

Office Page Template

TITLE:

Equation: Main Practice Area + “Lawyers” + City + State

Example: Personal Injury Lawyers Milwaukee, Wisconsin

HEADLINE:

(The headline appears on the top of the office page. This **MUST** be different than the title.)

Equation: “Our” + City + Main Practice Area + “Law Office”

Example: Our Milwaukee Personal Injury Law Office

META DESCRIPTION:

(This appears in Google and is a brief, interesting description of the article. *No more than 160 characters, including spaces.*)

SUMMARY:

(This is a summary of the specific office, and appears on the main office page. It should provide a brief overview of the office’s locations and offerings.)

CONTENT:

- Be sure to start the content by appealing to the reader’s emotions. Keep in mind the types of questions the reader has and any concerns going through his or her mind.
- Let the reader know about your specific office’s offerings (if you offer any different services at one office versus another.)
- End with a call-to-action.
- Let the reader know how to contact and visit the office, and post directions to the office. You may pull these from GoogleMaps.

REGENERATE URL:

Equation: City + Main Practice Area + “Attorneys”

Example: Milwaukee personal injury attorneys (This will change the URL so it becomes www.website.com/offices/Milwaukee-personal-injury-attorneys.)