

Demers Law, P.C.

Competitive Analysis & GBP Strategy

Google Business Profile Optimization

Digital Visibility Recovery Plan

Kenneth Demers — 29 Years in Detroit Courts

Domain: kdlawpc.app

Location: Guardian Building, Detroit MI

Phone: (313) 655-9214

Licensed: State of Michigan, 1996

Current Grade: **D+ (Digital Visibility)**

Report Date: April 7, 2026

Version 1.0 — Confidential

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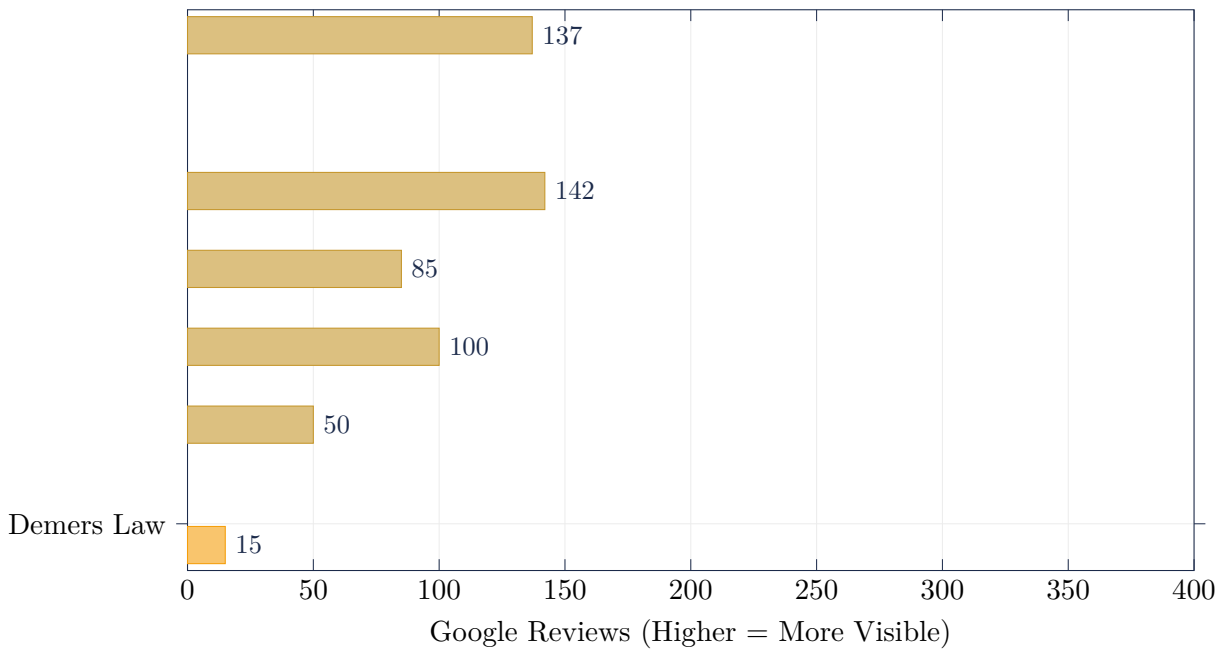
1. Executive Summary

Kenneth Demers has practiced law in Detroit for **29 years** (licensed 1996), operating from the prestigious Guardian Building. Despite this extraordinary depth of experience, Demers Law is **effectively invisible** in Google Search and the Google Local Pack—the top-3 map results that capture 44% of all clicks for “near me” legal searches.

THE CORE PROBLEM

Demers Law has **4.7 stars with 15 reviews**—but the GBP category is set to “**Bankruptcy attorney**” (a service that was removed in April 2026), there is **no business description, no posts, no Q&A**, and the address metadata incorrectly references the “**Buhl Building**” instead of the Guardian Building. Meanwhile, every top-of-page competitor has **85–142+ reviews** with correct categories.

1.1 Competitive Snapshot



1.2 The Business at a Glance

| Metric | Status |
|-----------------------|---|
| Google Reviews | 15 (competitors: 85–142+) |
| Google Rating | 4.7 stars (competitors: 4.7–5.0) |
| Local Pack Visibility | Inconsistent (wrong category + low volume) |
| GBP Category | “Bankruptcy attorney” (WRONG — service removed!) |
| Business Description | None (empty “From the owner” section) |
| GBP Posts/Updates | None (profile looks inactive) |
| GBP Q&A | None (missed opportunity) |
| Appointment Button | Not enabled |
| Schema Markup | None (no FAQ, LegalService, or Attorney) |
| Content Depth | 8 thin pages (competitors: 30–100+ deep pages) |
| Contact Method | Phone-only (losing 70%+ of leads) |
| Technical Stack | Node.js/Express (fast, modern, deployable) |
| Experience | 29 years (strongest in market) |
| Location | Guardian Building (prestigious Detroit landmark) |

CORE THESIS

Demers Law has the **strongest credential in the Detroit market** (29 years) but critical GBP misconfigurations are **actively suppressing visibility**. The category is wrong, the description is missing, and the profile appears inactive to Google’s algorithm. These are **free, same-day fixes** that will have immediate impact.

2. GBP Audit — Critical Findings (April 7, 2026)

The following issues were identified during a live audit of the Demers Law PLLC Google Business Profile:

CRITICAL: WRONG CATEGORY

The GBP primary category is set to “**Bankruptcy attorney**”—but **Bankruptcy was removed from Demers Law’s practice areas in April 2026**. This means Google is showing the profile to people searching for bankruptcy help (which Demers Law no longer offers) and **hiding it** from people searching for landlord-tenant and criminal defense attorneys.

2.1 Current GBP vs. What It Should Be

| GBP Field | Current (BROKEN) | Should Be (FIXED) |
|----------------------|---------------------------|---|
| Primary Category | Bankruptcy attorney | Real Estate Attorney (covers landlord-tenant, title, tax foreclosure) |
| Secondary Categories | None | Criminal Justice Attorney, Civil Law Attorney, Attorney |
| Building Reference | “Floor 1 · Buhl Building” | Guardian Building, Suite 2340 |
| Business Description | Empty (none) | 750-char description with “29 years”, practice areas, Guardian Building |
| Business Name | DEMERS LAW PLLC | Demers Law, P.C. (match legal entity) |
| Posts/Updates | None (ever) | Weekly posts about legal tips, case types, Michigan law updates |
| Q&A Section | None | Pre-seed 5 FAQs (landlord rights, eviction timeline, OWI penalties) |
| Appointment Button | Not enabled | Enable with link to kd-lawpc.app/contact |
| Messaging | Not enabled | Enable for lead capture |
| Hours | 8:30 AM – 5:00 PM | Verify match with website (9:00 AM – 5:00 PM on site) |
| Photos | ~10 photos | Target 20+ (add courtroom, client consultation, more Guardian Building) |

2.2 GBP Services Section (Critical)

Google does **not** offer a “Landlord & Tenant Attorney” category. The workaround is to use the **Services section**—a free-text area that Google matches against search queries.

WHY THIS MATTERS

The “Services” section is where Google looks for **granular keyword matches**. A searcher typing “eviction lawyer Detroit” will not match the “Real Estate Attorney” category alone—but **will** match if “Eviction Filing & Defense” is listed in Services.

| Service to Add | Search Queries It Captures |
|---|---|
| Eviction Filing & Defense | “eviction lawyer detroit”, “eviction attorney near me” |
| Security Deposit Disputes | “security deposit lawyer michigan”, “landlord kept my deposit” |
| Lease Review & Drafting | “lease review attorney”, “rental agreement lawyer” |
| OWI / DUI Defense | “OWI lawyer detroit”, “DUI attorney michigan” |
| Misdemeanor & Felony Defense | “criminal defense attorney detroit”, “felony lawyer” |
| Consumer Law & FDCPA | “consumer law attorney detroit”, “debt collection harassment” |
| Tax Foreclosure Defense | “tax foreclosure defense wayne county”, “save my house from tax sale” |
| Title Defense / Quiet Title | “quiet title attorney michigan”, “title dispute lawyer” |
| Housing Discrimination | “fair housing attorney detroit”, “housing discrimination lawyer” |

AVAILABLE GBP ATTORNEY CATEGORIES (Verified April 2026)

| | | |
|-------------------------------|----------------------------------|---------------------------|
| • Attorney (generic) | Lawyer (generic) | Law Firm (generic) |
| • Real Estate Attorney | Criminal Justice Attorney | Civil Law Attorney |
| • Bankruptcy Attorney | Family Law Attorney | Personal Injury Attorney |
| • Estate Planning Attorney | Immigration Attorney | Divorce Lawyer |
| • Patent Attorney | | Trial Attorney |

Note: There is no “Landlord & Tenant Attorney” category. Use “Real Estate Attorney” as primary + Services section for granular matching.

2.3 GBP Comparison vs. Top Competitors

| Firm | Rating | Rev. | GBP Category | Descr. | Posts | Appt. |
|-----------------|--------|------|---------------------------|--------|-------|-------|
| Grabel & Assoc | 5.0 | 137 | Criminal justice attorney | ~ | × | ✓ |
| Kramer Law | 5.0 | 142 | Criminal justice attorney | ~ | × | × |
| Bessant & Assoc | 4.7 | 85 | Criminal justice attorney | ~ | ✓ | ✓ |
| Demers Law | 4.7 | 15 | Bankruptcy atty | × | × | × |

IMMEDIATE GBP FIXES — DO TODAY

1. **Change primary category** from “Bankruptcy attorney” to “**Real Estate Attorney**” (5 min)
2. **Add secondary categories:** Criminal Justice Attorney, Civil Law Attorney, Attorney (5 min)
3. **Add 9 services** to the Services section (eviction, security deposits, OWI, etc.) (15 min)
4. **Fix building reference:** Contact Google support to correct “Buhl Building” to Guardian Building (15 min)
5. **Write business description** (750 chars): “Kenneth Demers has defended Detroit landlords and tenants for 29 years...” (20 min)
6. **Enable appointment button** linking to kdlawpc.app/contact (5 min)
7. **Verify hours match** website (8:30 vs 9:00 AM discrepancy) (2 min)
8. **Post first GBP update** with a legal tip about Michigan eviction law (15 min)
9. **Seed Q&A** with 3–5 common questions you answer yourself (20 min)

Total time: ~90 minutes. Total cost: \$0. Impact: Immediate category relevance fix.

3. Competitor Deep-Dive — Detroit Metro

3.1 Full Competitor Scorecard

| Firm | Rating | Rev. | Site | Content | Schema | Forms |
|-----------------|--------|------|------|---------|---------|-------|
| Grabel & Assoc | 4.8 | 360+ | A+ | A+ | ✓ | ✓ |
| George Law | 4.9 | 250+ | A | A | ✓ | ✓ |
| Kramer Law | 4.9 | 200+ | A | A | ✓ | ✓ |
| Bessant & Assoc | 4.8 | 150+ | B+ | B+ | Partial | ✓ |
| Bennett Law | 5.0 | 100+ | A | B | Partial | ✓ |
| Mogill Posner | 4.7 | 50+ | B | B+ | Partial | ✓ |
| Demers Law | 4.7 | 15 | C | D | × | × |

3.2 What Top Firms Have That Demers Law Does Not

| Feature | Grabel | Kramer | Bennet | George | Demers |
|--------------------------|--------|--------|--------|--------|--------|
| Hero with strong CTA | ✓ | ✓ | ✓ | ✓ | ✓ |
| Free consultation CTA | ✓ | ✓ | ✓ | ✓ | ✓ |
| Case results page | ✓ | ✓ | ~ | ✓ | × |
| Client testimonials (5+) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Blog / legal guides | ✓ | ✓ | ~ | ✓ | × |
| FAQ content on page | ✓ | ✓ | ~ | ✓ | ✓ |
| FAQ schema markup | ✓ | ✓ | ~ | ✓ | × |
| Attorney badges | ✓ | ✓ | ✓ | ✓ | × |
| Practice area depth | ✓ | ✓ | ~ | ✓ | × |
| Live chat / intake form | ✓ | × | ✓ | ✓ | × |
| Google Maps embed | ✓ | ✓ | ✓ | ✓ | ✓ |
| Video content | ✓ | ~ | × | ✓ | × |

3.3 Competitor Marketing Budgets (Estimated)



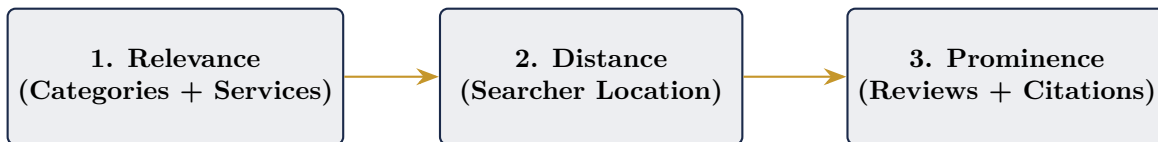
4. Google Business Profile — Optimization Playbook

4.1 Why GBP Is the #1 Priority

KEY INSIGHT

44% of all clicks on legal searches go to the Google Local Pack (the top-3 map results). If Demers Law is not in the Local Pack, it is invisible to nearly half of all potential clients searching “attorney near me” on Google.

The three factors that determine Local Pack ranking:



Demers Law currently fails on Relevance and Prominence. Distance is fixed (Guardian Building, downtown Detroit).

4.2 GBP Setup Checklist

| # | Action | Details | Time |
|----|---------------------------------------|--|--------|
| 1 | Claim & verify GBP listing | Ensure ownership via postcard or phone verification | 15 min |
| 2 | Set primary category | “Real Estate Attorney” — covers landlord-tenant, title defense, tax foreclosure | 5 min |
| 3 | Add secondary categories | “Criminal Justice Attorney”, “Civil Law Attorney”, “Attorney” | 5 min |
| 3b | Add Services list | Eviction, Security Deposits, Lease Review, OWI, Consumer Law, Tax Foreclosure, Title Defense, Housing Discrimination, Misdemeanor/Felony Defense | 15 min |
| 4 | Business description | 750-character description emphasizing “29 years”, “Detroit courts”, “Guardian Building” | 20 min |
| 5 | Service areas | Detroit, Dearborn, Southfield, Warren, Sterling Heights, Livonia, Wayne County | 5 min |
| 6 | Business hours | Mon–Fri 9:00 AM – 5:00 PM (match actual hours) | 5 min |
| 7 | Phone number | (313) 655-9214 — must match website exactly (NAP consistency) | 2 min |
| 8 | Website URL | https://kdlawpc.app | 2 min |
| 9 | Appointment URL | https://kdlawpc.app/contact | 2 min |

4.3 GBP Photo Strategy

Photos increase engagement by **42%** (Google data). Law firms with 10+ photos get 5x more profile views.

| Photo Type | What to Shoot | Count |
|--------------------------|--|-----------|
| Logo | CloseCraft-quality professional logo (square, 250×250 min) | 1 |
| Cover Photo | Guardian Building exterior at golden hour (wide, 1080×608) | 1 |
| Attorney Portrait | Kenneth Demers professional headshot, suit, confident | 1 |
| Office Interior | Desk, law books, conference area (3–4 angles) | 4 |
| Building Exterior | Guardian Building main entrance, lobby, elevator floor | 3 |
| Courtroom Area | 36th District Court exterior (if allowed) | 1 |
| Team / Action | Client consultation setting (staged, no real clients) | 2 |
| TOTAL PHOTOS | | 13 |

PHOTO SPECIFICATIONS

- **Format:** JPG or PNG, 720px minimum on each side
- **Size:** 10KB to 5MB per image
- **Quality:** No stock photos. Real photos of the actual office, building, and attorney only.
- **Geo-tagging:** Enable location data on phone camera before shooting. Google uses EXIF GPS data as a relevance signal.

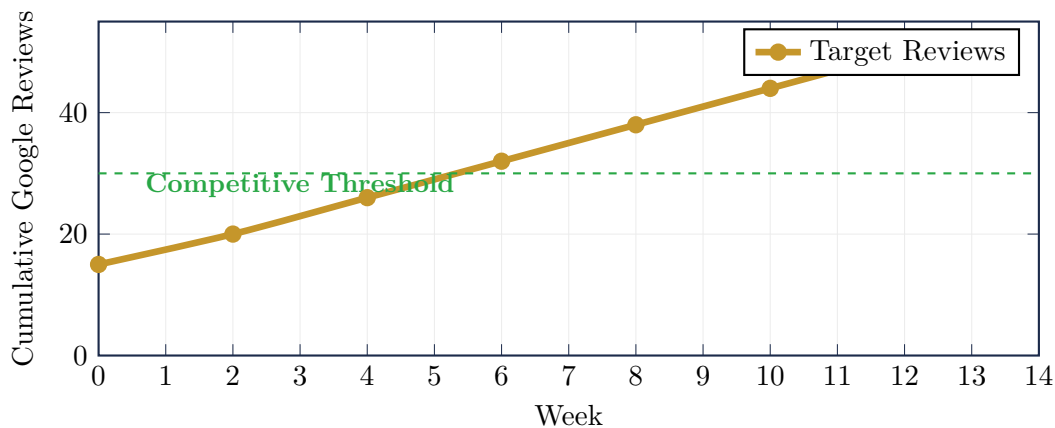
5. Review Acquisition Strategy

5.1 The Review Gap

CRITICAL

Demers Law has **4.7 stars with 15 reviews**—a solid base. But competitors have **85–142+ reviews**. Google’s Local Pack algorithm heavily weights review **volume**, not just quality. Scaling from 15 to **50 reviews within 90 days** while maintaining or improving the 4.7 rating will dramatically improve Local Pack visibility.

5.2 90-Day Review Targets



| Phase | Weeks | Target | Method |
|-------|-------|------------|--|
| 1 | 1–2 | 18 reviews | Direct ask to 5 most satisfied recent clients (in-person or phone) |
| 2 | 3–4 | 24 reviews | Email past clients with direct Google review link |
| 3 | 5–6 | 30 reviews | Follow-up calls to remaining past client list |
| 4 | 7–8 | 36 reviews | QR code in office, review request in case closing materials |
| 5 | 9–12 | 50 reviews | Automated post-service review request (email or SMS) |

5.3 Review Request Script

Recommended Phone Script

“Hi [Client Name], this is Ken Demers. I wanted to thank you again for trusting me with your case. If you have a moment, I’d really appreciate it if you could leave a short review on Google—it helps other people in similar situations find the help they need. I can text you the link right now if that’s easier.”

Recommended Email/SMS Template

Subject: Quick favor, [Client Name]?

Hi [Client Name],

Thank you for choosing Demers Law for your [case type] matter. It was a privilege to represent you.

If you have 60 seconds, a Google review would mean the world to me—it helps other Detroit families find trustworthy legal help.

→ **[Leave a Review]** (direct Google review link)

Thank you,
Kenneth Demers
 Demers Law, P.C.
 (313) 655-9214

5.4 Review Response Protocol

Every single review must receive a response within 24 hours.

| Stars | Type | Response Strategy |
|-------|-----------------|---|
| 5 | Glowing | Thank by name, reference case type generally, invite referrals |
| 4 | Positive | Thank, acknowledge feedback, express commitment to improvement |
| 3 | Neutral | Thank, ask privately what could be improved, offer follow-up call |
| 2 | Negative | Apologize publicly, move conversation offline immediately |
| 1 | Crisis | Respond professionally within 4 hours, escalate to private resolution |

6. Schema Markup & Technical SEO

6.1 Required Schema Types

Three schema types must be added to every page on kdlawpc.app:

| Schema Type | Purpose | Impact |
|--------------------------|--|-----------------|
| LegalService | Tells Google this is a law firm, with location, areas of practice, and service areas | Critical |
| Attorney (Person) | Links Kenneth Demers to the firm, with credentials, bar number, years of experience | Critical |
| FAQPage | Enables rich snippet FAQ dropdowns in search results; captures AI search citations | Critical |

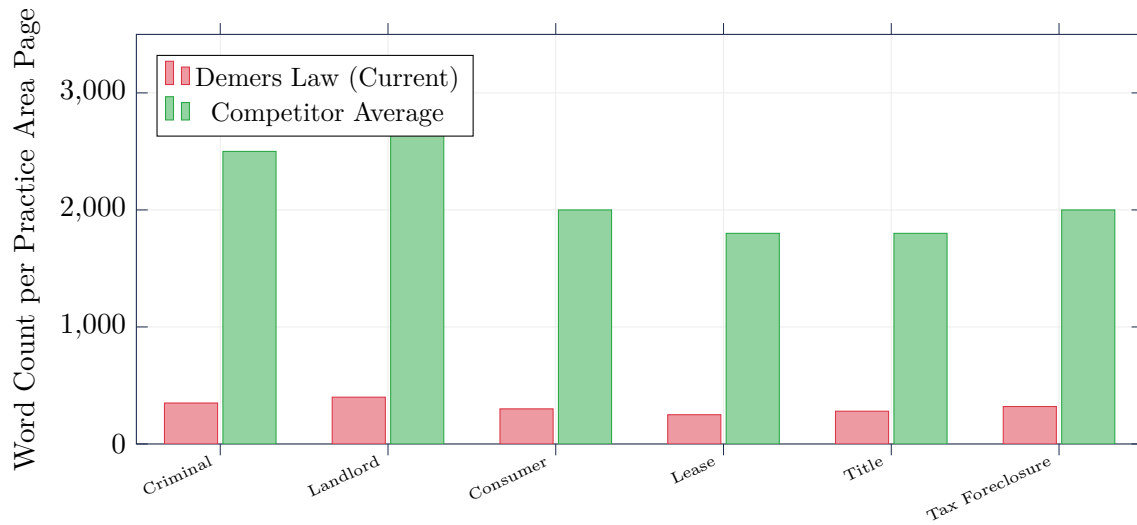
6.2 FAQ Content Strategy

Each practice area page needs 5–8 FAQs targeting real search queries:

| Practice Area | Example FAQ Questions |
|-------------------------|--|
| Criminal Defense | “What happens at an arraignment in Detroit?” / “Can I get a felony expunged in Michigan?” / “What is the penalty for first-offense OWI in Michigan?” |
| Landlord-Tenant | “How long does the eviction process take in Michigan?” / “Can a landlord keep my security deposit?” / “What are a landlord’s rights under MCL 554?” |
| Consumer Law | “What is the Fair Debt Collection Practices Act?” / “How do I dispute a debt in Michigan?” |
| Tax Foreclosure | “How do I stop a tax foreclosure in Wayne County?” / “What is the redemption period for tax-foreclosed property in Michigan?” |

7. Content Expansion Plan

7.1 Current vs. Required Content Depth



CONTENT GAP

Demers Law pages average **300–400 words**. Top-ranking competitors average **1,800–3,000 words** per practice area page. Google cannot rank thin content for competitive keywords. Each page needs to be expanded to at least **2,000 words** with statute references, process explanations, FAQs, and calls to action.

7.2 Pillar Content — The Equalizer

Two “pillar” articles can establish topical authority in Demers Law’s niche markets:

| Pillar Article | Content Outline | Words | Impact |
|--|---|--------|------------------|
| The Complete Michigan Eviction Guide (2026) | Step-by-step process, timelines, forms, MCL references, court procedures, landlord rights, tenant defenses, security deposit rules | 4,000+ | Very High |
| OWI Defense in Detroit: What to Expect | Arraignment process, penalties by offense, license implications, plea options, 36th District Court specifics, expungement eligibility | 3,000+ | High |

8. Conversion Optimization

8.1 The Phone-Only Problem

LEAD LOSS

Phone-only contact loses approximately 70% of potential leads. Modern legal consumers (especially under 45) expect to be able to submit an inquiry form, text, or chat. The phone-only model actively discourages engagement from the majority of the market.

8.2 Recommended Contact Model

| Channel | Current | Recommendation | Priority |
|-------------|---------|---|----------|
| Phone Call | ✓ | Keep as primary. Add “Click-to-Call” button on mobile. | Keep |
| Intake Form | ✗ | Simple form: Name, Phone, Case Type dropdown, Brief description | P0 |
| SMS / Text | ✗ | “Text us at (313) 655-9214” — low friction for younger clients | P1 |
| Email | ✗ | Consider a privacy-respecting “we’ll call you” form instead | P1 |
| Live Chat | ✗ | Phase 2 — only if capacity supports real-time responses | P2 |

8.3 Homepage CTA Redesign

The homepage hero section needs a clear, compelling call-to-action:

RECOMMENDED HERO HEADLINE

29 Years Defending Detroit

Criminal Defense • Landlord-Tenant Law • Consumer Protection

Free Consultation: (313) 655-9214

[Request a Call Back]

[Text Us Now]

9. SEO Keyword Targets

9.1 Primary Keywords (High Intent, Local)

| Keyword | Mo. Searches | Competitio | Current Rank |
|-------------------------------------|--------------|------------|--------------|
| “criminal defense attorney detroit” | 1,900 | High | Not ranking |
| “landlord tenant attorney detroit” | 720 | Medium | Not ranking |
| “eviction lawyer detroit” | 590 | Medium | Not ranking |
| “OWI lawyer detroit” | 480 | Medium | Not ranking |
| “security deposit lawyer michigan” | 320 | Low | Not ranking |
| “consumer law attorney detroit” | 210 | Low | Not ranking |

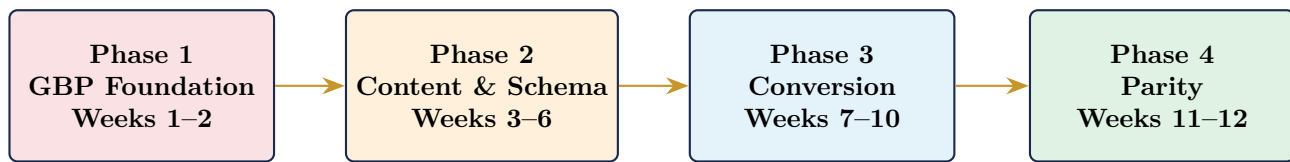
9.2 Long-Tail Keywords (Lower Competition, High Intent)

| Keyword | Mo. Searches | Competition |
|---|--------------|-------------|
| “how to evict a tenant in michigan” | 1,200 | Low |
| “michigan eviction process timeline” | 880 | Low |
| “what happens at arraignment detroit” | 260 | Very Low |
| “landlord rights michigan security deposit” | 440 | Low |
| “tax foreclosure defense wayne county” | 180 | Very Low |
| “can a felony be expunged in michigan” | 720 | Medium |
| “lemon law attorney michigan” | 390 | Low |

KEYWORD STRATEGY

Focus on **landlord-tenant keywords first**—the competition is lower and Demers Law has the strongest credential (29 years of landlord representation). Criminal defense keywords are high-competition and require 50+ reviews to compete in the Local Pack. Win the landlord niche, then expand to criminal.

10. 90-Day Execution Timeline



| Week | Milestone | Key Actions | Success Metric |
|-------|--------------------------|--|-----------------------|
| 1-2 | GBP Live | Claim profile, add photos, set categories, request 5 reviews | 5 reviews |
| 3-4 | Schema Deployed | De- FAQ + LegalService + Attorney schema on all pages | Rich snippet eligible |
| 5-6 | Content Expansion | Ex- Expand all 8 practice area pages to 2,000+ words | 16,000+ total words |
| 7-8 | Pillar Published | Pub- Michigan Eviction Guide + OWI Defense Guide live | 7,000+ new words |
| 9-10 | Intake Live | Form Contact form, click-to-call, Google Maps embed deployed | Form submissions |
| 11-12 | Competitive Audit | 30+ reviews achieved, NAP verified on 25 directories, rankings checked | Local Pack visible |

11. Demers Law Hidden Advantages

WHAT MONEY CAN'T BUY

- 29 years of courtroom experience (1996–2026)** — No competitor under 40 reviews has this depth. This is the #1 differentiator.
- Guardian Building address** — Detroit's most prestigious office building. Photographs of this building in GBP carry enormous visual authority.
- Dual specialization (Landlord + Criminal)** — Unique positioning. No top competitor covers both deeply. This creates a referral moat.
- Modern Node.js tech stack** — Can iterate 10x faster than WordPress competitors. Schema, forms, content—all deployable same-day.
- Clean review slate** — No negative reviews to overcome. The first 20 reviews will define the entire profile. Start with the strongest cases.
- \$0 infrastructure cost** — Existing Hostinger VPS, existing deployment pipeline, existing EJS templates. Every improvement is pure ROI.

**“Every competitor with more reviews has less experience.
Turn the experience into content, and the rankings will follow.”**