LAW FIRM LAUNCH PROGRAMME · ADD FREE DIRECTORY LISTINGS

Directory shortlist

The listings worth your time, and the ones to skip.

01 The listings worth claiming

A handful of solid, well-known directories beats dozens of obscure ones.

- [ ] Claim your free Google Business Profile — the single most important local listing.
- [ ] Add Bing Places, so you cover the second search engine too.
- [ ] List on Yell, still one of the most-used UK business directories.
- [ ] Add a free listing on a solicitor review site such as ReviewSolicitors.
- [ ] List with your local Chamber of Commerce or council business directory.
- [ ] Add FreeIndex and Thomson Local — both free and long established.

02 Do each listing properly

A half-finished listing does about as little for you as none at all.

- [ ] Use your exact firm name, address and phone on every one — copy from your reference.
- [ ] Choose “Solicitor” or “Law firm” as the category wherever it’s offered.
- [ ] Add your practice areas, opening hours and a link to your website.
- [ ] Write one short, plain description of the firm and reuse it everywhere.
- [ ] Add your logo and a photo or two wherever the directory allows it.

03 What to skip

- [ ] Skip pay-to-rank directories that promise leads for a monthly fee — assess those on their own.
- [ ] Ignore obscure directories no client would ever use, however official the email looks.
- [ ] Never pay someone to “remove a bad listing” — that’s almost always a scam.
- [ ] Resist listing on dozens of low-quality sites — a few good ones is the goal.

PREFER THIS DONE FOR YOU?

Rather we handled your directory listings?

It’s one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us