

# Legal Tech SEO: Build Trust & Drive Scale

Empowering legal technology platforms with expert search visibility.

## 1. Why It Matters



- Supports Long Buying Cycles
- ✓ Establishes Credibility
- ✓ Reaches High-Value Decision Decision Makers

## 2. Key Strategies



- Search Intent Mapping
- ✓ EEAT & Professional Accuracy
- ✓ Practice Area Specific Content

## 3. Technical Foundations



- Security & Compliance SEO
- Site Speed & Stability
- Crawl Control

## 4. Growth Outcomes



- Increased Organic Leads
- ✓ Lower CAC
- ✓ Sustainable Pipeline Growth