PEXNET.

FREE TEMPLATE KIT · LAW FIRM SEO

Practice Area & City Page Templates

Fill-in templates that follow the exact page structure from our law firm content guide. Fill in the blanks and hand them to whoever builds your website.

10	6	$0
Practice sections	City sections	Cost to use

START HERE

How to Use These Templates

Google shows the page that best matches each search. Someone typing "car accident attorney in Phoenix" gets a car accident page, not a general Practice Areas page. These two templates give you that page for every service and every city you serve.

1. List your services and cities
2. Fill the practice page template
3. Fill the city page template
4. Attorney review, then publish

01

One Page, One Service

Each case type gets its own page. Car accidents and truck accidents are two pages, not one.

02

Don't Just Swap the City

A copied page with a new city name won't rank. Name the real courthouse and real local details.

03

Write Like You Talk

Answer the client's question in the first sentence. If they'd need a dictionary, rewrite it.

Before Any Page Goes Live

- Phone number visible on a phone screen
- Bar disclaimer next to case results
- 6 to 8 FAQs at the bottom
- Your state's real law and deadline named
- Attorney names linked to their bios
- A licensed attorney reviewed it

WHERE YOU ARE TODAY

Practice areas	Cities served	Pages you have	Pages to build

TEMPLATE 1 OF 2

Practice Area Page Template

Make one copy for every service you offer. Fill one row at a time.

Practice Page: The Top Half

WHAT VISITORS READ FIRST

- [ ] **Page Address**
  Service + city, e.g. /dui-lawyer-austin _____
- [ ] **Headline**
  e.g. Car Accident Attorney in Phoenix, AZ _____
- [ ] **Call Now Button**
  Very top of the page. Your number: _____
- [ ] **Opening Paragraph**
  3 sentences: problem, help, location _____
- [ ] **Your State's Law**
  The real statute and deadline to name _____
- [ ] **How You Charge**
  Contingency, flat fee or hourly rate _____
- [ ] **Your Process**
  3 to 5 steps of what happens after a call _____

Practice Page: Build Trust

PROOF, PEOPLE AND ANSWERS

- [ ] **Case Results**
  3 to 5 results from this practice area _____
- [ ] **Results Disclaimer**
  Your state bar's exact required wording _____
- [ ] **Attorneys on This**
  Names, years in this area, link to bios _____
- [ ] **Client Reviews**
  Reviews that mention this case type _____
- [ ] **FAQ Section**
  6 to 8 questions clients ask in consults _____
- [ ] **Attorney Review**
  Who checked every legal fact on the page _____
- [ ] **Phone Test**
  Open on a phone. Number shows up top? _____

TEMPLATE 2 OF 2

City Page Template

Make one copy for each city with 25,000+ people that sends you cases.

City Page: Make It Local

REAL LOCAL DETAIL, NO COPY-PASTE

- [ ] **Page Address**
  Service + city, e.g. /dui-lawyer-mesa _____
- [ ] **Headline**
  e.g. DUI Attorney in Scottsdale, AZ _____
- [ ] **Call Now Button**
  Very top of the page. Your number: _____
- [ ] **Your Courthouse**
  Court that hears cases from this city _____
- [ ] **Court Address**
  Full street address of that court _____
- [ ] **How Cases Move**
  What happens at this court, step by step _____
- [ ] **Local Detail**
  e.g. busy roads or local court division _____

City Page: Prove You Know It

LOCAL PROOF AND A FINAL CHECK

- [ ] **Local Reviews**
  First name, neighborhood, type of case _____
- [ ] **Attorneys Here**
  Who takes cases here, linked to bios _____
- [ ] **Google Map**
  Show your office or your service area _____
- [ ] **FAQ Section**
  5 to 8 questions about this city or state _____
- [ ] **Worth a Page?**
  25,000+ people and you get cases there? _____
- [ ] **Copy Check**
  Hide the city name. Still unique? _____
- [ ] **Attorney Review**
  Who checked every legal fact on the page _____

WHAT TO DO NEXT

Your Build Order

Don't build every page at once. Follow this order and track the results.

01

Start With 3 Pages

Rebuild your top 3 practice area pages first. Get them fully right before you add more.

02

Then Your Top 5 Cities

Your office city plus the four best nearby cities. Skip towns under 25,000 people.

03

Fix Attorney Bios

Every name you link to needs a real bio. Bar admissions and case results matter more than hobbies.

04

One Page at a Time

Build over months, not one weekend. First-page rankings usually take 3 to 6 months.

TRACK EVERY MONTH

Pages this month	Calls from site	Consult requests	Google Map rank

0 → 5,000+

Kayrouz & Associates, a Dubai law firm, went from zero to 5,000+ monthly visitors in 6 months with this same build order.

Want Us to Build These for You?

Pexnet builds practice area and city pages for law firms every day. Get a free audit and see which pages your firm is missing right now.

Get My Free Audit

pexnet.com/contact-us