

# Florida Attorney's People-First Content Checklist

## Florida Bar Ethical Requirements

### *Content Attribution and Identification*

- Include name of at least one lawyer responsible for the content
- Display law firm name prominently
- Disclose city, town, or county of at least one bona fide office location
- Ensure all identifiers are legible and conspicuous
- Disclose if cases will be referred to another lawyer or law firm
- Include proper disclaimers for all testimonials and endorsements
- Avoid claiming certification unless board certified in that specific area

### *Content Accuracy and Transparency*

- Ensure content contains no misrepresentations of fact or law
- Include all necessary information to avoid being misleading as a whole
- Only claim specialization/expertise if objectively verifiable through:
  - Board certification, OR
  - Verifiable education, training, experience in that practice area
- Maintain client confidentiality in all case studies and success stories
- Include appropriate disclaimers for past results presentations
- Ensure content is objectively verifiable when making claims about experience or results

## Google's People-First Content Assessment

### *Target Audience Focus*

- Content serves existing/intended audience (Florida residents with specific legal needs)
- Content would be useful if visitors came directly to your website
- Content focuses on legal topics where your firm has genuine expertise
- Primary purpose is helping readers, not manipulating search rankings

### *First-Hand Expertise Demonstration*

- Content shows actual legal practice experience in Florida
- Includes insights that only come from handling similar cases

# Florida Attorney's People-First Content Checklist

- References Florida-specific statutes, procedures, and case law
- Provides local context relevant to Florida legal processes
- Authored by attorneys with verifiable credentials in that practice area

## *Content Purpose and Value*

- Website has a clear primary purpose and focus
- Content provides comprehensive information on specific legal topics
- Readers can achieve their information-seeking goal through your content
- Content offers unique insights beyond what's readily available elsewhere
- Content addresses Florida-specific legal considerations

## *User Experience and Satisfaction*

- Content is well-organized with logical structure
- Technical legal concepts are explained in accessible language
- Readers leave feeling their time was well spent
- Content answers the questions prospective clients actually have
- Includes appropriate visual elements (diagrams, flowcharts) to enhance understanding

## **E-E-A-T Enhancement Strategies**

### *Experience*

- Share anonymized client cases (with proper confidentiality protection)
- Discuss procedural nuances specific to Florida courts
- Provide practical guidance based on actual legal practice
- Include insights about local judges or county-specific procedures
- Demonstrate understanding of how local practices affect case outcomes

### *Expertise*

- Highlight attorneys' Florida Bar credentials and years of practice
- Mention board certifications or specialized training
- Reference published legal articles or continuing education
- Include academic credentials and specialized education

# Florida Attorney's People-First Content Checklist

- Demonstrate deep knowledge of Florida-specific laws

## *Authoritativeness*

- Feature recognition from Florida legal associations
- Include speaking engagements at legal conferences
- Reference media appearances as legal experts
- Showcase peer endorsements from respected attorneys
- Link to authoritative legal sources that cite your firm's work

## *Trustworthiness*

- Provide clear authorship information for all content
- Update content regularly to reflect current Florida law
- Include proper citations to Florida statutes and cases
- Clearly separate legal information from marketing content
- Add appropriate disclaimers about the limits of general information

## **Content Quality Self-Assessment**

### *Originality and Value*

- Content provides original information not found elsewhere
- Analysis goes beyond summarizing what others have written
- Includes insights from actual Florida legal practice experience
- Offers substantial value compared to other search results
- Addresses specific Florida legal nuances that national sites miss

### *Presentation and Technical Quality*

- Content is well-produced and free of errors
- Headings and titles accurately reflect content without exaggeration
- Content is shareable and reference-worthy
- Information is presented in an organized, reader-friendly manner
- Includes appropriate visual elements where helpful

## **What to Avoid in Content Creation**

# Florida Attorney's People-First Content Checklist

- Creating content primarily to rank in search engines
- Producing content on topics outside your firm's expertise
- Using extensive automation without proper oversight
- Summarizing other sources without adding value
- Writing content that leaves readers needing to search elsewhere
- Publishing to arbitrary word counts rather than comprehensive coverage
- Changing dates to make content appear fresh without substantive updates

## AI Content Considerations

### *Florida Bar Ethics Opinion 24-1 Guidelines*

- Maintain client confidentiality when using AI tools
- Ensure you remain professionally responsible for all AI-assisted content
- Verify accuracy of all AI-generated content about Florida law
- Maintain proper attorney attribution for AI-drafted content
- Include appropriate disclaimers for any AI chatbots on your website