

QualitySolicitors Profile Management Anon Case Study

Background

ABC Law is a medium-sized, full-service law firm with 3 offices based in England; they are an anonymised version of a real law firm who utilised our Profile Management service.

ABC Law wanted to improve enquiry volumes and local visibility across Google Map Pack and Google search. They also wanted to see how their Google My Business (GMB) Pages shaped up against their local competitors in key search terms and see how they could gain advantage over their competitors.

To progress towards these goals, ABC Law invested in Profile Management across their 3 offices.

Profile Management methods to boost local search

Full optimisation work began in July 2025 for each of the three ABC Law offices. Our work included:

- **Description updates** – optimised content for GMB to improve local search SEO
- **Services and attribute optimisation** – showcasing the full range of the firm's services to improve local search volume and ranking
- **Geo-tagged photos** – Helping maximise local reach in your firm's catchment area by assigning a location to your photos uploaded to your GMB profile
- **Citation management** – Ensuring your firm is listed in key online and local directories such as Apple Maps, Free Index and Thomson Local which add authenticity to your GMB profile.

Analytics and Tracking

Using the BrightLocal software, our team can keep track of key statistics, such views, website clicks and calls directly driven from a firm's Google Business Profile(s). With regular monthly reporting firms can get a glimpse into the real value your firm's GMB profile has in terms of driving enquiries, leads and revenue in your local area.

We are also able to see where firms are ranking in their specific local geographic area through use of the local search grid, which syncs with Google's map data to see where exactly firms are ranking in their local community.

Results

We found each office GMB location benefitted from our Profile Management intervention, though some offices had more dramatic boosts to their rankings and underlying statistics.

This shows the value of optimal review average rankings alongside effective profile management, as offices with better review scores (at least 4 stars) will be better placed to leverage the underlying improvements of profile management.

Solicitor Near Me Keyword search map

In July 2025 alone, that shift led to over **200 additional phone calls** to their office directly driven from their optimised GMB profile, with website clicks and views also improving.

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The results in Evesham, while still positive, were less dramatic in the firm's second office.

The limited review score in this office has hampered growth in the local search rankings, with their main competitors boasting an average score of at least 4.1.

Office 3 (Worcester) - Average Review score of 3.7

Despite the challenges posed by a relatively low review score of 3.7 and fierce local competition of highly rated competitors, the profile management actions have still led to modest improvements.

The underlying statistics showed progress in the first 3 months of Profile Management, with **480 more profile views** and **24 more calls** compared with the previous 3 months.

Solicitor Near Me Search Map Rankings

The local search rankings for this office remained stubbornly low, despite improvements in underlying statistics and rankings in more specific services.

Probate Services Keyword local search ranking

However, we saw significant increases in rank for targeted keywords such as Probate Services which went from an average local rank of 14th in June to an average of 3.9 in early October.

This helps elevate enquiries for specific key services, so this represents a positive change for the firm.

Conclusion

ABC Law has seen positive results from their adoption of the QualitySolicitors Profile Management service, with results varying across their 3 offices. This shows that while some GMB profiles can expect instant success with higher review scores, some need more careful long-term management to sustain the same level of success.

We will continue to work with ABC Law to proactively manage their local search presence across their 3 offices. We have also supplied email banners encouraging reviews, linking to their GMB pages, which have already led to an influx of new positive Google reviews.