indexing. If you have missing pages, you may need to submit them manually.

#5. Top exit pages. The last page someone visits before they leave your site is known as an exit page. You'd like to see the majority of exit pages be those that are post-conversion pages — where someone signs up for a free consultation, a newsletter or other lead generation offer. If you have most people leaving on other pages, this is a sign you need to see if there are problems with your site or its content that is causing people to leave prematurely.

#6: Organic traffic. Organic traffic is visits to your site that come from a non-paid search result. You want to examine this metric by location and landing page to determine what is resonating with visitors.

#7: Organic bounce rate. A bounce is when someone leaves your site after viewing just a single page. It's the equivalent of, "Oops, wrong place!" Ideally, your bounce rate would be low, which would tell you that people are satisfied with what they found on your site. If it is high, that means they are not interested in your content because it doesn't deliver what they want based on the keywords they used to find you.

#8: Organic conversion rate. This is where the rubber meets the road — are people taking you up on your offers? Examine how and where conversions occur — by location, landing page, user device, and browser — so you can leverage what is working and fix what is not working.

#9: Duplicate titles and descriptions. Google does not like duplication — in page titles, descriptions, or content — and will lower your ranking ability and authority if too much of it occurs on your site. You can check on this using Google Search Console.

#10: Crawl errors. Site and URL errors can cause Google to be unable to crawl your site, which results in no search results being served up for your website on Google. Use Google Search Console to check for crawl errors and fix them immediately.

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