SAMPLE REPORT

PointClick

90-DAY GROWTH ROADMAP

A 90-day plan to get Sample Family Law found, trusted and called in Towson

Where you stand today, who you're up against, the searches worth winning, and every fix in the order we'd make it over the next 90 days.

FIRM	OFFICE	CASES WANTED
Sample Family Law, LLC	**Towson, MD (Baltimore County)**	**Divorce, custody, support**

0 of 49
map points where you're in Google's top 3

0 of 12
AI answers that name your firm

2,700
monthly Baltimore-area searches for the terms on page 4

17
profile and website fixes, in order, over 90 days

The plan in one paragraph

You're close in Google Maps near your office but never in the top 3, AI assistants don't name you, and your website has one page for everything you do. Month 1 fixes the profile, the home page and the directory listings AI answers rely on. Month 2 builds a page for each case type and starts a steady flow of reviews. Month 3 adds local links and the Maryland guide pages AI Overviews quote. Each step says what it's for, so you, your staff, your current agency or we can follow it.

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This is a sample. Sample Family Law, LLC is a made-up firm, and its own figures (its rankings, reviews, links, website and profile) are invented to show what a real Roadmap looks like. Everything about the market is real: Google Maps results, competitors' ratings, reviews and links, search volumes, Google's AI Overviews, and the answers from ChatGPT, Claude, Gemini and Perplexity were collected for Towson, Maryland on November 3, 2026. We've removed the competitors' names.

WHERE YOU STAND

Your starting point, in the order clients choose a lawyer

	What we checked	Today	Status
Find	Google Maps, 49-point grid for "family lawyer"	Top 3 at 0 points; top 20 at 13, all within a mile	Weak
	Google organic search for your main terms	Page 2 for "divorce lawyer towson"; not in the top 50 for "family lawyer"	Weak
	AI answers (ChatGPT, Claude, Gemini, Perplexity)	Named in 0 of 12 answers	Missing
	Google AI Overviews	Not cited for Maryland divorce questions	Missing
	Links from other websites	40 websites (leaders: 350 to 500+)	Weak
Trust	Google rating and reviews	4.8 from 31; about 1 new review a month	Fair
	Google Business Profile	Wrong primary category, no services, old photos	Weak
	Legal directories (Avvo, Justia, Lawyers.com)	Justia unclaimed; others basic, no reviews	Weak
Contact	Home page on a phone	Number not tappable; button two screens down; 9-field form	Weak
	Page speed on phones	About 5 seconds to usable	Fair

Your figures are from public checks on Nov 3, 2026 (for this sample, made up). Status compares you with the firms that win these searches.

What matters most

The gaps are fixable and mostly in your control: the profile, the home page, the directory listings and the missing practice pages. None of them needs a new website. Links and reviews take longer, so they start in month 1 and build all quarter.

YOUR COMPETITORS

Who wins the searches you want, and why

	Competitor A	Competitor B	Competitor C	Competitor D
Why we picked them	Wins Maps in central Towson	Wins Maps in central Towson	Wins Maps to the north-west	Most named by AI
Top 3 in the Maps grid	6 of 41 points	5 of 41	6 of 41	2 of 41
Google rating, reviews	4.9, 170+	4.9, 170+	5.0, 100+	4.7, about 90
New reviews, past 12 months	40+	34	40+	not checked
Primary category	Family law attorney	Attorney	Family law attorney	Family law attorney
Websites linking to them	500+	about 100	350+	about 330
Named in AI answers (of 12)	2	1	0	7

Real data, Nov 3, 2026: Google Maps from 49 points (8 returned no results), Google reviews, DataForSEO backlinks, and 12 AI answers. Rounded; names removed.

What they have that you don't

- **Reviews, and a steady pace.** Each of the top 3 Maps firms has 100+ reviews and added 34 to 40+ in the past year, about 3 a month.
- **The right category.** Two of the three use "Family law attorney" as their primary category. Competitor B wins on reviews despite a generic category, which suggests reviews weigh heavily here.
- **Links.** Competitors A and C have 350 to 500+ linking websites. Competitor B shows you don't need that many to win the blocks around your office, but you do to win the wider county.
- **A different route into AI answers.** Competitor D isn't a Maps leader, yet AI names it in 7 of 12 answers. Maps and AI answers reward different work, and the plan covers both.

FIND · KEYWORDS AND PAGES

The searches worth winning, and the page each one needs

Search	Monthly searches	Cost per ad click	Page that should rank	Today
divorce lawyer	1,000	$56	Divorce page	No page (family law page)
family lawyer	720	$68	Home page	Home page, weak
child support lawyer	210	$58	Child support page	No page
family lawyer near me	210	$30	Home page + Google profile	Profile only
how to file for divorce in maryland	210	$5	Maryland divorce guide	No page
divorce lawyer towson / divorce attorney towson md	70 each	$24	Divorce page	No page
divorce lawyer near me	70	$15	Divorce page + profile	Profile only
separation agreement maryland	40	$3	Guide page	No page
uncontested divorce maryland / mediation divorce maryland	30 each	$5 to $8	Divorce page sections	No page
family lawyer towson	20	$100	Home page	Home page
alimony lawyer maryland	20	n/a	Alimony page	No page

Google Ads data for the Baltimore, MD area, Nov 2026 (DataForSEO). Custody searches ("child custody lawyer near me", "custody lawyer towson") show too little volume for Google to report, but they're high-intent: they still get a page. Ad cost shows what a click is worth to firms that buy them.

Page plan

- **Build 5 practice pages** in place of today's single family law page: divorce, child custody, child support, alimony, mediation. Each names Towson and Baltimore County and answers the questions clients ask on the first call.
- **Write 2 Maryland guides:** how to file for divorce in Maryland, and separation agreements. Google's AI Overview for the first already quotes two law-firm websites (page 5).
- **Point the home page at "family lawyer"** and your Google profile at the home page, with a clear Towson heading.

FIND · AI VISIBILITY

Getting named when people ask AI for a lawyer

We asked ChatGPT, Claude, Gemini and Perplexity 3 questions a Towson client would ask, and checked Google's AI Overviews for your main searches.

0 of 12
AI answers name your firm

10 of 12
answers name 5 to 8 firms (the other 2 gave advice or named nonprofits only)

7 of 12
name Competitor D, the most-named firm

What the answers rely on

Source	Answers citing it	What to do
Avvo	4 of 12	Complete the profile; ask 5 clients for Avvo reviews
Justia	4 of 12	Claim the profile; add practice areas, bio and photo
Lawyers.com, FindLaw, Super Lawyers	3 each	Complete Lawyers.com and FindLaw; Super Lawyers is by selection only
LawInfo, Best Lawyers, Martindale	1 to 2 each	Claim the free listings; match name, address and phone everywhere

Google's AI Overviews

"divorce lawyer towson" shows no AI Overview today; Google shows the map pack, then law firm sites, Yelp and Best Lawyers. "how to file for divorce in maryland" does: it cites the Maryland courts, the People's Law Library, WomensLaw and **two law-firm websites**. A clear, current Maryland guide on your site can earn one of those spots, and it reaches people early, before they've chosen a lawyer.

What this means

AI answers mostly repeat what legal directories and firm websites say. Directory profiles are quick to fix (month 1); guide and practice pages take longer (months 2 and 3). Re-run the same questions at day 90 to see the change (we do this for Client System clients). AI answers vary from one try to the next, so we look at the pattern across all 12, not one answer.

TRUST · GOOGLE BUSINESS PROFILE

Google Business Profile fixes, in order

1. **Change the primary category to "Family law attorney"** Week 1
   Add "Divorce lawyer" and "Child custody attorney" as extra categories. Two of the three Maps leaders use this primary category.
2. **Fill in services** Week 1
   Divorce, child custody, child support, alimony, mediation, protective orders, each with a two-line description that matches the new practice pages.
3. **Rewrite the description** Week 1
   Who you help, where (Towson and Baltimore County) and with what, in 750 characters. No slogans.
4. **Fix the old address on the directory at #3 in your brand search** Week 1
   Then check the main directories (Avvo, Justia, Lawyers.com, Yelp, Bing, Apple Maps) show the same name, address and phone.
5. **Start the review request routine** Week 1, then weekly
   Email or text your direct review link after each closed matter. Aim for 4 a month. Never offer anything in return, and never review-gate (Google's rules and the FTC's review rule prohibit both).
6. **Add photos every month** Monthly
   Office, team, the courthouse area. 3 to 5 a month keeps the profile current.
7. **Post twice a month** From week 3
   Short updates linked to the new practice and guide pages.
8. **Answer every review** Ongoing
   Thank people without confirming they were clients or mentioning their case (Maryland Rule 19-301.6 on confidentiality).

TRUST AND CONTACT · WEBSITE

Website fixes, in order

1. **Make the phone number tappable everywhere** Week 1
   Real text in the header, linked so a phone dials it. Today it's part of an image.
2. **One consultation button on the first screen** Week 1
   With your number next to it. Today the button is two screens down.
3. **Cut the contact form to 4 fields** Week 1
   Name, phone, email, a short message. Send an instant confirmation so people know it arrived.
4. **Say where you practice** Week 2
   Towson and Baltimore County in the home page heading, title and footer, matching the Google profile.
5. **Speed up the home page on phones** Weeks 2–3
   Compress the header photo, defer the chat widget; aim for under 2.5 seconds to usable.
6. **Build the 5 practice pages** Month 2
   Divorce, child custody, child support, alimony, mediation (page 4), each with attorney bylines, FAQs from real first calls and a clear next step.
7. **Add attorney and firm schema** Month 2
   Structured data (LegalService, Attorney) so Google and AI tools read your name, address, practice areas and reviews correctly.
8. **Publish the 2 Maryland guides** Month 3
   Filing for divorce in Maryland; separation agreements. Sourced from the Maryland courts, reviewed by an attorney, dated.
9. **Check bar-rule basics** Month 1
   No "specialist" claims (Maryland Rule 19-307.4), nothing that creates unjustified expectations about results (19-307.1), and the name of an attorney responsible for the site's content (19-307.2).

THE 90-DAY PLAN

Everything above, in the order we'd do it

When	Work	What it does
Weeks 1–2	Profile category, services, description · fix the old address · tappable number, button, 4-field form · review routine starts · bar-rule check	Removes the biggest Maps and contact gaps; every new visitor finds it easier to call
Weeks 3–4	Claim and complete Justia, Avvo, Lawyers.com, FindLaw · match name, address and phone across directories · Towson in headings · speed fixes · first profile posts	Gives AI answers and Google consistent facts to cite; steadier Maps ranking
Month 2	5 practice pages · attorney and firm schema · 2 to 3 local links (bar association, a community sponsorship, a local news mention) · photos · 4 reviews	Pages for the searches worth 1,000+ a month; more of the map around the office
Month 3	2 Maryland guides · 2 to 3 more local links · internal links between guides and practice pages · 4 reviews · re-run the Maps grid and AI questions	Chance to be cited in AI Overviews; progress measured against today

Time it takes

Weeks 1–4: about 10 hours of profile, directory and web work. Months 2–3: about 20 to 25 hours, mostly writing and reviewing pages. Reviews take 10 minutes a week from your team, whoever does the rest.

No one can promise rankings, calls or a spot in AI answers. The order above puts the work where it's most likely to bring in calls first, and each step is measured on page 9.

MEASURING PROGRESS

How we'll know it's working

Measure	Today	Check again at day 90
Maps grid, "family lawyer", 49 points	Top 3 at 0; top 20 at 13	Same grid, same points
AI answers naming you (same 12 questions)	0 of 12	Same questions, all 4 assistants
Google reviews	31; about 1 a month	Total and monthly pace
Calls and forms from the website and profile	Not tracked today	Tracked from week 1 (call tracking, form events)
Searches you appear for	Page 2 for "divorce lawyer towson"	Positions for the 13 searches on page 4

What's next

This Roadmap is yours to keep and use with anyone. If you'd like us to do the work, the $497 is credited in full to your first month of the PointClick Client System when you join within 60 days. Questions about the plan: book a free 30-minute Growth Audit at pointclick.io/schedule or call (949) 459-3708.

How we made this Roadmap. Google Maps on a mobile device from 49 points, 2 miles around the office; competitors are the firms most often in the top 3, plus the firm AI names most. Search volumes and ad costs from Google Ads (DataForSEO) for the Baltimore area. AI answers from ChatGPT, Claude, Gemini and Perplexity, each question asked fresh; Google AI Overviews from live Google results. Links from the DataForSEO backlink index. All public data: no logins needed.