

Score your site against the nine sections below. Most Indian law firm websites fail on three points: a single generic services page instead of real practice-area pages, hidden contact options, and either missing compliance or breaching it with testimonials. Fix those first.

1. Practice-area pages (match what people search)

- A dedicated page for each core practice area, not one combined services list.
- Plain-language explanation of the area, the typical process, and what to expect.
- City-plus-practice pages only where you genuinely serve (no thin doorway pages).
- An FAQ block answering the real questions people ask.
- Internal links between related areas and to your contact page.

2. Lawyer and firm profiles (real people, real credentials)

- A profile per advocate: name, Bar Council enrolment number, qualifications, areas, experience.
- Genuine photographs, not stock images.
- Author bylines on articles, linked to the profile.
- A clear About page explaining who the firm is and how it works.

3. Trust signals (the compliant way)

- Bar Council of India / State Bar enrolment details shown factually.
- Bar association memberships, qualifications and years in practice.
- A transparent explanation of your process and how you engage clients.
- A short non-solicitation disclaimer and a privacy policy.
- Do NOT display client testimonials or star ratings (a Rule 36 breach for advocates).
- Compliant alternative: collect Google reviews on your Google Business Profile (off-site).

4. Contact and conversion (turn visitors into enquiries)

- A visible phone number in the header, with click-to-call on mobile.
- A short contact form: name, phone, matter, consent. Fewer fields means more enquiries.
- A WhatsApp option (the channel most Indian clients prefer).
- A clear call to action on every page.
- Office address, an embedded map and directions.
- A sticky contact bar or button on mobile.

5. Mobile, speed and security (the price of entry)

- Mobile-first design, tested on an ordinary phone on ordinary data.
- Fast loading (slow pages lose clients and hold back rankings).
- HTTPS across the whole site.
- Readable font sizes and tap-friendly buttons.

6. Local SEO and Google Business Profile

- A complete, verified Google Business Profile with the correct category.
- Consistent name, address and phone across the site and every directory.
- City-relevant content reflecting where you practise.

Genuine reviews gathered on the profile over time.

7. Content and AI-search readiness (be found)

Educational, legal-awareness articles that inform rather than solicit.

Each key page answers its core question in the first lines (for AI Overviews and assistants).

Structured data (Attorney, LocalBusiness, FAQ schema).

A clear, unique title and meta description per page.

A blog that is updated, not abandoned.

8. Bar Council compliance (do not skip)

No client testimonials, reviews or star ratings on the site.

No superlatives (best, number one, top-rated) or success-rate claims.

No promotional reels or advertising-style video.

Factual website information only, with a non-solicitation disclaimer.

Content that educates, never solicits or guarantees an outcome.

9. Measurement (improve deliberately)

Call tracking and form-submission tracking (measure enquiries, not just visits).

Google Analytics 4 and Search Console connected.

UTM tags on links you share.

Want your current site audited against these nine sections? LexGrow designs and rebuilds law firm websites to be conversion-focused, built for how Indian clients search, structured to rank on Google and be cited by AI search, and kept within the Bar Council rules. Get in touch at lexgrow.in/contact and we will send you a marked-up scorecard.