PEXNET.

FREE CHECKER · LAW FIRM SEO

SEO Quote Checker for Law Firms

Compare up to 3 SEO quotes side by side and spot the bad one before you sign anything.

3	6	$0
Quotes compared	Red flags to check	Cost to use

START HERE

What a Fair Price Looks Like

Most U.S. law firms pay between $1,500 and $10,000 a month for SEO. Your practice area, your market and the state of your website decide where you land.

FIND YOUR TIER

MONTHLY BUDGET	BEST FIT	SHOULD INCLUDE
$1,500 to $3,000	Solo and small firms in low-competition areas	Local SEO setup, GBP, citations, light content, basic upkeep
$3,000 to $6,000	Small to mid-size firms, moderate competition	Everything above plus ongoing content, on-page SEO, basic links
$6,000 to $10,000	Mid-size firms in competitive areas or big metros	Strong content, more link building, conversion work, local targeting
$10,000 to $20,000+	PI or criminal defense in major metros	Full campaigns, digital PR, advanced technical SEO, multi-location

01

Practice Area Sets the Price

PI and criminal defense cost the most. One paid click for "car accident lawyer" can top $100.

02

Cheap Means Paying Twice

Rock-bottom retainers mean no real work. You lose a year, then pay to undo the damage.

03

Expect 3 to 6 Months

Measurable gains usually show in 3 to 6 months. Stronger results come in 6 to 12.

Pricing Models You'll See

- Monthly retainer: most common, ongoing
- Hourly consulting: $200 to $500 an hour
- Pay only for results: walk away
- Project price: audits, site migrations
- Guaranteed rankings: walk away
- "AI SEO" add-on fee: should be included

THE CHECKER

Compare 3 Quotes

Write each agency's name at the top. Tick the box when the quote passes.

CHECK	AGENCY A	AGENCY B	AGENCY C
Agency name			
THE BASICS			
Monthly price			
Contract length			
Who does the work			
WHAT'S INCLUDED			
GBP optimization	☐	☐	☐
Citations and NAP cleanup	☐	☐	☐
Practice area and city pages	☐	☐	☐
On-page and technical SEO	☐	☐	☐
Link building	☐	☐	☐
AI search, at no extra fee	☐	☐	☐
Clear monthly report	☐	☐	☐
SAFETY CHECKS (TICK = PASSES)			
No ranking guarantees	☐	☐	☐
Price fits your tier on page 2	☐	☐	☐
You own the site and all content	☐	☐	☐
No large fee before any work	☐	☐	☐
Explains bar ad-rule compliance	☐	☐	☐
Says exactly what's delivered monthly	☐	☐	☐
Total ticks (out of 13)			

Highest total isn't always the winner. Any empty box under Safety checks deserves a hard question before you sign.

BEFORE YOU SIGN

Spot the Bad Quote

Ask these questions on the call. Clear answers mean the agency knows legal marketing.

RED FLAG	WHY IT MATTERS	ASK THIS INSTEAD
Guaranteed #1 rankings	Nobody controls Google's results	"What exactly will you deliver each month?"
Suspiciously cheap retainer	No real work happens at that price	"Who does the work, and how experienced are they?"
You don't own the site or content	You're trapped if you ever leave	"Do I own the site files and all content?"
Big fee before any work	All the risk lands on your firm	"How is payment tied to work done?"
No clear monthly report	You can't tell if it's working	"What will your monthly report show me?"
Can't explain bar ad rules	Your license is at risk, not just money	"How do you handle testimonials and disclaimers?"

2+ flags

Walk away. A quote that fails more than one of these checks isn't a bargain. It's a delay you end up paying for twice.

YOUR DECISION

Agency A total	Agency B total	Agency C total	Your pick
_____	_____	_____	_____

Want a Quote That Passes Every Check?

Get a free audit from Pexnet. You'll see what your firm needs, what it should cost and who will do the work.

Get My Free Audit

pexnet.com/contact-us