

THE 2025 SEO CHECK LIST

CMOs who want organic traffic in 2025 should focus on adapting to the evolving landscape of AI-driven search engines. Use this checklist to make sure you have tactics in place:

Optimize for AI-Driven Search

- **Conversational Search Queries:** Ensure content is optimized for long-tail, conversational queries, as users now search using natural language (e.g., “How does this legal regulation affect my business?”).
- **Zero-Click Search Results:** Provide concise, high-value answers to common questions within your content to increase the chances of your brand being featured in zero-click results.
- **Monitor AI Traffic Platforms:** Keep track of emerging search platforms like Perplexity.ai, ChatGPT, and Bing AI, ensuring your content strategy adapts to their evolving algorithms.

Content Format & Structure

- **Prioritize Video Content:**
 - Create explainer videos, client testimonials, and attorney interviews to capitalize on YouTube and Google's prioritization of video.
 - Embed videos within blog posts and landing pages to increase dwell time and engagement.
- **Interactive Tools & Visuals:** Develop comparison tools, calculators, and data visualizations to improve engagement and cater to AI-driven search.
- **Content Freshness and depth:** Regularly update content with the latest insights. Don't provide general information that can easily be found elsewhere. Go deep.
- **Internal Linking:** Create a robust internal linking structure to guide users through your content and signal the importance of key pages to search engines.
- **Page Speed & Core Web Vitals:** Optimize page load times, mobile usability, and interactivity metrics as part of Google's Core Web Vitals assessment.
- **AI-Generated Content Review:** Monitor AI-generated content on your site for accuracy and relevance, ensuring it aligns with your brand voice and audience expectations. Make sure at least 25% of any content piece is written by humans.

Keyword and topic strategy

- **Focus on Search Intent:** Identify and target **intent-based keywords** that address specific client needs, especially long-tail keywords tied to legal services.
- **Niche Thought Leadership:** Position your firm as a thought leader by producing deep-dive articles and case studies on specialized legal topics that AI-driven search engines will recognize as authoritative.
- **Cluster Content Strategy:** Group related content into topic clusters to signal expertise on core legal areas, improving rankings for broad topics.

Engagement & User Experience

- **Create Interactive Content:** Engage visitors with tools like checklists, downloadable guides, or interactive Q&A that keeps them on your site longer
- **Monitor User Engagement:** Use metrics like **time-on-page**, **scroll depth**, and **click-through rates** to evaluate the effectiveness of your content in engaging users.
- **Conversion Rate Optimization (CRO):** Implement clear calls-to-action (CTAs) and seamless navigation to increase lead generation from organic traffic.

Get Local

- **Google My Business:** Ensure your law firm's **Google My Business** profile is updated with accurate NAP (name, address, phone number), practice areas, and client reviews.
- **Local Keywords:** Target location-based keywords, especially for specialized legal services tied to specific regions.
- **Local Listings:** Ensure consistent NAP information across legal directories, and maintain active profiles on review platforms.

Measure, Analyze, & Adapt

- **Track Core Metrics:**
 - **Organic Traffic:** Monitor growth and fluctuations in organic traffic using tools like Google Analytics or SEMrush.
 - **Engagement Metrics:** Pay attention to metrics like bounce rate, average session duration, and conversion rates.
 - **Rankings & Visibility:** Use SEO tools to track your rankings for high-priority keywords and track SERP features like snippets or video results.conversion rates.
- **AI Insights Tools:** Leverage AI-powered SEO tools (like Clearscope, SurferSEO) to analyze your content's relevance and competitiveness within the legal sector. Use tools like Anyword.com to view predictive analytics on the engagement your content is likely to receive.

Content Repurposing & Multi-Channel Strategy

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