

The Notary Website Guide

Build trust, get found locally, and turn searches into booked appointments.



STATE AWARE. LOCAL FIRST.

Notary rules vary by state. Your website should clearly match the services you are actually authorized to provide.

Perfect for:

- Mobile notaries
- Independent notary publics
- Signing agents
- Remote online notaries where authorized

Make it easy to trust you before they ever call.

A notary website is not just an online business card. People are often searching because they need help quickly, they are handling an important document, or they need someone who will actually show up.

What visitors need fast

- What you notarize
- Where you travel
- How to book
- Your availability
- What identification may be needed
- How pricing and travel fees work

What builds confidence

- Professional photo or branding
- Commission details when appropriate
- Clear service boundaries
- Real reviews
- Simple contact information
- A polished, secure booking experience

THE QUICK TEST

Can someone answer these 4 questions in 15 seconds?

1. Are you available in my area?
2. Can you notarize this type of document?
3. What will it likely cost?
4. How do I book you?

Do not build a “generic notary” website that promises services you may not be allowed to offer.

Notary authority, fees, remote notarization rules, advertising language, recordkeeping, and prohibited conduct can differ by state. Local procedures can matter too.

Before your site goes live

- ✓ Confirm your current commission status
- ✓ Confirm the acts your state authorizes
- ✓ Check state fee limits or disclosure rules
- ✓ Check whether remote online notarization is allowed
- ✓ Avoid legal advice or attorney style wording
- ✓ Use the correct state terminology



SMART WEBSITE LANGUAGE

Make the website informative without giving legal advice.

Use phrases such as “services offered where permitted,” “availability and fees may vary by location,” and “please confirm your document requirements with the receiving agency or an attorney when legal guidance is needed.”

This guide is for website planning and marketing, not legal advice. Always check your commissioning authority and current state rules before publishing service claims.

Give every major service a clear place to live.

A focused service structure helps customers understand what you do and gives search engines useful local pages to index.

General Notary Work

Acknowledgments, jurats, affidavits, powers of attorney, and other documents only as permitted in your state.

Mobile Notary

Explain travel areas, appointment windows, travel fees, parking or access considerations, and after hours availability.

Loan Signing

If you are qualified and offer signing appointments, explain the service without implying legal or financial advice.

Remote Online Notary

Only promote this if you are authorized and your setup meets your state requirements.

Special Locations

Hospitals, senior communities, detention facilities, offices, homes, or other locations you genuinely serve.

Apostille Support

If offered, explain whether you are providing courier or facilitation help rather than legal advice or government certification.

Reduce the back and forth before the appointment.

A good notary website should screen the basics, explain logistics, and make it easy for the client to choose the next step.

Your booking form can ask for:

- Preferred date and time
- City, ZIP code, or appointment location
- Document type or general purpose
- Number of signers
- Number of notarizations if known
- Whether witnesses are needed
- Accessibility or facility details
- Best contact method

Pricing section

Explain notarization fees, travel fees, after hours charges, parking or facility costs, and accepted payment methods only in a way that complies with your state rules.

Important boundary

Do not guarantee that a document can be notarized before you review the circumstances. The signer, identification, document, and state rules can affect the appointment.

Your city and service area should be impossible to miss.

Most notary searches are local and urgent. Your site should tell both people and Google exactly where you serve without stuffing a giant list of cities onto every page.

A cleaner local website structure

- Homepage: primary city + core service
- Service pages: Mobile Notary, Loan Signing, Remote Online Notary, etc.
- Service area page: counties, cities, ZIP codes, travel boundaries
- High value city pages: unique content for locations you actually serve
- Contact page: consistent business information and booking details

Use county names wisely

County terms can help describe your service area and local travel coverage. They should support the page naturally, not be copied into dozens of nearly identical pages.

Show real local proof

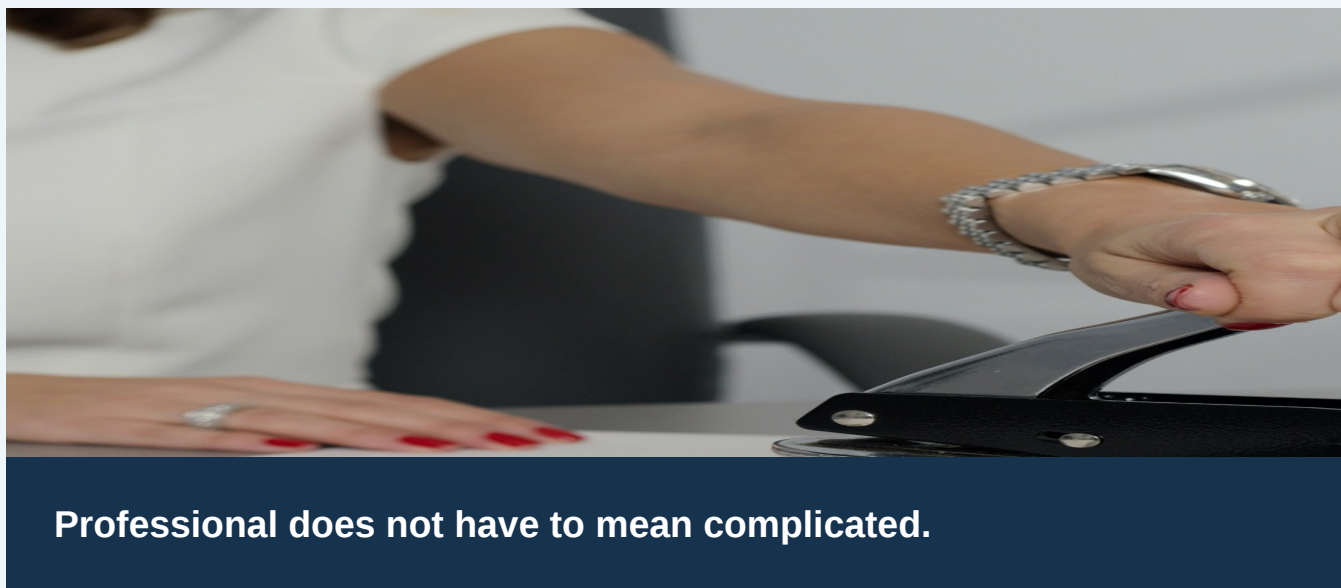
Mention neighborhoods, common appointment settings, travel zones, landmarks, or service logistics that are genuinely relevant to how you work.

SEO EXAMPLE

Instead of “Best Notary Everywhere,” use a natural title such as “Mobile Notary in [City, State] | Evening & Weekend Appointments.”

Notary clients are handing you sensitive documents. Your website should feel secure and legitimate.

Trust is part of conversion. A polished site can answer the quiet question every visitor is asking: “Can I trust this person with an important appointment?”



● About section

A short, human introduction and why you serve your area.

● Reviews

Real feedback that mentions reliability, professionalism, or convenience.

● Contact

Professional email, business phone, booking link, and service hours.

● Credentials

Commission or certification details when appropriate and safe to publish.

● Privacy

A clear policy for forms, uploads, and personal information.

● FAQ

ID, witnesses, travel, cancellations, document readiness, and what you cannot advise on.

Answer the questions people ask before they book.

Helpful content gives your site depth and can attract searches beyond “notary near me.” Keep it educational and avoid crossing into legal advice.

Useful FAQ or resource topics

- What should I bring to a notary appointment?
- Does every signer need identification?
- Can a notary come to a hospital or senior community?
- What happens if a signer cannot appear in person?
- How far does a mobile notary travel?
- Do I need witnesses?
- What is the difference between a notary and an attorney?
- Can a notary tell me which certificate I need?

CONTENT RULE

Answer the process question, not the legal question.

Explain your appointment process, service area, scheduling, fees, and what a client should prepare. When a question requires legal interpretation, direct the visitor to the appropriate attorney, agency, title company, lender, or receiving organization.

Before you hit publish, make sure the essentials are covered.

Use this page as your quick build checklist.

Brand + trust

- Business name
- Professional logo/colors
- About section
- Reviews/testimonials
- Professional contact info

Services

- Clear service list
- Mobile service area
- State appropriate wording
- Fees/disclosures where required
- Booking expectations

Local visibility

- City + state in key headings
- Service area page
- County coverage when relevant
- Unique location pages
- Google Business Profile link

Conversion

- Book now button
- Click to call on mobile
- Simple intake form
- Availability or hours
- Confirmation message

Compliance

- Current commission status
- No legal advice claims
- Privacy policy
- Accurate state terminology
- Secure handling of uploads



READY FOR A WEBSITE THAT WORKS AS HARD AS YOU DO?

Turn your notary business into a professional local brand.

SiteByPiece builds affordable websites for small businesses with flexible payment options and a clear build process.

[VISIT SITEBYPIECE.COM](https://sitebypiece.com)

Keep this guide nearby while you build:

- Be specific about where you serve.
- Match every service claim to your state rules.
- Make booking simple.

Build trust before the first appointment.