

Getting A law firm in Laurens found in Laurens

I looked at what people in South Carolina search for when they need injury law help, who shows up when they do, and what it would take for A law firm in Laurens to show up too. It is a short read, and I go through it with you on a call. Nothing in it is a guess; where I pulled a number, I say where from.

22,250

searches a month in South Carolina across the 7 terms on the next page

\$60 to \$346

what one top-of-page click costs for "injury attorney near me"

No website

on the Google listing for this firm, which has 1 review

The short version: every firm on the first page for Laurens has a page written for Laurens, and most of them are not in Laurens. This firm is, and has a Google listing, but the listing has no website for Google to show.

THE DEMAND

What people search

These are the searches someone types when they are ready to hire. The count is how many times a month each one is typed in South Carolina. The last column is what Google charges an advertiser for one click near the top of the page, which is a fair measure of what each visitor is worth.

SEARCH	A MONTH	ONE CLICK COSTS
injury attorney near me	14,800	\$60 to \$346
personal injury lawyer	4,400	\$61 to \$224
truck accident lawyer	1,600	\$75 to \$303
workers comp lawyer	590	\$32 to \$297
wrongful death lawyer	480	\$57 to \$226
slip and fall lawyer	210	\$9 to \$92
accident lawyer near me	170	\$177 to \$609

These are South Carolina figures, because Google does not publish counts for a town the size of Laurens. Your share is the part of that demand near you. A site that ranks gets those visitors without paying for each click.

THE COMPETITION

Who shows up today

This is the first page of Google for “personal injury lawyer laurens sc”, as a phone shows it, in order.

PAID PLACEMENTS AT THE VERY TOP

- Joye Law Firm
- The Lovely Law Firm Injury Lawyers
- Morgan & Morgan
- Derrick Law Firm Injury Lawyers
- Jeffcoat Injury and Car Accident Lawyers
- Armada Law Injury Attorneys
- Elrod Pope Accident & Injury Attorneys
- HawkLaw

THE REGULAR RESULTS

#	WHO	THEIR SITE
1	Super Lawyers (a directory)	attorneys.superlawyers.com
2	Joye Law Firm	joyelawfirm.com
3	McCravy Newlon and Clardy	mccravylaw.com
4	Hite Law Firm	hitelawfirm.com
5	Dunaway Law Firm	dunawayfirm.com
6	Anastopoulo Law Firm	akimlawfirm.com
7	Lauren Taylor Law Firm	laurentaylorlaw.com
8	George Sink Injury Lawyers	sinklaw.com
9	Laura Saunders, Attorney	laurasaunderslaw.com

A law firm in Laurens is not on that first page. Every firm on it has a page written for Laurens. That page is the reason they are there.

THE FIRMS THAT SHOW UP, CHECKED THE SAME WAY

WHO	VISITORS	AI	Headline says what and where	Phone can be tapped	Short form	Details in the code	Answers questions	AI allowed in
Joye Law Firm joyelawfirm.com	52	79	☐	☒	☐	☒	☐	☒
McCravy Newlon and Clardy mccravylaw.com	58	94	☐	☒	☐	☒	☒	☒
Hite Law Firm hitelawfirm.com	55	100	☐	☒	☐	☒	☒	☒
A law firm in Laurens no website	—	—	☐	☐	☐	☐	☐	☐

Each home page was run through the same two checks on 6 October 2026. Both start at 100 and lose points for each problem. The marks describe the page, not the firm.

THE WORK

The setup list

This is everything that has to be true for A law firm in Laurens to show up. You can hand this page to anyone.

YOUR GOOGLE LISTING

- ☐ Main category set to the one that names your main work, for example "Personal injury attorney" or "Criminal justice attorney", with "Law firm" as a second.
- ☐ The website link filled in. Today it is empty.
- ☐ Hours, service area and a plain description of what you do.
- ☐ Your own photos: you, the office, the sign. A phone is enough; the one-page guide I send shows how. No stock photos.

YOUR WEBSITE

- ☐ Your headshot near the top of the home page. A phone photo taken with my guide is enough: I crop it, fix the colour and tidy the background. The site launches without it if it is not ready, and it goes in the day you send it.
- ☐ A home page that says what you do and where, in the first line.
- ☐ One page for each kind of case you take, each naming Laurens.
- ☐ An about page with bar admission and the courts you appear in.
- ☐ Your phone number as a button on every page, and a contact form of three fields.
- ☐ Opens in under two seconds on a phone.

WHAT SEARCH ENGINES READ

- ☐ A page title on every page: what you do, then Laurens, then the firm name.
- ☐ Business details marked up as LegalService so Google can read your name, address, phone and hours.
- ☐ The same name, address and phone on the site, the Google listing and every directory.

COUNTING AND REVIEWS

- ☐ Every call and every form counted, so you know what the site brings in.
- ☐ A short link that asks each happy client for a Google review, and a reply to every review.

Every word is approved by you before it goes live, and the page carries the disclaimer your state bar requires. I do not write legal answers.

THE LAST PAGE

Left out of the sample

The real plan ends with a statement of work: what I build, the price, the dates, and a place to sign. It is written for one firm, so it is not in this public copy. The prices are on fullclick.org.