

# 96% of Legal Clients Start on Google. Crazygraph Launches Law Firm SEO to Help London Firms Show Up.

London SEO Agency Crazygraph Launches Dedicated SEO Services for Law Firms and Solicitors Across London and the UK.



**London, England Apr 9, 2026 ([Issuewire.com](https://www.issuewire.com))** - Clients no longer ask friends for lawyer recommendations the way they used to. They open Google. They type "family solicitor near me" or "immigration lawyer London." Then they call whoever shows up first.

If a law firm is not in those results, a competitor is.

Crazygraph, an SEO agency based in London, is now offering specialist SEO services for law firms and lawyers across London and surrounding areas. The purpose is direct: help legal practices get found by people who are already searching for them.

## The Gap UK Law Firms Are Missing

The numbers are hard to ignore. According to Google research, 96% of people seeking legal help start with a search engine. Most of them click on one of the top three results. Everything below that barely gets seen.

Local search makes this worse. When someone searches "solicitor in London" or "employment lawyer near me," Google displays a Local Pack before any organic results. These are three business listings shown on a map. They collect most of the clicks for local legal searches.

The UK legal services market is worth over £44 billion, according to the Law Society. Yet many firms are still invisible online. Some have outdated Google Business Profiles. Others have slow-loading mobile websites. Some publish no location-specific content at all. Each of these gaps pushes a firm lower in search. Over time, that means fewer enquiries and fewer clients.

Crazygraph identified this as a growing problem for legal practices across London, especially smaller and mid-sized firms with no dedicated marketing team.

## What Crazygraph Provides

As a dedicated [SEO agency for law firms](#), Crazygraph builds every strategy around how people search for legal services in the UK:

- **Local SEO:** Google Business Profile optimisation, local citation building, and geo-targeted content to help firms rank in London and nearby areas
- **Technical SEO:** Page speed improvements, mobile optimisation, and legal-specific structured data markup so Google can properly read and rank the site
- **Content strategy:** Practice area pages, legal guides, and FAQ content that demonstrates expertise and builds trust with potential clients
- **Link building:** Quality backlinks from UK legal directories, bar association listings, and trusted legal publications

These are not general SEO tactics applied to a law firm. Every element is built around legal intent keywords and local search behaviour.

## Why Legal SEO Needs a Specialist

Law is a YMYL category. That stands for "Your Money or Your Life." Google applies stricter standards to legal websites than to most other industries. It looks for genuine expertise, real authority, and clear trustworthiness. Google calls this E-E-A-T.

A general SEO agency can miss these requirements entirely. Crazygraph focuses specifically on the legal sector. That means proper schema markup for legal services, content written to meet Google's YMYL standards, and local signals that tell Google exactly which areas a firm serves.

London's legal market is competitive. Firms that invest in the right SEO services today will hold search positions for years. Those that wait lose ground to the ones that moved first.

## From Crazygraph

*"Most law firms in London have worked hard to build a strong reputation. But reputation does not rank on Google. Potential clients are searching right now, and many firms are simply not visible. Our SEO services for lawyers are built to change that, one practice at a time."* — Saidul Islam Sakib, Co-Founder and CEO of Crazygraph.

## About Crazygraph

Crazygraph is a law firm SEO agency in London. The agency provides SEO services for law firms, solicitors, and legal practices across London and the wider UK. Services include local SEO, technical SEO, content strategy, and link building. All tailored to the legal industry.

To learn more, visit <https://crazygraph.co/> or contact +447490349117.

## **Media Contact**

Crazygraph

\*\*\*\*\*@gmail.com

+447490349117

71-75 Shelton Street, Convent Garden

<https://crazygraph.co/>

Source : Crazygraph

[See on IssueWire](#)