



LawOnline.ca
CANADIAN LEGAL MARKETING

Digital marketing built exclusively for **Canadian law firms**

Search engine optimization, AI search visibility, websites and paid search, built around how clients find and choose a lawyer in Canada. We build new websites or improve existing ones, working alongside in-house web and marketing teams.

Law firms only

No clients outside the legal profession

25+ years

Combined experience in legal content and marketing

Every province

Law Society advertising rules built into the work

Senior team

No account managers or handoffs

SERVICES

Four disciplines, one accountable team

Choose one service or combine several into a custom program scoped to the firm's offices, practice groups and goals.



SEO and AI Search

Visibility in Google, Bing and the AI assistants clients now use to find counsel.

- ✓ Technical and on-page SEO across practice area and industry pages
- ✓ AI search optimization for ChatGPT, Gemini, Perplexity and AI Overviews
- ✓ Structured data for the firm, its offices and its lawyers
- ✓ Keyword research mapped to each practice group



Website Design and Development

Fast, accessible websites designed around how clients evaluate and choose a firm.

- ✓ Custom design aligned with the firm's brand standards
- ✓ Bilingual English and French builds
- ✓ Migrations that preserve existing search rankings
- ✓ The firm owns all code, content and domains



Google Ads and Microsoft Ads

Paid search campaigns organized by practice area and measured on inquiries, not clicks.

- ✓ Keyword research and competitive analysis per practice area
- ✓ Ad accounts owned by the firm, spend billed to the firm
- ✓ Conversion and call tracking through Google Ads
- ✓ Ad copy written within Law Society advertising rules



Local Search, Content and Brand

Office-level visibility and written content that demonstrates the firm's expertise.

- ✓ Google Business Profile management for each office
- ✓ Practice area pages, articles and legal guides by professional writers
- ✓ Review monitoring and responses
- ✓ Consistent brand messaging across platforms

WHERE WE GET
FIRMS FOUND



Google Search



Google Maps



Bing



ChatGPT



Gemini



Perplexity



Claude

FROM SOLO PRACTICES TO NATIONAL FIRMS

Capabilities that grow with your firm



Office-level local search

A Google Business Profile and location page for each office, competing in its own local map results.



Practice and location hubs

Site architecture that groups related pages by practice group and office so each ranks as a whole.



Lawyer profile pages

Bios structured to rank for each lawyer's name, areas of practice and published work.



Insights and articles

Technical and editorial support so articles and client updates reach search and AI audiences.



Law Society compliance

Marketing prepared within the advertising rules of each provincial and territorial Law Society where the firm practises.



English and French

Bilingual content and site structure that lets Google show each searcher the page in their own language.

AI SEARCH VISIBILITY

Measured presence in AI answers

Prospective clients now ask ChatGPT, Gemini, Perplexity and Google's AI Overviews to explain legal issues and recommend counsel, and each answer cites only a few sources. We track how often a firm is named and cited across a defined set of prompts for each practice area, then improve the content, structure and authority signals that decide which firms appear.

OUR TEAM'S ANALYSIS IN  LAW360[®] Canada

"Why AI search is creating a new visibility gap for Canadian law firms" > [Read the article](#)

TRACKED PROMPT

I need a lawyer for a lease dispute in Ottawa.
Who should I talk to?

✓ Firm named and cited

ENGAGEMENT PROCESS

From first review to ongoing results

Complimentary audit

Performance, rankings, AI visibility and competitor standing, in writing.

Written proposal

Scope, priorities and pricing, agreed before work begins.

Implementation

On a new site or the firm's current one, alongside its web team if it has one.

Monthly reporting

Consistent metrics each month, tied to inquiries.

What Each Report Covers

- ✓ Qualified inquiries and conversions
- ✓ Rankings and Google Maps rank grids by office
- ✓ AI mentions and citations by platform
- ✓ Ad spend, cost per inquiry and search terms

Working With Us

- ✓ **Senior team:** the people who scope the work do it
- ✓ **Firm ownership:** all code, content and ad accounts
- ✓ **Direct ad billing:** spend billed by Google and Microsoft
- ✓ **Written scope:** deliverables and pricing agreed upfront

Request a complimentary audit

We'll review the firm's website, search rankings, AI visibility and competitive position, and set out the opportunities in a written report.

inquiries@lawonline.ca

Cambridge, Ontario · Serving law firms across Canada