COMPRESHENSIVE GUIDE TO LAW FIRM CITATIONS FOR LOCAL SEARCH

by PaperStreet

Research: Total Links & Websites

We reviewed the local citations for 100 law firms in a variety of cities.

TOTAL LAW FIRM CITIES & MARKETS REVIEWED – 100

Total Links Researched
18,774

Total Unique Links
7,928

TAKEAWAYS: GOOGLE MAPS & CITATIONS

1. Start with the Best.
The top 10 citations were found in more than 90% of all city searches. Get those.

2. Get the Best.
More than 81 percent of the time, the top 25 citations were listed. Get those. If you have time, get all 242 that were cited 10 or more times.

3. Not all citations are created equal.
Even though some are listed a lot, their domain authority may be lower. Start your list with top domain authority sites. Do the opposite if they are a legal organization directory, even better.

CITATION COVERAGE & METHODOLOGY

If a citation was listed in a city search, then we added the count by one. The highest possible count is 100.

13 Citation sources were found in more than 90% of the 100 city searches.

25 Citation sources were found in more than 81 of the 100 city searches.

59 Citation sources were found in more than 50 of the 100 city searches.

242 Citation sources were found in more than 10 of the 100 city searches.

TOP CITATIONS

The Big 10 Websites

The following websites had more than 90 citations in 100 city searches.

yp	1	www.yellowpages.com	95
YAHOO! local	2	www.local.yahoo.com	94
merchantcircle.com	3	www.merchantcircle.com	94
SALES SPIDER	4	www.salespider.com	94
yelp	5	www.yelp.com	94
Avvo	6	www.avvo.com	93
showmelocal	7	www.showmelocal.com	93
manta	8	www.manta.com	92
superpages.com	9	www.superpages.com	92
Switchboard	10	switchboard.com	92

The Next 15 Great Websites

The following citation sources had more than **79 citations** in 100 city searches.

The Nifty Fifty - Top Websites to Get Link

Based on domain authority and number of citations, these are recommended websites to get links from. The following 44 websites have more than **50 citations** and 50 domain authority.

Law Websites

www.yellowpages.com
www.local.yahoo.com
www.merchantcircle.com
www.salespider.com
www.yelp.com
www.avvo.com
www.showmelocal.com
www.manta.com
www.superpages.com
www.switchboard.com
www.lookosh.com
www.thousexplorer.com
www.local.com
www.citysquares.com
www.411.info
www.lawyers.justia.com
www.pview.findlaw.com
www.hg.org
www.yellowbook.com
www.ibegin.com
www.radarfrog.gatehousemedia.com
www.bloglines.com
www.yellowbot.com
www.yp.ocregister.com
www.us.justdial.com
www.yellowpages.my1.com
www.yellowpages.staradvertiser.com
www.mojopages.com
www.superlawyers.com
www.lawyers.com
www.yellowpagesingreen.org
www.ndb.com
www.yellowpages.kstp.com
www.2findlocal.com
www.youtube.com
www.directory.wfaa.com
www.bucyestorical.omnilucn.com
www.yesiness.com
www.local.post-gazette.com
www.dodnews.com
www.lawyers.sysk.org
www.yellowpagecity.com
www.radarfrog.com
www.martindale.com

LEGAL WEB SITES ARE MARKED IN GREEN.

YAHOO! local.yahoo.com — 94 Citations

Domain Authority of 100

The following are the top domain authority websites according to OpenSiteExplorer.org that had citations linking back to top ranked websites.

YouTube www.youtube.com

LinkedIn www.linkedin.com

sites.google.com — 6 Citations

books.google.com
pinterest.com — 5 Citations

answers.yahoo.com
code.google.com
digg.com
dir.mozilla.org
fr.answers.yahoo.com
greenstreetcrit.wordpress.com
groups.google.com
groups.yahoo.com
maps.google.com
maven.apache.org
news.google.com
people.mozilla.org
travel.nytimes.com
uk.groups.yahoo.com
vidoo.google.com
web-organ.research.microsoft.com
ncbi.nlm.nih.gov

www.google.com — 2 Citations — 1 Citations

Other Top Domain Authority Above 90 and More than 5 Citations

Some other Top Ranked Websites (Domain Authority above 90)

1. vimeo.com
2. yellowpages.aol.com
3. yellowpages.washingtonpost.com
4. online.wsj.com
5. www.insiders.com
6. www.copyright.gov
7. www.o.gov
8. www.ci.bcshare.net
9. issuu.com
10. www.mapquest.com
11. securities.stanford.edu
12. www.dbkjhenon.com
13. www.yelp.com
14. www.prweb.com
15. www.sec.gov
16. businessdirectory.bizjournals.com
17. www.scribd.com
18. bestlawfirms.usnews.com
19. www.nasdaq.com
20. arrowsdaily.typepad.com
21. local.dgtal.com
22. floridaproductliabilitylawyer.blogspot.com
23. www.americanbar.org
24. www.bloglines.com
25. www.prnewswire.com
26. pview.findlaw.com
27. lawyers.findlaw.com
28. events.marinherald.com
29. local.cityslicker.com
30. www.crunchbase.com
31. www.businessweek.com
32. scienceicles.com
33. local.answers.com
34. www.yellowpages.com
35. article.wn.com
36. www.angieslist.com
37. www.yellowbook.com
38. www.nationofrider.ny.com
39. wp.superpages.com
40. local.post-gazette.com
41. demo.dogpile.com
42. www.superpages.com
43. yellowpages.superpages.com
44. www.hg.org
45. www.law.com
46. keyword.zipsearch.com
47. www.yelp.com
48. directory.bostonherald.com
49. kingcount.citysearch.com
50. www.inspection.gc.ca
51. yellow.ao.org
52. www.securities.utah.gov
53. www.yellowpages.com
54. www.law.northwestern.edu

Top 5 Directory Citations

1. www.yellowpages.com
2. www.local.yahoo.com
3. www.yelp.com
4. www.merchantcircle.com
5. www.salespider.com

Top 5 Videos Citations

1. www.youtube.com
2. www.dailymotion.com
3. www.vimeo.com
4. www.flexitube.com
5. www.metacafe.com

Top 5 Forums

1. www.lawyers.com
2. www.lawyercentral.com
3. www.lawguru.com
4. www.city-data.com
5. www.myspacejobs.com

Top 30 Legal Specific Websites

1. www.avvo.com
2. pview.findlaw.com
3. lawyers.justia.com
4. www.hg.org
5. www.superlawyers.com
6. www.lawyers.com
7. www.martindale.com
8. lawyers.lawyerregion.com
9. www.findalawyerfirm.com
10. thelawyerhelp.com
11. www.lawyercentral.com
12. lawyers.onecle.com
13. www.usattorneynetwork.com
14. www.injuryHT1law.com
15. www.ndb.com
16. www.lawguru.com
17. www.usaattorneys.org
18. personal-injury-attorneys.cmac.ws
19. lawyers.legalhelpmate.com
20. usleyerrsfb.com
21. www.bestlawyers.com
22. www.jdsupra.com
23. www.floridalaw.org
24. www.floridasupremecourt.org
25. www.legalactionservices.com
26. www.lawyerratings.com
27. www.lawyerdb.org
28. findlawyersinflorida.info
29. bestlawfirms.usnews.com
30. attorneypages.com

Top 5 Blogs

1. www.bloglines.com
2. www.martindale.com
3. www.ndb.com
4. www.jvents.com
5. www.vault.com

Top 5 Classifieds

1. www.pennyswarcrusa.com
2. www.classifieds.com
3. www.zillow.com
4. www.rebizr.com
5. www.realtor.com

Top 5 Article

1. www.hg.org
2. www.superlawyers.com
3. www.article.wn.com
4. www.pdfbo.com
5. www.defamationlawfirm.com

MARKETS

The following cities were reviewed as part of the study. They ranged from small cities to large cities. Some cities were reviewed multiple times, but for different practice areas.

West Palm Beach (3)
Orlando
Los Angeles (2)
Melbourne
Tampa (4)
Haddonfield
Austin
Burke
New Orleans (2)
New York (5)
Boston (2)
Montreal
Palm Beach Gardens
McKinney
Miami (7)
Moorestown
Dallas (2)
Key West
Nashville
Warren
San Francisco
Punta Gorda
Birmingham
Fort Myers (2)
Boca Raton (3)
Washington DC (4)
Annapolis
Hackensack
New Bern
Haddan Heights
Lake Mary
Kingsport
Daytona Beach
Towson
Chicago (3)
Randolph
Fort Lauderdale (5)
White Plains
Mount Clemens (2)
Jacksonville
Atlanta (3)
Bethlehem
Riverside
Denver
Nashville
Rutherford
Williamsport
Baton Rouge
Scott Plains
Daytona Beach
Jackson
Honolulu
Plantation
Houston
Baltimore
Pensacola
Louisville
Omaha
Wilmington
Seattle
Las Vegas
Columbus
Indianapolis
Phoenix

PRACTICE AREAS

We reviewed the following practice areas, from very niche to very broad. We reviewed most broad practice areas several times in different markets.

by PaperStreet

- Criminal
- Personal Injury
- Patent
- Trademark
- Securities
- Tax
- Brain Injury
- Probate
- Employment
- DUI
- Elder Abuse
- Whistleblower
- Estate Planning
- Divorce
- Eminent Domain
- Bankruptcy
- FDA
- Landlord Tenant
- DWI
- General Practice
- Fraud
- Business
- Auto Accident
- Corporate
- Criminal Defense
- Injury
- Real Estate