

EverConvert Expands Local SEO Services as Law Firms Face 44% Client Loss Outside Google Map Pack

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GREENVILLE, SC - June 26, 2026 -
EverConvert, a Greenville-based digital marketing agency, has announced expanded local search optimization services for law firms in response to 2025 data revealing that 44% of all clicks for local legal searches go to the Google Map Pack's three listings. This means law firms not appearing in the Map Pack lose nearly half of all available client inquiries before a prospect ever visits their website.

The expansion comes as Google's AI Local Pack rollout on mobile devices is replacing the traditional three-firm map display with AI-generated summaries that show fewer firms, often without direct call buttons. This creates a narrowing visibility window where only firms already optimized for both traditional and AI search criteria will maintain their presence as Google's local algorithm evolves through 2026.

According to 2025 local SEO research, 58% of all legal service searches include "near me" qualifiers, representing the highest-intent searchers in the legal market who are ready to hire an attorney immediately and are selecting from whoever appears in the first three local results. This concentration of high-intent

searches makes Map Pack visibility critical for client acquisition.

"The AI Local Pack displacement is fundamentally changing how Local SEO Law Firms compete for visibility," said Shannon Ludwig, spokesperson for EverConvert. "Google's replacement of the traditional three-pin map display with AI-generated summaries on mobile means the window for local visibility is narrowing faster than most law firms realize. Firms not already established in the Map Pack with complete Google Business Profile listings, strong review velocity, and consistent NAP citations across 60+ directories will find it progressively harder to compete as AI summaries push traditional organic results further down."

Google Business Profile completeness and verification influences approximately 35% of local ranking decisions, with complete listings receiving 42% more direction requests and 35% more website clicks than incomplete listings. This makes active profile management one of the highest-ROI marketing investments available to law firms.

Law firms with 50 or more Google reviews receive 71% more clicks from local search results than firms with fewer reviews. Additionally, 76% of local legal searches lead to a direct call or website visit within 24 hours of the initial search, meaning the review volume and profile completeness that determines Map Pack ranking directly determines same-day client contact rates.

Consistent Name, Address, and Phone number citations across 60 or more authoritative directories, including Avvo, Justia, FindLaw, Martindale, and state bar association listings, increase local search rankings by 35%. NAP inconsistencies as minor as "Street" versus "St." can suppress a law firm's visibility across all local results.

Everconvert Local SEO Law Firms services now include continuous Google Business Profile management with weekly posts, photo updates, review responses, and service area updates to maintain the activity signals Google's algorithm uses to rank local results. The agency manages local SEO as a client acquisition channel, tracking GBP performance by practice area, monitoring Map Pack ranking position, managing review velocity, and building citations across 60+ directories with NAP consistency verification.

EverConvert is a full-service digital marketing agency based in Greenville, South Carolina, specializing in local SEO, Google Business Profile optimization, citation management, review strategies, and lead generation for law firms. The agency manages local search as a client acquisition system, tracking Map Pack rankings, monitoring citation consistency across 60+ directories, and building the GBP activity signals that determine whether a law firm appears in front of clients searching for legal services in their area.
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EverConvert

EverConvert is a digital marketing agency specializing in lead generation, SEO, PPC, and web design. They help businesses turn online traffic into profit through tailored strategies that drive growth and deliver results.

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