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**Keyword competitiveness varies based on the region. For this general guide, we will be using all of Canada as the region. Keywords with high monthly searches and low competition are the most optimal keywords.*

Law

Civil Law

Keyword	Monthly Searches	Competition
1. Legal Aid	○ 10k - 100k	○ Low
2. Law Firm	○ 1k - 10k	○ Low
3. Mesothelioma	○ 1k - 10k	○ Low
4. Employment Lawyers	○ 1k - 10k	○ Medium
5. Legal Advice	○ 1k - 10k	○ Medium
6. Personal Injury Lawyer	○ 1k - 10k	○ High
7. Tax Lawyer	○ 1k - 10k	○ High
8. Medical Negligence	○ 100 - 1k	○ Low
9. Car Accident Lawyer	○ 100 - 1k	○ Medium
10. Brain Injury Lawyer	○ 100 - 1k	○ Medium
11. Litigation Lawyer	○ 100 - 1k	○ Medium
12. Personal Injury Attorney	○ 100 - 1k	○ Medium
13. Civil Lawyer	○ 100 - 1k	○ Medium
14. Accident Lawyer	○ 100 - 1k	○ High
15. Malpractice	○ 100 - 1k	○ High

Family Law

Keyword	Monthly Searches	Competition
1. Family Law	○ 1k - 10k	○ Medium
2. Will	○ 1k - 10k	○ Medium
3. Divorce Lawyer	○ 1k - 10k	○ High
4. Family Court	○ 100 - 1k	○ Low
5. Collaborative Divorce	○ 100 - 1k	○ Medium

6. Family Law Attorney	○ 100 - 1k	○ Medium
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Administrative Law

Keyword	Monthly Searches	Competition
1. Tax Lawyer	○ 1k - 10k	○ High
2. Residential Tenancy	○ 100 - 1k	○ Low
3. Disciplinary Action	○ 100 - 1k	○ Low
4. Government Regulation	○ 100 - 1k	○ Low

Criminal Law

Keyword	Monthly Searches	Competition
1. Criminal Law	○ 1k - 10k	○ Medium
2. Defence/Defense Lawyer	○ 100 - 1k	○ Medium
3. DUI Lawyer	○ 100 - 1k	○ High
4. Impaired Driving Lawyer	○ 100 - 1k	○ High
5. Domestic Violence Lawyer	○ 10 - 100	○ Medium
6. Sex Assault Lawyer	○ 10 - 100	○ Medium

Real Estate Law

Keyword	Monthly Searches	Competition
1. Real Estate Lawyer	○ 1k - 10k	○ Medium
2. Estate Planning	○ 1k - 10k	○ High
3. Real Estate Law	○ 100 - 1k	○ Medium

Corporate Law

Keyword	Monthly Searches	Competition
1. Corporate Law	○ 1k - 10k	○ Low
2. Wrongful Dismissal	○ 1k - 10k	○ Medium
3. Business Lawyer	○ 100 - 1k	○ Medium
4. Corporate Lawyer	○ 100 - 1k	○ Medium