The Ultimate Digital Marketing Guide for Law Firms

YOUR BLUEPRINT FOR ONLINE MARKETING SUCCESS

Law Firm
MARKETING PROS
MORE LEADS • MORE CLIENTS • MORE PROFITS

The Ultimate Digital Marketing Guide for Law Firms: Your Blueprint for Online Marketing Success

INTRODUCTION

Thank you for downloading our Internet marketing & SEO Guide for Law Firms. In this guide, we will walk you step-by-step through the process of claiming your map listing, optimizing your website from an SEO perspective, and explain:

- How the search engines work (PPC vs. map listings vs. organic), and what you need to do to handle each for maximum return.
- How the map listings work and how to get your Law Firm company listed on the map.
- Our search engine optimization strategy for Law Firms.
- The 43 most frequently searched Law Firm keywords. This single insight is invaluable for you as a Law Firm.
- The most important online directories that you MUST be listed on.
- Our social media strategy designed specifically for the Law Firm industry.

WHY SEO IS SO IMPORTANT FOR LAW FIRMS

Most Law Firms already understand that the internet and search engines are EXTREMELY important to the long term growth and sustainability of their business, however, occasionally I get the question "Why are search engines and search engine marketing so important to the Law Firms Industry?"

Yellow Pages Are No Longer Effective

It used to be that the #1 place consumers looked when they needed a Law Firm was the Yellow Pages. In today's digital world, very few people still reference the printed Yellow Pages - it has very much become an antiquated relic of the past. In fact, the new generation has not even been exposed to the printed Yellow Pages and tends to rely exclusively on the internet as a method of searching for a product or service from local businesses.

Where do they go now?

They look on the search engines; almost 90% use Google, which means all other search engines (Yahoo, Bing, DuckDuckGo, and others) account for approximately 10% of the searches. Included in this "other" category would be social media sites such as Facebook and Twitter, where a searcher may submit a post asking for recommendations from friends and family. Some interesting facts are outlined as follows:

- 97% of consumers used the internet to find a local business.
- 27% of consumers searched for a local business almost every day.
- 54% of consumers looked for a local business online at least once a month.
- 96% of people seeking legal advice start online.

Generally, people search by WHAT YOU DO and not WHO YOU ARE. If they are searching by who you are, they already know who you are, so if you're not showing up on the first page of Google, Yahoo, and Bing in your area(s) for your practice-related keywords, then you are missing a major opportunity! In this guide, we will show you how you can ensure that you put your best foot forward and show up in as many local law-related searches in your area as possible.

UNDERSTANDING HOW SEARCH ENGINES WORK

Over the past ten years, the way the search engines work has changed significantly, especially regarding the impact Google map listings (Google My Business/GMB) affect the search results for local search. A majority of the Law Firms we talk with are confused about how the search engines work and the differences between the map listings, organic listings, and the paid / Pay-Per-Click listings. Some of this confusion stems from the fact that since Google introduced local search results in 2004, they have utilized as many as 10 names for this part of the search results page. Some of these names include Google Local, Google Maps, Google Place Pages, Google Places, Google Pages, Google Hotpot, Google+, Google + Pages, and Google + Business Pages. The term "Google My Business" was launched in 2014, and has been used ever since.

In this section, we wanted to take a few minutes to demystify the search engines and break down the anatomy of the search engine results page (SERPs). But first, it is vital to understand the fact that Google actually displays a variety of results pages; in fact, there have been as many as 85 different SERPs, and these pages are dictated by the Google algorithm, the search query entered, and even the type of device used to search. For our purposes, we will be focusing on a search query with commercial intent.
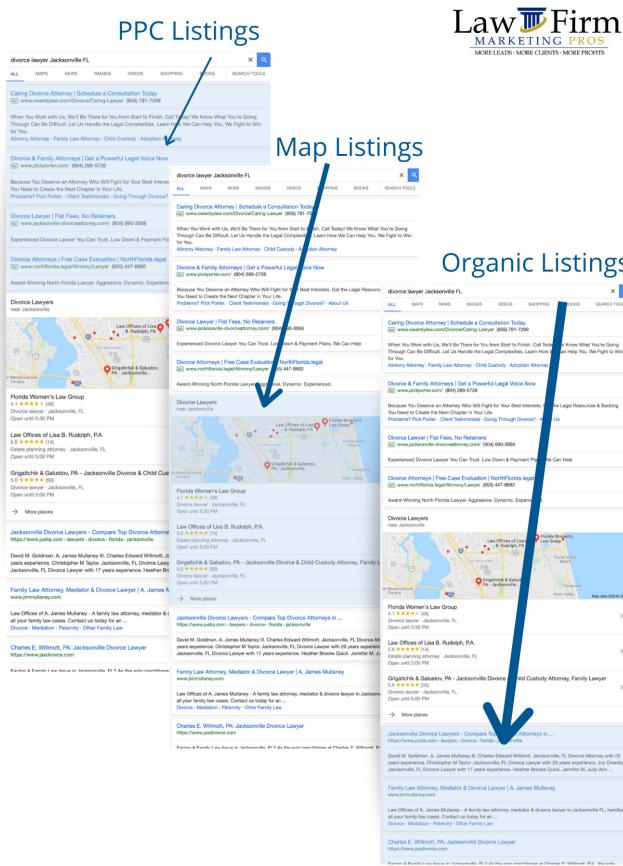
By understanding how each component works, you can formulate a strategy to maximize the results of each. As it relates to search results with commercial intent, the search engines organize their SERPs into three primary sections, which are:

1. Paid / PPC Listings
2. GMB (Map) Listings
3. Organic Listings

Paid / PPC Listings

In the paid section of the search engines, you are able to select the keywords that are relevant to you and then pay to be listed in this area. The reason it is referred to PPC or Pay-Per-Click is due to the fact that you simply pay a prearranged fee each time a searcher clicks on the link, as opposed to paying a flat monthly or daily fee for placement. The PPC platform is based on a bidding system, and for the most part, the company that bids the highest receives optimal placement. While this explanation is certainly an over-simplification of a very complex auction system, it does capture the high-level essence of the process. PPC is an excellent method to market your business online but should be thought of as a short term marketing solution as opposed to a long-term strategy due to the fact that it can get very expensive rather quickly, with some keywords resulting in a cost of over $1,000 in major metropolitan areas within the legal industry.

Google My Business "Map" Listings

Your smartphone will utilize Google Maps whenever you search for directions, so it is of extreme importance that the nomenclature is correct when it comes to your listing on this platform. In the Digital Marketing / SEO world, we affectionately refer to the first 3 listings that populate as the "3-pack". GMB listings have become very important because it is the first thing that comes up in the search results for most locally-based searches with commercial intent. If someone searches "[Niche Keyword] + your city", chances are the GMB "Map" listings will be the first thing they look at. The rationale behind this results in the fact that most people have trained themselves to bypass the paid ads above the GMB section because they want what they are looking for and they do not want to be redirected to something they are not looking for. Unlike the paid section of the search engine, you can't buy your way into the GMB listings - you have to EARN IT - and once you do, there is NO COST per click associated with being in this section of the search engine, so the clicks are FREE!!! We will share our GMB optimization strategy with you later in this guide, and show you exactly what strategies should be implemented in order to obtain page one placement in the map section of the search results.

Organic Listings

The organic/natural section of the search engine results page appears directly beneath the GMB section in many local searches, but in some cases when there isn't a GMB section they appear directly beneath the paid listings (the map section only shows up in specific local searches). Google reports that there are as many as 85 different formats of search results pages. Similar to the GMB section, you can't pay your way into this section of the search engines and there is no per click cost associated with this once you do obtain placement here. We will share our search engine optimization strategy with you in Section 5 of this guide.

Now that you understand the 3 major components of the search engine results and the differences between paid listings, GMB listings, and organic listings, you may now be wondering which section is considered to be the most important - this is a question we receive from Law Firms on a regular basis.

So what is the answer? The fact is that all three components are important and each should have a place in your online marketing strategy due to the fact that you want to show up as often as possible when someone is searching for a Law Firm in your area. Relying on a single component will offer you a limited scope when it comes to your online strategy, which will mean you are leaving potential customers on the table, and if these potential customers are not choosing you, then they are choosing someone else: your competition. With that said, assuming you have budgetary constraints (everyone does), you need to make each marketing dollar count; you need to focus your investment on the sections that are going to drive the strongest return on investment.

Research indicates that a vast majority of the population looks directly at the GMB listings followed by the organic section when searching, and typically their eyes simply glance casually over the paid listings.

This heat-map indicates where the searcher tends to view as they come onto a search engine results page.

If your firm is operating on a limited budget and needs to receive the best bang for your buck, which is typically the case, you should begin by focusing your efforts on the area that results in the most clicks at the lowest cost. We have found that holding optimal placement in both the organic as well as the GMB sections on the search engines drive a SIGNIFICANTLY better return on investment than Pay-Per-Click marketing. The Pink slice of the pie chart below indicates the percentage of searches that result in paid ads clicks.

Paid, Organic, & Zero-Click Searches in Google (June 2019)

data from 40M+ browser-based searches on millions of desktop & mobile devices in the United States

- Zero-Click Searches
- Searches w/ Organic Clicks
- Searches w/ Ad Clicks

4.42%
45.25%
50.33%
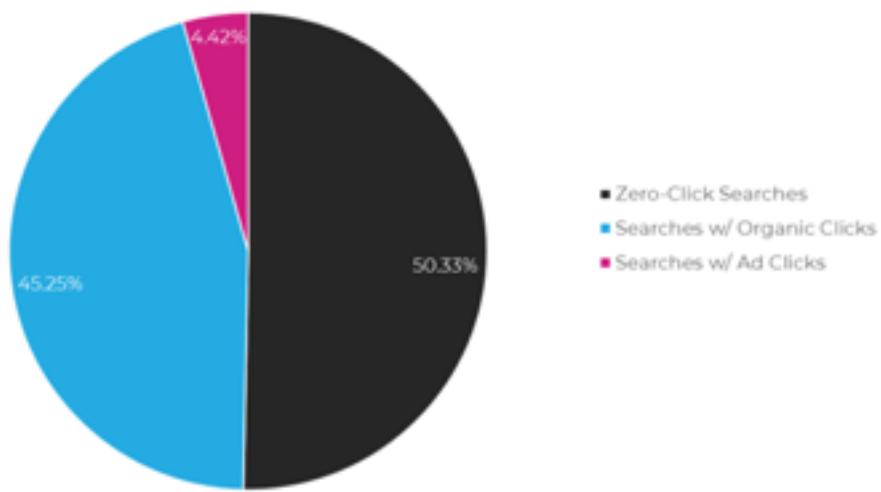
So how can this be accomplished? This is what we are going to be covering in the chapters that follow.

GETTING YOUR LAW FIRM ON THE GOOGLE MAPS

How to get on the Google Map for Law Firms Companies
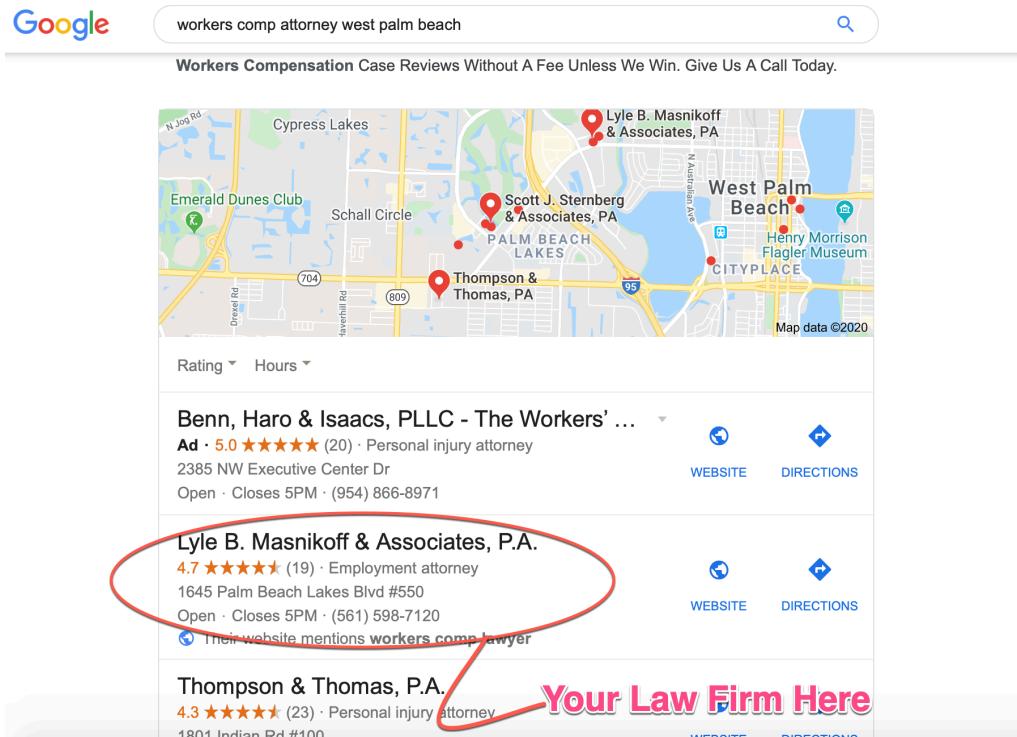
If you are just getting started in Internet marketing for your Law Firm and you are just trying to get an idea of how to get your company listed on the Google Map, this is a great place to start. I am going to cover the core fundamentals of what exactly Google Maps is, how it works, and what you need to do to at least get the ball rolling in the right direction towards getting your firm placed on the map.

Fundamentally, the Google My Business or "Google Maps" listing is what shows up when you type in "your city" plus your "services" on Google, or "Your Services" + "Your City" - for example, "Car accident attorney Boca Raton" or any permutation thereof (i.e. Best Car Accident Lawyer in Boca Raton FL ZIP).

Basically, the results are typically displayed in this order: Pay Per Click Google Ads, followed by Google My Business (also known as "Maps" or "3 pack"), followed by what is known as the organic listings (or local organic listings). There is a great deal of information available regarding search engine optimization, meta tags, meta descriptions, geotagging, backlinks, and all of the like but in actuality, this is a separate realm of search engine optimization known as Organic SEO.

So, what do you need to do in order to make sure that you are listed on the "Map" for your most important keywords, and ensure you are showing up on page one over time? There are a number of strategies you can undertake, each involving multiple layers of complexity and results. As a starting point, the best course of action would be to go to https://business.google.com/.

Google has set up this website for business owners to tangibly claim their Google My Business listing. To do this, simply type in your business name and address into the search bar, agree to the Terms of Service and Privacy Policy, and click "Manage Now", which will guide you through the process of claiming your Google My Business listing.

If a Business Profile on Google has already been verified and you are authorized to manage the profile, you can request ownership from the current profile owner. If you try to access a claimed Business Profile, you can also verify as a site manager. To request ownership from the current profile owner, follow these steps:

1. Go to business.google.com/add
2. Enter the name and address of your business, then select it from the search results.
3. Click Continue. You'll see a message indicating that someone else verified the profile. If the profile isn't claimed, you can claim and verify the profile yourself.
4. Click Request Access and fill out the form.
5. Click Submit. The current profile owner will receive an email asking them to get in touch with you, and you'll receive a confirmation email.

The latest statistics indicate that approximately 39 percent of users or businesses have NOT claimed their Google My Business listing, and that figure is estimated to be even greater for attorneys. This eye-opening fact creates a substantial opportunity for you

to beat your competition to the punch; one of the first things you want to do is go to https://business.google.com/ and claim your listing so that you can ensure the information displayed is accurate and complete. This information includes your business phone number, website address (if you have one), business description, photos, email address, hours of operation, and potentially reference the availability of a free initial consultation if you offer this feature. Above all else, ensure that you obtain and maintain control of your Google My Business listing, as this listing is a critical element of your entire online presence. You can check this by entering your business name and city into Google; if there is a Google My Business listing, it should display in a box on the right of the screen. If this listing says "Suggest an edit - Own this business?", then this tells you that you do not, in fact, have control over your listing. If this is the case, simply click through the "Own this business" link and follow the instructions presented on the screen.

There are some key elements to be aware of as you claim your Google My Business listing. The process is relatively simple; if you have a Gmail account or any other type of Google account, Google will recognize this and allow you to claim your Google My Business listing utilizing this information. If you do not own a Google account, you will be required to create one; this is a requirement if you wish to claim your Google My Business listing.

Once you have logged in, you will then need to type in your phone number and company name. After this information is entered, the system will search the Google My Business directory to determine whether or not your business currently exists in the database. In the majority of situations, if you have been in business for a year or longer, a Google My Business listing will exist and will be displayed as a result of this search; it will then prompt you to confirm ownership and claim your listing. If no Google My Business listing is found, there is a process in place that will allow you to add your business to Google My Business, which you would initiate by selecting "Add New Listing".

In either event, the site will guide you step by step through the process. You will need to type in your company name, address, and phone number, and to add information or confirm the existing information is correct and complete. There are a few key elements to be mindful of as you move forward through this process, which are outlined in the following paragraphs.

It is critical that you utilize your actual company name. For example, if your business name is "ABC Family Law, P.A.", ensure that you use this name exactly as it appears,

and not some variation of the name such as "ABC Family Lawyer" or "ABC Law, Your Dallas Divorce Attorney". It is very important that your business name remains consistent throughout the web, especially within your Google My Business listing. It is also important not to add additional keywords to your business name, as this practice violates Google's rules and policies and could potentially result in a penalty.

It is also vital that you establish the EXACT name, address, and phone number profile (sometimes called the "NAP"), and that this information is consistently displayed the same way throughout the online ecosystem. For companies beginning to embark on establishing and developing their online presence, it is best to ensure the NAP (name, address, and phone number) are consistently referenced in the exact same format on all citation and link building sites throughout the web, and this begins with properly entering it into your Google My Business profile. For example, if your business is located at 105 SW 10th Street, Suite 105, you would use the exact wording on all sites that reference these details. If you are going to use SW on one site, use this abbreviation on every site. If you choose to spell out the word "Southwest", do so on every site. If you mention your suite number on one site, you should do so on every site (or do not list your suite number on any site). Consistency is truly a critical element in establishing an effective online presence for your business, and not following this advice will lead to ranking issues.

Moving forward, once you have added the fundamental information, make sure you add your website address - this is crucial. If you do not have a website, it is highly recommended that you create one. I have shared some ideas on different posts that highlight effective website layouts, and how to approach the development of your website from a search engine optimization perspective. When choosing the platform on which to build your website, it is best to avoid services such as GoDaddy, Square Space, Wix, and similar sites, because Google has a difficult time scraping metadata from these platforms, which is a key component in gaining effective ranking for your website.

Within the Google My Business platform, a number of categories will be listed along the left-hand column of your screen, including:

- Home - This is the main dashboard of your Google My Business listing, and includes items of interest such as paid advertising options, Google Virtual Tours, Google verification status (i.e. the date in which you requested your postcard, and the option to enter in the verification code upon receipt of your postcard to verify your listing), CallJoy options, customer messaging, and more.

- Posts - This menu allows you to create an offer post, which may include releasing a special offer to attract customers with a limited-time deal or a discount, set the dates for this promotion, and creating a coupon code for this promotion.

- Info - This section allows you to enter in your business name exactly how it should appear, business category, address, service area, hours of operation, business phone number, company website address, appointment links, products/services, highlights, business description, opening date, and photos.

- Insights - Google Insights analyzes analytics to determine how you compare to your competition, the number of customers who find you, and the methods in which these customers engage with your business. Analyzing this data is an excellent way to understand the online activities of your target customer market.

- Reviews - Not only can you capture reviews from your customers, but you can also reply to these reviews through this section of your Google My Business dashboard to show that you are listening. Customers appreciate feedback, and this portal allows you to offer this feedback with remarkable ease.

- Messaging - Customers are able to message you, and you are able to reply quickly; this communication goes directly to your phone without revealing your phone number.

- Photos - In this section, you are able to upload photos and videos of your business, your team, products/services, or offerings for customers to view. You can upload items immediately, but these photos and videos will not be public until your business is verified.

- Products - You are able to add products to your Business Profile by accessing this menu.

- Services - You are able to select a "Primary Category" here from a drop-down menu, and you can also add custom services. You should ensure the "Primary Category" is filled out and accurately represents the services your business offers.

- Website - The Google My Business platform allows you to create a business website directly from the platform itself.

- Users - This is the section in which you can add users, assign permissions, and ensure individuals who require access to your Google My Business platform are able to gain this access.

These sections contain important fields which should be completed as you work your way through the setup process. Remember: Google values information, and it utilizes this information to paint a complete picture of your business. Google develops its algorithm with the searcher in mind, and the algorithm tends to favor businesses with com-

plete information in the search engine results because complete profiles tend to be more relevant to the searcher. Any incorrect or missing information will work against you, so it is vital that you take your time and fill out each section as accurately as possible.

Included in this process would be the selection of business categories for your business; you want to, obviously, choose the categories that most specifically match the products or services your company offers. Do not add categories that aren't relevant. You are able to add multiple categories, so, as a law firm, you can choose the obvious options from the drop-down menu that match your practice area (for example, "Personal Injury Attorney").

The next item on the list is the ability to upload photos and videos. It is crucial to upload as much content as possible here, because Google values a complete profile - and a complete profile includes photos and videos. The more information that you are able to add to your Google My Business profile, the more complete your profile will be, which is very much a positive thing in Google's eyes. We recommend adding a minimum of 10 photos and a few videos, if possible. The photos should be high quality and real; try to refrain from using stock images whenever possible, and always upload your logo or a picture of you in front of your building, the courthouse, or at your desk first. By adding this type of image first, you are adding content that effectively represents your business and differentiates it from other businesses, which Google values. Try to upload photos that are representative of your practice area, and try to include happy clients if possible. Examples of popular photos may include a high-quality logo, action shots of your team doing their work, and photos of this nature. Stock images can be used to round out your portfolio of photos, but should not be relied upon exclusively, as Google values original content and stock images may be used by countless other individuals and businesses throughout the web.

Using team shots is great - whether you have 3 employees (partners/attorneys), 10 employees, or 150 employees, try to get a photo of the whole team standing in front of a building or the courthouse. This helps to paint a descriptive picture of your business to individuals who come across this image online, and makes them think "Wow, this is a firm that has some substance to it, and there are people behind it that drive this firm." The ideal strategy would be to have your logo displayed first, then a photo with all team members added somewhere near the beginning of the photo gallery. Individual shots of firm partners, paralegals, support staff, or even photos of awards your firm may have received over the past year or so add value to your portfolio of photos as well. Other photos that would be beneficial to add would be images related to your

local Chamber of Commerce (if you are a member) and/or the Better Business Bureau. All photos should be named in a specific format; for example, if your first image is your logo, call it "Your Firm Name - Your City Service."   If you're John Smith [Attorney at Law] in Dallas, you might want to name that first image "John Smith [Attorney at Law] dash – your Dallas area [Personal Injury Attorney]". There are sections within the dashboard where you can place photos in the appropriate place, such as:

- Logo / Cover
- Interior
- Exterior
- At Work
- Team
- Identity

The Google My Business platform allows you to upload multiple videos, and the videos connect via YouTube. Videos are an outstanding way to add substance to your Google My Business listing, and this feature should certainly be utilized to its maximum capacity. Even if you aren't necessarily high tech or in tune with videography, you should still break out your video camera on your smartphone and shoot videos of yourself and your team explaining who you are, what you do, and the characteristics that make you unique. It does not have to be professional; it just has to be real. An example of a video dialogue could be something like this:

"John Smith [Attorney at Law] is a Personal Injury Law Firm, servicing the Dallas market, no fees unless you win…. We do this, that, and the other, we provide free consultation…. Any accident, anytime, 24 hours, seven days a week, call toll free, the call is free and the consultation is free!!"

It does not have to be unique or innovative; the goal is to create a video that states who you are and what you do. In our experiences, companies that develop a video find that the video helps round out their Google My Business profile, which improves their probability of showing up on the map. A video will also help people identify with your firm. If the video explains who you are and what you do, the people viewing your video will likely feel more comfortable with you and your team, increasing the likelihood of your firm obtaining a new client. The ideal setup for your Google My Business profile is to display ten photos and two or three videos.

Another important area within the Google My Business dashboard is the Service Area

section. You can select your Service Area, based upon your location, as well as adding additional or joining cities within the area. Try to make this a legitimate representation of your true service area (don't overdo it).

Another key item to consider is the "Additional Information" field, which allows you to add a great deal of valuable content if you so choose - this is highly encouraged. I recommend creating the initial field which reads "Areas of Practice"; next to this field, you would be wise to list out all of your areas of practice. As previously mentioned, if you are a [Niche Keyword], you would say "Personal Injury Law Firm" - "Car Accident Attorney, Tractor Trailer Accident Lawyer, Wrongful Death Attorney, Product Liability Law Firm, Slip and Fall Lawyer", and so on.

Once you have filled out all of these sections and are comfortable that you have effectively captured the key information and overall essence of your business, you would then submit this information. This is where the verification process takes place. Google typically offers you three different options for verifying your business; phone verification, email (must be website/business domain email) or snail mail verification. In certain situations, the phone and email verification options will not be available, especially if it is a brand new listing, in which case snail mail is your only option. I always encourage you, if you do have the option, to verify via phone - it is instantaneous and painless. As you work through this process, you will receive a message that Google will be calling your business phone number with your PIN. As soon as you press "Submit", a call comes into your business phone number, so you need to ensure someone is available to answer the call. This phone message will be automated, and the recorded voice will provide you with a PIN number, which you need to write down and add this number into your Google My Business dashboard. After this process has been completed, your account will be fully verified.

To verify by email, simply enter the handle into the open field, and click submit. An email with an enclosed pin code will then be sent to the handle you entered. Retrieve that pin code and enter it in the required field to complete the email verification process.

If you do not have the option to verify your business via phone or email, then you will have to do so via snail mail (US mail). In this process, Google will send you a postcard, which typically arrives within five business days. The postcard will contain a PIN code; when you receive it, simply add it to your Google My Business listing and your account will be verified.

Once you have verified your Google My Business listing, now you have the ability to go in and post status updates, information regarding consultations, and anything you might deem relevant to your potential clients. I would encourage you to log back into the account. On the top right-hand corner, you will see "Dashboard", and on the right, you will see "Offers."

You have the ability to upload as many offers as you want, and it is recommended that you create at least one. This can be tricky for lawyers, but you can get creative; for example, if you are a Personal Injury Attorney, you can remind them by mentioning something along the lines of "no recovery, no fee" and "Free Consultation". Offers are a great way of increasing the attractiveness of your listing to searchers.

By following these recommendations, your Google My Business listing will be complete and your online presence will be equipped with a solid and stable foundation. Your Google My Business listing offers your business a digital billboard, and you will be in an excellent position to show up in the Google My Business section of a search. Although this is a great starting point, there is far more to it - there are hundreds of businesses in your area (if not thousands), and the majority of them are going through the same process when it comes to filling out their listing. Many of them have claimed their Google My Business listing, and many have put a great deal of time and effort towards ensuring their listing is as accurate and as detailed as possible, so your Google My Business listing should be considered a starting point in developing your online presence and not the end of your process.

The next step in getting placed on the map is through obtaining consistent name, address, and phone number citations throughout the internet ecosystem, and obtaining legitimate reviews from actual clients. You want to ensure all citation sites display your business name, address, and phone number exactly as it is displayed in your Google My Business listing.

Next, you want to conduct a comprehensive strategic plan of adding your business listing to important online directories, especially ones relevant to your industry. Google analyzes your company's presence online and searches for this presence throughout the internet, so it is important to not only establish a high number of profiles, but it is imperative that you develop profiles on sites deemed important in the eyes of Google. Google assigns a ranking of importance to websites, which is stated in numerical form - this ranking system is called "Domain Authority". If an online directory has a Domain Authority of, for example, 94, this tells us that it is extremely valuable in the eyes of

Google. In terms of the Domain Authority number assigned to a particular website, 100 is the maximum score allowed and 1 is the minimum. Many high authority directories may potentially be websites you have never heard of; some are generic, and others are vertical directories, which are developed, for example, specifically for lawyers. Some examples of online directories include:

- City Search
- Yellow Pages
- Merchant Circle
- Yahoo Local
- Martindale (specific to lawyers)

Some citation sites require manual submissions for new listings, while others actually pull data from online data aggregators. What are data aggregators, you ask? Data aggregators are information providers that aggregate information on businesses, verify the accuracy of said businesses, and sell this information to online business directories. An example of a data aggregator would be Express Update. While it is critical that your company information remains accurate and complete throughout the web, this importance is even more pronounced when it comes with your business listing on a data aggregator, as other online directories will pull this data and display it on their own respective directories. For this reason, if your information on a data aggregator is incorrect, then this incorrect information will spread throughout the web, leaving you with potentially serious ranking issues.

Having your company displayed in numerous locations throughout the web is certainly positive in the eyes of Google, as it utilizes this information to establish the credibility of your business. Reviews are also an important component in increasing the likelihood of your business appearing on the map; you will notice that companies showing up in favorable locations on the first page tend to have a large number of reviews, so this is something to be keenly aware of moving forward.

Reviews should be authentic - this is significant. It may be tempting to try and trick the system, and say "I will just go out there and set up a bunch of fake accounts and write up fake reviews, and I will get a lot of reviews this way". It's not that simple - Google has algorithms in place to prevent people from tricking the system, and focus a great deal on the reviewer's profile. A requirement in writing a review on Google My Business is the fact that the reviewer needs to have a Gmail (or a Google) account. Because of this requirement, Google is able to detect the historic profile of these reviewers, and

they are able to monitor this user's search trends. They are also able to obtain IP information, which provides them with information such as where they are located. Google will often be able to detect fake reviews, as the review will be red-flagged based on any number of internal characteristics, which could result in a penalty for your listing - something you want to avoid if at all possible.

Because of Google's dedication to ensuring the reviews captured via the Google My Business platform are authentic, you need to ensure that you integrate a process within your business operations to solicit reviews from legitimate individuals who have utilized your services. There are a number of different strategies that we have developed that will greatly increase the number of authentic reviews your business captures.

In order to effectively manage the increasingly important review process, we offer an extremely robust platform designed to monitor and acquire reviews that we call ReviewGoole. You can learn about ReviewGoole on our website by clicking on this link: www.LawFirmMarketingPros.com/ReviewGoole

To summarize, the ReviewGoole system is fully automated, so the customer will automatically receive an email which states "We appreciate your business, please write us a review". In our experience, this method is the most effective strategy for passing along your authentic service area data to Google and to gather fresh reviews on a consistent basis. To reiterate, please visit www.LawFirmMarketingPros.com/ReviewGoole to find out more detailed information on this process.

Again, just to recap, we would recommend visiting https://business.google.com/ to get the ball rolling in the proper direction, and either create a new Google My Business listing or claim the existing listing if it exists. After this, it is best to get extremely aggressive with your business name, address, and phone number throughout the web; visit sites such as City Search, YP.com, Lawyers.com, and many others to ensure your business is listed and that your information is accurate and complete. Once this process has been conducted, an aggressive process for obtaining reviews from authentic clients should be implemented. If these processes are initiated and developed effectively, then you will start to appear on the Google map within your area.

HOW TO CLAIM AND OPTIMIZE YOUR GOOGLE MAP LISTING

There are a number of best practices that you want to be aware of to properly optimize your Map listing.
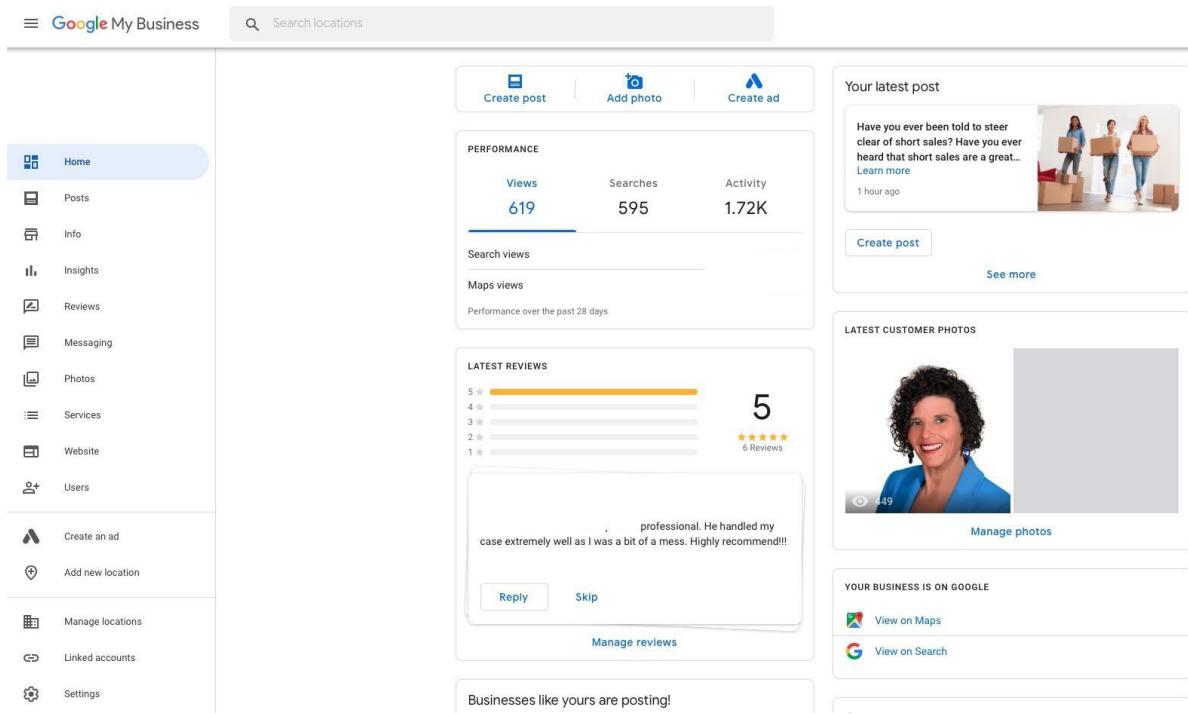
- Company Name – Always use your legal Company Name – do not add additional fields into the Name Field. For example, if your company name is "The Law Office of Jim Brown, P.A.", do not add additional keywords such as "The Criminal Defense Law Office of Jim Brown – Dallas". This strategy would violate the Google My Business guidelines and would dramatically reduce your probability of ranking - it may even get your listing blacklisted.

- Address – In this field, use your EXACT legal address. It is extremely important to ensure that the details and structure of your address remain consistent throughout the online ecosystem and that your Google My Business address matches the details displayed on all other directories such as Yellow Pages, Yelp, City Search, and others. The consistency of your NAP (name, address, and phone number of your business) is very important for placement.

- Phone Number – Use a local # (not 800 #), and be sure to use your actual office number. We find that 800 #'s do not tend to rank well. Google does allow you

to use a tracking number as long as you list the main local number as the additional number.

- Categories – You can choose from several categories, so be sure to select all applicable and relevant categories for maximum effect. Be sure to use categories that best describe your business.
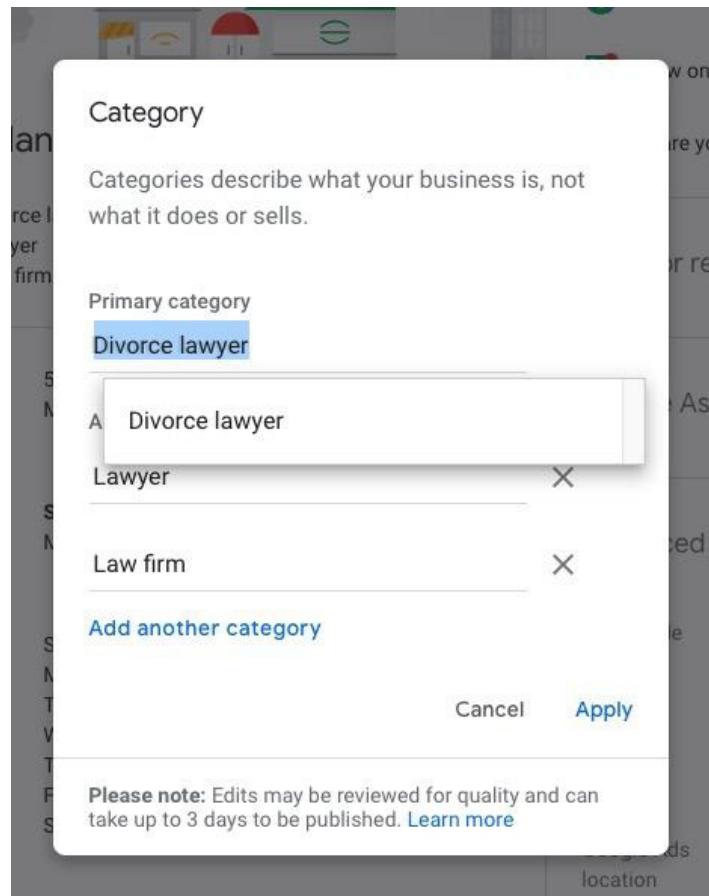
- Service Area & Location settings – Google offers 2 options here; firstly, clients should visit your business location, and or secondly, your business also services clients outside of your location.
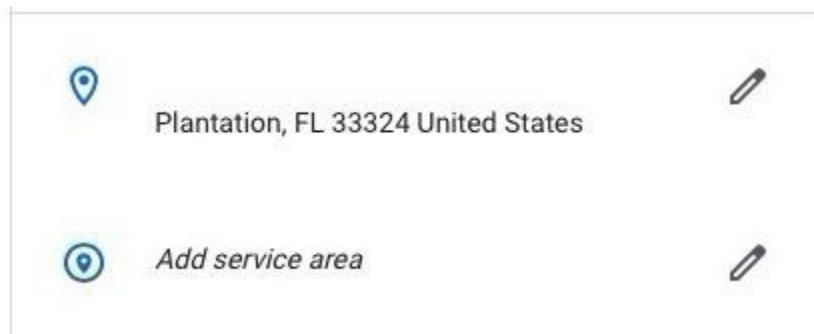
- Picture & Video Settings – You can upload several pictures & videos; this is an excellent way to upload authentic content about your company. It is always best to use real photos of your team, office, equipment, or facility as opposed to generic stock photos that likely appear in many other locations throughout the web.

- Pictures – You can get more juice from this section by saving the images to your hard drive with a naming convention such as "your city + [Niche Keyword] – your Firm name" rather than the standard file name. You can also create geo context for the photos by uploading them to a video sharing site like Panoramio. com (a Google Property) that enables you to geotag your photos to your Firm's location. Images that have been geotagged are much more likely to appear in search results of local searchers, as the image proximity to the searcher can now be detected by Google's algorithm.

- Videos – Videos don't have to be professionally produced, and will help to resonate with your clients. A best practice is to upload the videos to YouTube and then geotag them using advanced settings.

Once you have optimized your listing using the best practices referenced above, you then want to be sure that you do not have any duplicate listings displayed on Google Maps. We have found that even just one or two duplicate listings can prevent your listing from ranking on page one, so this activity is critical. In order to identify and merge duplicate listings, run a search on Google for "Firm Name, City".
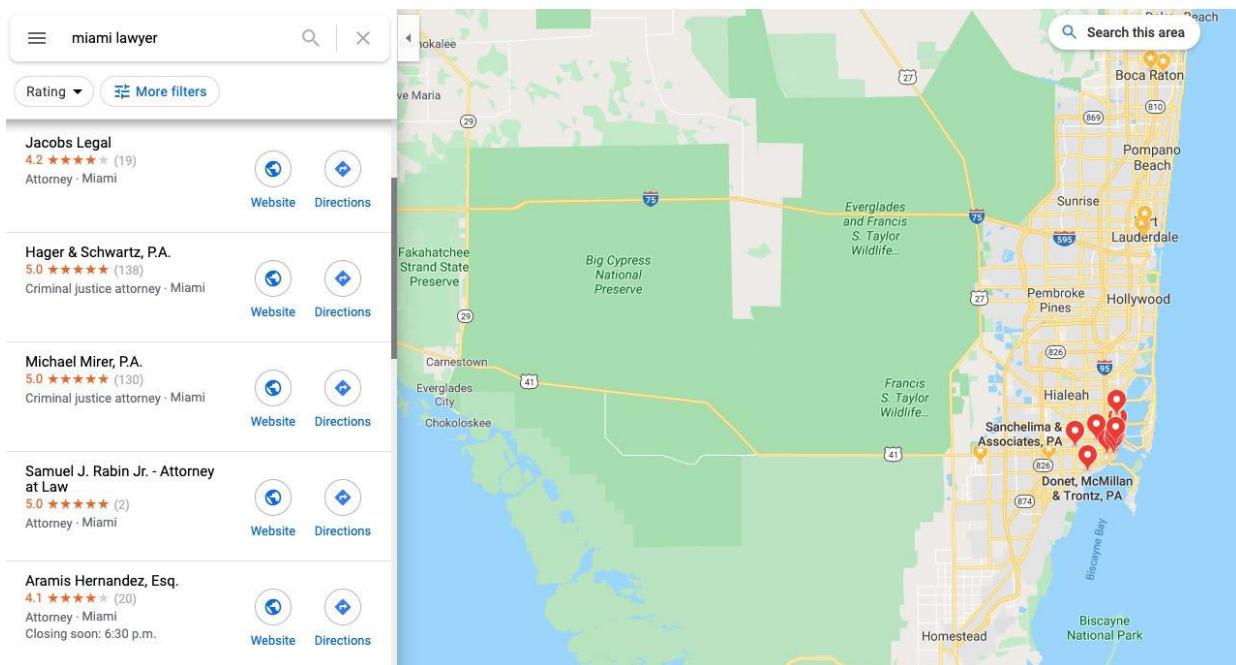
To clean up duplicate listings, click on the listing in question and then click "Edit Business Details"
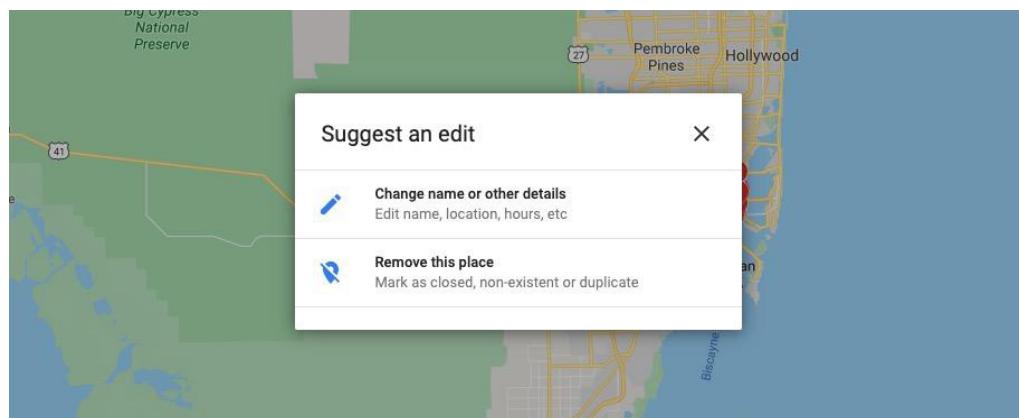
Then click "This is a duplicate" to make Google aware that the listing should be merged with your primary listing.
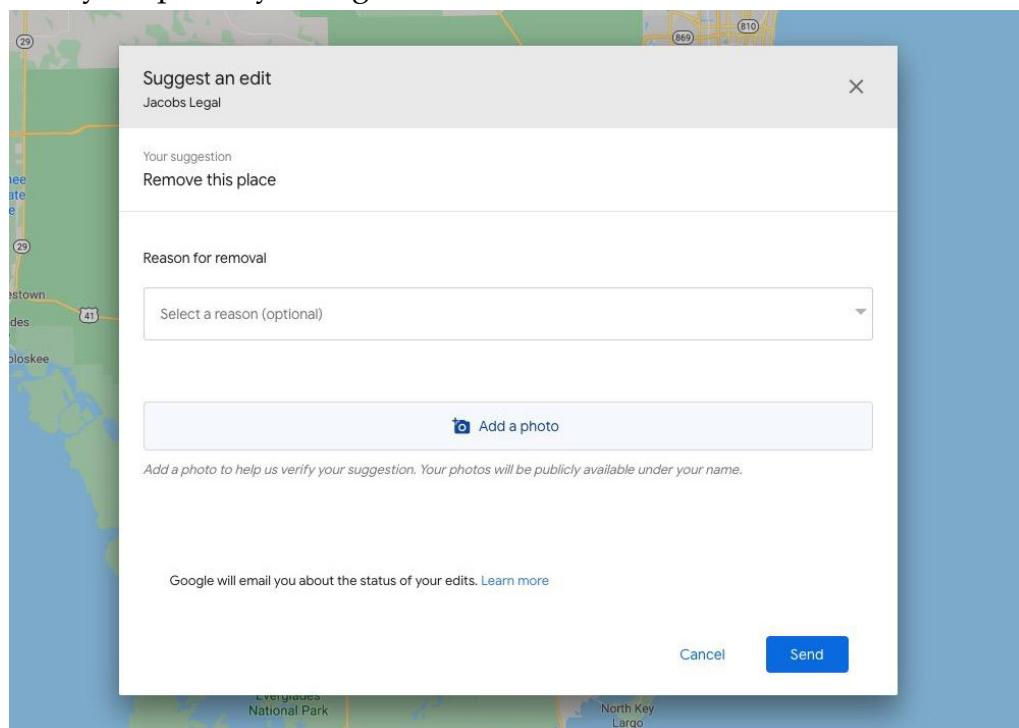
If you follow these best practices, you will have a well-optimized Google Maps listing for your Law Firm. The next step is to establish your NAP (Name, Address, Phone Number) profile throughout the internet ecosystem.

GOOGLE MAP OPTIMIZATION TIPS

Now that you have claimed your Local Business Listing on Google, Yahoo, and Bing, you need to take additional steps to improve your placement on the maps in your area.

- Establish a Consistent NAP – You need to establish a consistent NAP (Name Address & Phone Number) across the Internet, on your website, on the major Data Aggregators (InfoGroup, Neustar, Express Update, and Foursquare), on the online directories (Yelp, YP, CitySearch, etc.), and on relevant vertical directory sites (Martindale, Lawyers.com, etc.).
- Consistent Name – Pick the format for your name & stick with it. For example: "ABC Law Firm" not "ABC Personal Injury Law Firm".
- Consistent Address – If your address is 1267 SW 29 St, Suite 10 you want to be sure that it reads that exact way and not 1267 SW 29 St #10.
- Consistent Phone Number – You want to use the same number on each of these sites (if you don't, it will hurt you).
- Use a LOCAL phone number, not a toll-free phone number.
- Obtain Reviews – Reviews are a key determinant of placement within the Map Listings, and every effort should be made to obtain authentic reviews from actual customers.
- The number of reviews of your local listing is a key determinant in placement.
- As a practice, you need to request reviews from your clients in order to get them; if you don't ask, you typically will not receive them. A strategy that we typically utilize involves a three-pronged approach:

  1. Send an initial email to your client database asking them to write a review of your company on Google, and provide them with the URL to your Google My Business page.
  2. Keep an open ear for happy clients and ask them if they would be willing to write a review. If so, obtain their email address at that moment and let them know that you will be sending them an email with the link to write the review. Typically, you should reach out to them as quickly as possible to increase the likelihood of them actually leaving a review. If there are any delays, their willingness to write a review may dissipate.
  3. Have a "Review Us" card printed and give it to your clients after meetings.

- Build out your Google My Business listing – You have the option to upload photos, videos, and offers. Make sure the information you add is accurate and complete.

- Fill your Google My Business listing with quality content. Add as many photos as possible (10), and focus on adding photos of your office, staff, company logo, offers, and other items unique to your business. Try to avoid using stock images as much as possible.

- Upload a video or two. These videos don't necessarily need to be high definition or professionally produced. Break out your digital video camera or even your iPhone and take a few choice shots, and record yourself (the owner or the manager) explaining who the company is, what you do, and highlight your unique selling proposition.

- Select accurate Categories – You have the option to choose up several categories; be very mindful when choosing the appropriate ones, as Google places a high level of importance on these categories.

- Increase your Citations – All things being equal, citations are a key determinant of placement. Similar to SEO, where in-bound links determine placement with local listings, citations also determine placement. Citations should be both numerous and high quality; your web presence should spill out throughout the web, hitting as many high-quality directories as possible.

- Citations are listings across the web that contain your NAP (Name Address & Phone Number) with or without a link. These online directories also allow you to add other key items of interest relevant to your business, including photos, videos, a company description, keywords, hours of operation, methods of payment accepted, a detailed list of products or services, and much more (depending on the website).

• Some key tasks to undertake when initiating a citation building campaign are as follows:

1. Add your company information to local directories in which you are not currently listed, including Yelp, City Search, Super Pages, Insider Pages, etc.

2. Search for "your industry, directory" and "your city, directory" and attack these sites.

3. View the listings of businesses that have spots A, B, and C on the map for your services and view their citations. In many cases, you can replicate their strategy and add your business to the same directories.

SEO STRATEGY FOR LAW FIRMS

SEO, or Search Engine Optimization, is the process of getting your website to show up in the Organic (FREE / Non-PPC) section of the search engines. There are specific strategies you can implement both on and off your website to ensure that you show up when someone types "[Niche Keyword] + Your City" into Google, Yahoo, or Bing. In all of our years working with Law Firms in some of the most competitive markets in the United States, we have developed a proven strategy that consistently places our clients at the top of the search engine results pages and we are sharing it with you in this section.

Step 1 – Build out your website and obtain more placeholders on the major search engines.

A typical Law Firm's website contains only 15-20 pages, which typically contains sections such as "Home", "About Us", "Services", "FAQ", "Contact Us", etc., which is antiquated, fairly limited and does not create much in terms of potential indexation or placeholders on the major search engines. Most Law Firms offer a wide variety of sub-specialties, and depending on the type of practice there could be almost 100 unique potential services with Personal Injury and Criminal Defense firms typically offering the greatest number of sub-specialties. By BUILDING out the website and creating separate pages for each of these services (combined with city modifiers), the Law Firm can get listed on the search engines for each of these unique keyword combinations. Here is an example:

- Home – About – Areas of Practice– Contact Us
- Sub Pages for Each area of Practice – Miami Motor Vehicle Accidents, Miami Auto Accident Attorney, Miami Nursing Home Negligence Attorney, Miami Wrongful Death Lawyer, Tractor Trailer Accident Law Firms, etc.

Law Firms often provide services in a large number of cities outside their primary city, so in order to be found on the major search engines for EACH of these respective sub-cities, additional pages need to be created:

- Sub-pages for each sub-city serviced – Kendall [Niche Keyword], Doral [Niche Keyword], Homestead [Niche Keyword], etc.

Step 2 – Optimize Pages for Search Engines:

Once the pages are built for each of your core services and sub-pages, each of the pages needs to be optimized from an SEO perspective so that the search engines understand what the page is about so it can determine relevance from the perspective of a searcher. Here are some of the most important items that need to be considered in order to develop an effective on-page search engine optimization strategy:

- Unique Title Tag on each page
- H1 Tag re-stating that Title Tag on each Page
- Images named with primary keywords
- URL should contain page keyword
- Anchor Text on each page and built into footer – Miami [Niche Keyword]
- XML Sitemap should be created & submitted to Google Webmaster Tools and Bing Webmaster Tools

Typical Law Firms Website Title Tag:

- Fix-It Fast Law Firms

VS.

SEO Optimized Title Tag:

- Los Angeles [Niche Keyword] | Smith & Smith Law Firm | [Niche Keyword] In LA

If you accomplish just one action item today to start optimizing your website, make sure you work on your title tags, and be sure you do NOT use the same title tag on each of your pages.

Step 3 – Inbound Links

Once the pages are built out and the "on-page" SEO is complete, the next step is obtaining inbound links. All of the activities we have worked on up to this point are meant to lay the groundwork - you have to have the pages in order to be in the running - but it is the number of quality inbound links to these pages that will be a key factor in determining placement.

Once the pages are built out, we are actually just getting started. The only way to have your company's website rank above your competitors is by having a greater number of quality inbound links to your website.

There are a number of things that you can do to increase the number of inbound links to your site, which are outlined as follows:

- Association Links – Be sure that you have a link to your site from any industry associations to which you belong, including Bar Associations, Law Firm Networking Groups, your local Chamber of Commerce, Generic Networking Groups, and so on.
- Directory Listings – Get your site listed on as many online directories as possible (Bing Local, Yahoo Local Directory, YP.com, Yelp.com, AVVO, etc).
- Create Interesting Content / Articles about your industry - this is probably the #1 source of inbound links because you can create an article on "Common mistakes car accident victims make when choosing a Personal Injury Attorney" and push it out to thousands of article directory sites, each containing a link back to a specific page on your site.

If you build out your site for your services, optimize the pages using SEO best practices, and then systematically obtain inbound links to those pages, you will start to DOMINATE the search engines for the Law Firm related keywords in your area.

In order to help you determine what pages should be built out for your site, we have researched the most commonly searched keywords related to the legal industry. By being aware of what these keywords are and by implementing them into your updated website, you will ensure that you don't miss out on valuable traffic to your site - traffic that could potentially be converted into revenue. The following section illustrates our list of the most commonly searched Law Firm keywords.

TOP LAW FIRM KEYWORDS

One of the most important components of Search Engine Optimization is Keyword Research. You need to know what people are actually searching for so that you can optimize your site for keywords that will actually drive valuable traffic.

Based on our research (reviewing historic trends on Google, Yahoo, and Bing), we have developed a list of the most commonly searched keywords for the most common specialties in the legal industry. As a Law Firm, you want to ensure your website is optimized for these critical keywords. You want to be sure you select keywords your potential clients are searching for in your market. If you think a keyword is important, but no one is searching for it, then it's NOT important! An example 50 important keywords for Family Law follows, keep in mind this list will vary by market and subspecialties provided :

- divorce attorney
- divorce attorney near me
- divorce law firm
- divorce lawyer
- divorce lawyers
- divorce lawyers for women
- divorce lawyers near me
- family law attorney
- family law attorney near me
- family law lawyers
- family law lawyers near me
- family law mediation
- family law mediators near me
- female divorce attorneys near me
- female divorce lawyers near me
- the best divorce lawyers
- best child custody lawyer
- best child custody lawyers near me
- best child support attorney

- best divorce attorney
- best divorce attorney near me
- best divorce lawyers near me
- best family law attorney
- best family law attorney near me
- child custody attorney
- child custody attorney near me
- child custody lawyer
- child custody lawyers
- child custody lawyers near me
- child support attorney
- child support attorney near me
- child support lawyer
- child support lawyers near me
- alimony attorney
- alimony lawyer
- alimony lawyers near me
- best child custody attorney near me
- best child support lawyer
- best divorce lawyers
- collaborative law attorney
- divorce mediation attorney
- divorce mediation lawyer
- family and divorce lawyer
- family divorce lawyer
- female divorce attorney
- prenuptial agreement lawyer
- the best child custody lawyer near me
- the best child custody lawyers
- the best divorce attorney
- alimony attorney near me

DIRECTORY MARKETING FOR LAW FIRMS

Twenty years ago, you could place a BIG ad in the Yellow Pages and connect with a large percentage of your local clients when they were in need of your services.

In today's world, it isn't that simple. People in today's world tend to take their searches to the web, using Google, Yahoo, Bing, and other online business directories, of which there are many. Some of the more popular online business directories include:

- Google My Business
- Yahoo Local
- Bing Local
- Judy's Book
- Yellow Pages
- Super Pages

You can add your company listing to the majority of these directories FREE of charge, which will serve its purpose from a citation development perspective. Free listings don't typically tend to generate much call volume to your business or traffic to your website directly, but adding your firm NAP and other details to as many high authority websites as possible will tend to successfully improve your ranking over time in an indirect manner.

 If you do have extra room in your budget, we have seen the following directories drive a solid ROI:

- City Search
- Yelp
- Merchant Circle

Vertical Directories are of extreme importance in terms of developing a strong online ranking for your firm, and there are currently well over 100 of these directories specific to the legal industry. A few of the most important legal directories are as follows:

- Find Law
- SuperLawyers.com
- Lawyers.com

- Avvo
- Justia
- Martindale

SOCIAL MEDIA STRATEGIES FOR LAW FIRMS

There is quite a bit of buzz surrounding the various social media platforms such as Facebook, Instagram, Twitter, and YouTube, but how can social media be leveraged by a law practice most effectively? How can you actually use social media to grow your law practice?

It all starts with understanding that social media is the new word of mouth. Try not to overthink it and keep it simple. The best way to utilize social media is to enhance the engagement and loyalty of your existing clients and remain consistent. By employing this strategy, you can develop repeat customers and broaden your ever-important word of mouth advertising.

We recommend creating social media profiles on all of the major social sites, including:

- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn

Send an email blast to your existing email list (if you have one), advising them that you would like to connect with them on social media and spread awareness of your new social media profiles. For attorneys, it can be difficult to offer potential clients an incentive to "Like You", "Follow You" and / or "Subscribe" to you, but this is where you can be creative. Potential strategies may include:

- Discount or Free Consultation for their friends and family (If your state Bar allows)
- Add social media to your day-to-day business practices and systematically invite your clients to engage with you online.
- Add social media addresses and links in your business cards, brochures, marketing materials, website, and email signature
- Be sure to invite all of your clients to engage during and after service via follow

up email or as an insert in your invoice.

- POST VALUABLE CONTENT – This may be the most important component of your social media strategy. If you have thousands of fans and followers, but don't add value, then you will have accomplished nothing. You need to post relevant updates, tips, ideas, techniques, news, and special promotions on a daily basis. Try to keep 90% of your posts informational and 10% (or less) promotional.
- Engage with your clients – you must stay on top of your social media profiles and engage with your fans/followers when / if they post or reply to your profiles.

Understanding Boosted Facebook Posts vs. Facebook Ads

Typically Facebook will limit the distribution of a business-post with only 1-2% of a business's followers seeing any given post. The distribution of the post will increase with more engagement by the followers. Facebook has implemented this to force business owners who want more distribution to pay for it, it's now a pay-to-play platform. You have the option to pay to boost a post or pay for an ad.

Boosted Posts - unlike an ad, a boosted post is simply a regular Facebook post that you pay to reach a wider audience. They are somewhat less complex than Facebook ads, and if you're new to Facebook's news feed, they are much easier to understand. When you boost a post, you ensure that it is seen by a larger number of users, or seen more often by users who are likely to engage with your content.

Facebook boosted posts offer one key benefit over Facebook ads: free audience research. Most brands will boost posts after they have already reviewed their audience engagement data, making it possible to boost posts that they know perform well with their audience.

Some users find it hard to differentiate Facebook ads and regular posts. That's because many ads appear directly in users' news feeds, alongside status updates, photos, and videos from their friends. While ads always carry a "Sponsored Content" note in light gray text, they are sometimes indistinguishable from regular posts in other ways. The biggest difference between Facebook ads and regular posts is what's under the hood.

Facebook Ads - Facebook ads provide highly specific targeting options to create a profile of who you think are your most likely clients thus allowing you to target ads to

users by age, gender, location (geography), interests, and other criteria to create your desired avatar.

Additionally, they offer a range of analytics options, enabling brands to track ad engagement in several different ways to help them achieve campaign goals. What's more, Some of Facebook's ad formats are built with specific campaign goals in mind, with options for ads that collect leads, direct users to your website, and promote services. Ads can also include call-to-action buttons, making them a more dynamic choice for you.

TIMES HAVE CHANGED

Has your business changed with it?

Looking at the infographic below, you can see the old forms of media are no longer the top places to market your business. Gone are the Yellow Pages, direct mail, and signage - and while these forms of media can still be extremely expensive, they often yield a very low ROI.

In today's world, the most effective methods of media now include the internet (multiple platforms and technologies), SMS, and podcasting (both audio and video). By reading this guide, you are well on your way in the right direction.

The Sphere of Influence

Human Interactions
Traditional Media
New Media

SPHERE OF INFLUENCE

Friends

Family

PROSPECT

Websites
Email
Search
Blogs

Browser
SMS

Audio Podcasts
Video Podcasts

Television

Radio

Signage

Direct Mail

Magazine /
Newspaper

Coworkers
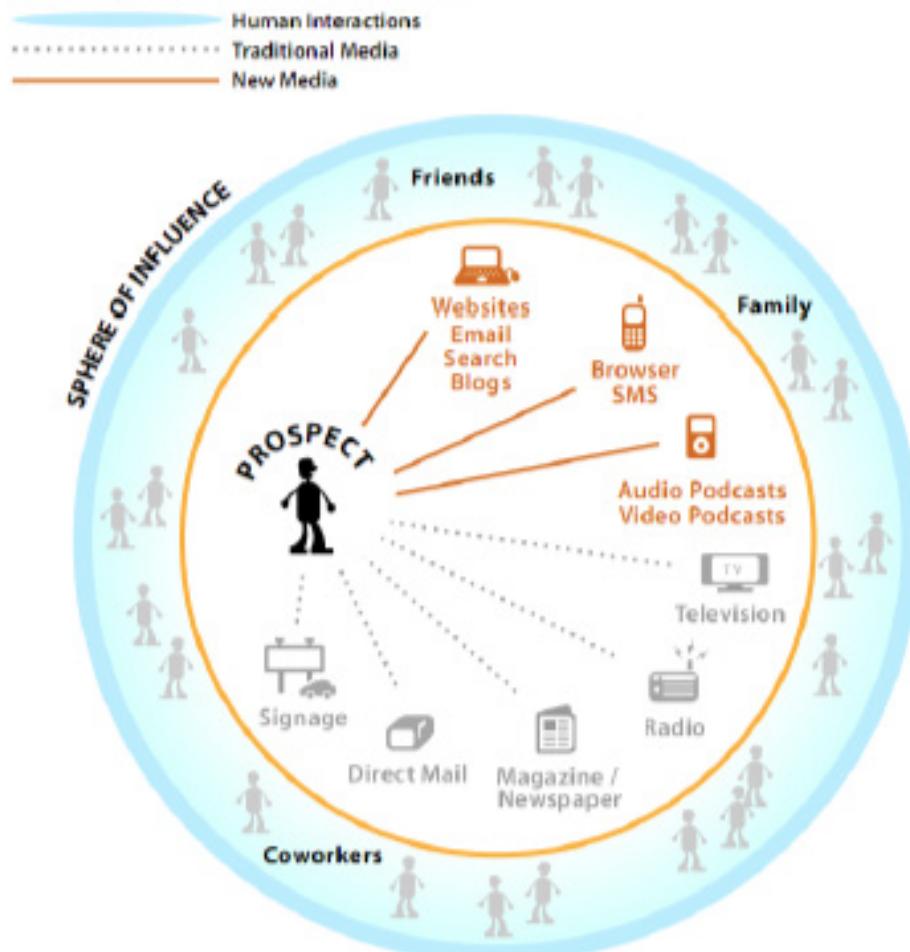
YOUR COMPLETE WEBSITE CHECKLIST

Ideas for getting your website ready for the search engines

Domain name & URLs

Why this is important: The domain name is part of the identity of your business. The URL you select can potentially have a significant impact on brand identity and key-word ranking performance. Your domain name and page URLs function can also have a tremendous impact on the crawlability of the site, as well as overall visitor and traffic performance.

__ Short and memorable

__ Uses Keywords

__ Used in email addresses

__ Uses Favicon

__ Alternate Domain redirects

__ Home page redirect to root

__ No underscores in filenames

__ Keywords in directory names

__ Multiple pages per directory

__ Registered for 5+ years

__ Multiple versions:

- .com

- .org

- .net

- .biz

__ Hyphenations

__ Misspellings

__ Service names

__ Type-in keywords URLs

Site Logo

Why this is important: The logo lends directly to brand identity and site identification, and it creates a certain element of appeal and professionalism in the mind of the visitor. It holds an important role in visitor assurance and navigation.

__ Displays company name clearly
__ Isn't hidden among the clutter
__ Links to home page
__ Unique and original
__ Use tagline consistently across the site

Design Considerations

Why this is important: The site design is essentially the first impression that someone gets when they land on your site. You may have all your usability and SEO elements in place, but if the design is lacking then your visitor's impression of you will be lacking as well. A visually appealing site can not only bolster trust and credibility, but it can make you stand out among other less-appealing sites in your industry.

__ Instant site identification
__ Crisp, clean image quality
__ Clean, clutter-less design
__ Consistent colors and type
__ Whitespace usage
__ Minimal distractions
__ Targets intended audience
__ Meets industry best practices
__ Easy to navigate
__ Descriptive links
__ Good on-page organization
__ Easy to find phone number
__ Don't link screen captures
__ Skip option for flash
__ Consistent page formatting
__ No/minimal on-page styling
__ Avoid text in images
__ Font size is adequate

__ Font type is friendly

__ Paragraphs not too wide

__ Visual cues to important elements

__ Good overall contrast

__ Low usage of animated graphics

__ Uses obvious action objects

__ Avoid requiring plugins

__ Minimize the use of graphics

__ Understandable graphic file names

__ No horizontal scrolling

__ Non-busy background

__ Recognizable look and feel

__ Proper image / text padding

__ Uses trust symbols

__ Works on a variety of resolutions

__ Works on a variety of screen widths

Architectural Issues

Why this is important: Website architecture can make or break the performance of a website in the search engines. Poor architectural implementation can create numerous stumbling blocks (if not outright roadblocks) to the search engines as they attempt to crawl your website. On the other hand, a well-implemented foundation can assist both visitors and search engines as they navigate through your website, therefore increasing your site's overall performance.

__ Correct robots.txt file

__ Declare doctype in HTML

__ Validate HTML

__ Don't use frames

__ Alt tag usage on images

__ Custom 404 error page

__ Printer-friendly

__ Underlined links

__ Differing link text color

__ Breadcrumb usage

__ Nofollow cart links

__ Robots.txt non-user pages

__ Nofollow non-important links

__ Review noindex usage

__ Validate CSS

__ Check broken links

__ No graphics for ON/YES, etc.

__ Page size less than 50K

__ Flat directory structure

__ Proper site hierarchy

__ Unique titles on all pages

__ Title reflects page info and heading

__ Unique descriptions on pages

__ No long-tail page descriptions

__ Proper bulleted list formats

__ Branded titles

__ No code bloat

__ Minimal use of tables

__ Nav uses absolute links

__ Good anchor text

__ Text can be resized

__ Key concepts are emphasized

__ CSS less browsing

__ Image-less browsing

__ Summarize all tables

Navigation

Why this is important: A strong, user-friendly and search engine friendly navigation is essential in helping people and bots through your site. Your visitors need to be able to locate information quickly with minimal hunting, and the search engines need to be able to follow the navigation to reach all site pages with the fewest number of jumps (clicks) necessary. If the navigation is broken or doesn't get people (or search engines) where they need to go, they will go somewhere else and ultimately the performance of your site will suffer.

__ Located top or top-left

__ Consistent throughout the site

__ Links to Home page

__ Links to Contact Us page

__ Links to About Us page

__ Simple to use

__ Indicates the current page

__ Links to all main sections

__ Proper categorical divisions

__ Non-clickable is obvious

__ Accurate description text

__ Links to log in

__ Provides logout link

__ Uses Alt attribute in images

__ No pop-up windows

__ No new window links

__ Do not rely on rollovers

__ Avoid cascading menus

__ Targets expert and novice users

__ Absolute links

Content

Why this is important: Content is an essential part of the persuasion process. Pretty, image-based sites may be appealing to the eye, but it's the content that appeals to the emotional and logical centers of the brain. The inclusion of content as well as the effectiveness of the writing are all crucially important to the sales process. Additionally, Google wants to see 800-1000 words of content on each page, not including pages such as "Contact Us" or a "404 error page".

__ Grabs visitor attention

__ Exposes need

__ Demonstrates importance

__ Ties need to benefits

__ Justifies and calls to action

__ Gets to best stuff quickly

__ Reading level is appropriate

__ Customer focused

__ Benefits and features

__ Targets personas

__ Provides reassurances

__ Consistent voice

__ Eliminate superfluous text
__ Reduce/explain industry jargon
__ No typo, spelling or grammar errors
__ Contains internal contextual links
__ Links out to authoritative sources
__ Enhancing keyword usage (SEO)
__ Date published on articles/news
__ Web version of PDF docs available
__ Consistent use of phrasing
__ No unsubstantiated statements

Content Appearance

Why this is important: Great content can get lost if it's not easy to read or if it is thrown into a cluttered page. Ensuring that your content fits visually into the site is just as important as having good content to begin with. If you want the sales message to get across, your visitors will need to read it.

__ Short paragraphs
__ Uses sub-headings
__ Uses bulleted lists
__ Calls to action on all pages
__ Good contrast
__ No overly small text for body
__ No overly small text for headings
__ Skimmable and scannable
__ Keep link options in close proximity

Links and Buttons

Why this is important: Links and Calls to Action are a great way to allow visitors to navigate from page to page, locating the information they feel is important in helping them make the purchase decision. Without these calls to action, many visitors will simply not know what they are expected to do next. Calls to Action are conversion points, and they should be designed to motivate the user to do what you want them to do - for example, call for a free consultation or fill out a form with a question.

__ Limit the number of links on a page
__ Avoid small buttons and tiny text for links

__ Leave space between links and buttons
__ Avoid using images as the only link
__ Link important commands
__ Underline all links
__ Accurately reflects the page it refers

Home Page

Why this is important: The home page is often the single largest entry-point, and it is the page that provides the visitor with the sense of who you are as a company and what they can expect. Go wrong here and it can be all over before it begins.

__ No splash page
__ Instant page identification
__ No Flash
__ Provides an overview of the site
__ Site purpose is clear
__ Robot meta: NOODP, NOYDIR

About Us Page

Why this is important: Studies have shown that conversion rates for visitors who have visited the About Us page increase measurably. Those who visit here are looking for a few extra elements of trust that will help them decide whether to continue on or move on.

__ Adequately describes the company
__ Brief introduction to the team
__ Shows mission statement
__ Up to date information
__ Note associations, certifications, and awards
__ Links to support pages:
__ Company news
__ Link to social media profiles

Contact Us Page

Why this is important: Those who land on this page are showing clear intent in wanting to reach out to you. Providing only a few ways to contact you can alienate visitors

who have a particular preference, so it is imperative that a number of different contact options are clearly displayed here.

__ Easy to find
__ Multiple contact options:
__ Phone
__ Fax
__ Email
__ Form
__ Chat
__ Customer feedback
__ Street map
__ Hours of operation
__ Final call to action
__ Multiple points of contact:
__ Customer service
__ Tech support
__ Inquiries
__ General info
__ Job applications
__ Billing
__ Management team
__ Ad-free
__ Form requires only essential info

Practice Area Page & Sub-Practice Areas Pages

Why this is important: The main purpose of this page is to provide the visitor with the information regarding the services they require and to feel confident your firm can effectively deliver these services. If your service pages cannot convince visitors to call, then you're simply dead in the water.

__ Visible calls to action
__ Clear contact info (phone #)
__ Consistent layout
__ Clear service presentation
__ Guarantee info
__ Service description

__ Customer reviews

__ Clutter-free page

__ Service Areas

Help And FAQ Pages

Why this is important: If your clients are digging through your Help and FAQ pages, chances are they are close to making a decision to purchase and they just need a little extra bump.

__ Avoid marketing hype

__ Link to additional resources:

__ Customer support

__ Q & A

Privacy And Security Pages

Why this is important: While most visitors won't read Privacy and Security pages, they do provide necessary assurances that visitors look for in terms of being able to trust you. However, when visitors do make their way into these pages, certain information should be made available and presented concisely and professionally.

__ Present info in easy to read format

__ Provide section summaries

__ Identify information types collected

__ Explain how cookies are used

__ Explain how user information will be used

__ Explain how the info will be protected

__ Link to these pages in footer

__ Provide links to contact info

Site Map

Why this is important: Site maps provide a one-click path to any destination within the site and a way for the search engines to quickly find and index all site pages. Ensuring that your site map functions properly is an important part in ensuring your visitors can find what they want quickly and all site pages get properly indexed.

__ Keep information current
__ Link to the sitemap in the footer
__ Linked from help and 404 pages
__ Provide overview paragraph
__ Provide intro to main sections
__ Visible site hierarchy
__ Descriptive text and links
__ Link to XML sitemap in robots.txt file

YOUR COMPLETE DIGITAL MARKETING CHECKLIST

Check off the things that you are doing.

- Is your website optimized for conversion (visitors to callers)?
  - ❏ Do you have your Phone Number in the top right corner on every page?
  - ❏ Are you using authentic images and/or videos?
  - ❏ Are there Photos of the Partner(s), photos of your associates, photos of your office, photo of your support staff, etc.?
  - ❏ Do you have multiple calls to action on every page?
- Is your website compliant with Google Best Practices?
  - ❏ Is Your Website ADA compliant?
  - ❏ Is your website conversion optimized for mobile?
- Does your website have a Secure Socket Layer (SSL) certificate?
- Does your business rank on page one when customers type "your city practice area Lawyer", "your city practice area Attorney", "your city practice area Law Firm" and other similar keywords?
- Is your website properly optimized for search?
  - ❏ Are Title Tags on each page structured for Google's Best Practices?
  - ❏ Do you have individual pages for each of your core areas of practice?
  - ❏ Do your blog posts address the specific problems of your prospective clients?
- Are you consistently creating new content with blogs & inbound links?
- Have you optimized correctly for the Google Map Listings
  - ❏ Do you know your Login for Google My Business (GMB) listing?
  - ❏ Have you properly optimized your GMB listing?
  - ❏ Are you on all the major online directories with consistent company Name, Address & Phone Number (NAP)?
  - ❏ Are you in all the vertical directories with consistent company NAP?
- Do you know your "Reputation Score"?
  - ❏ Do you know how many online reviews you have?
  - ❏ Do you have a proactive strategy for getting new online reviews every day?
  - ❏ Are you regularly monitoring & responding to what people are saying

about you online?

- Are you taking advantage of paid online marketing opportunities?
  - ❏ Do you have a Google Ads Campaign? Is it delivering your desired ROI?
  - ❏ Are you set up to follow around online the people who visit your site (retargeting)
- Is your Firm active on Social Media?
  - ❏ Do you have your business profiles set up on Facebook, Twitter, Instagram, LinkedIn, and YouTube?
  - ❏ Have you tested FB ads or boosts?
  - ❏ Are you updating your social profiles on a daily basis?
- Are you leveraging email Marketing?
  - ❏ Do you have a database with your clients' email addresses?
  - ❏ Are you sending out a monthly email newsletter?
  - ❏ Are you leveraging email to get online reviews & to draw customers into your social media profiles?
- Do you have the proper tracking in place to gauge your ROI? (Don't invest a bunch of money if you can't track the results!!)
  - ❏ Google Analytics & Insights
  - ❏ Keyword Ranking Tracking
  - ❏ Call Tracking
- Do you know your internal client conversion rate?
  - ❏ How many calls does it take to get a consultation?
  - ❏ How many consultations does it take to acquire a new client?
  - ❏ Do you know your average case value?
  - ❏ Do you know your average client acquisition cost?

NEXT STEPS

Through the course of this guide, we have covered a lot of information and taken you step-by-step through How To Claim & Optimize your Google My Listing, How to Optimize Your Website for the Most Commonly Searched Law Firms Keywords in your area, and How to Leverage Social Media to get more repeat and referral business. If you have taken action and followed our instructions, you should be well on your way to dominating the Search Engines for the Law Firms related keywords in your area.

Need more help?

If you've gotten to this point and feel like you need some extra help to implement some of these ideas, we are here to support you. As experts in helping Law Firms across the nation, we have had tremendous success in implementing these strategies. You can call us directly at 844-332-2042 with any questions that you might have or click here to request a FREE digital marketing evaluation. Our team will review your entire online marketing effort and digital footprint (Website, Competition, Search Engine Placement, Online Reputation, Social Media, etc.) and come back to you with a complete assessment of where you can improve and what you can do to take your online marketing efforts to the next level.

Find out if you quality for our exclusive offer, schedule your private discovery call now 844-332-2042.

Book Appointment

https://calendly.com/marketingpros/discovery-digital-marketing-for-lawyers

"Our law firm hired Law Firm Marketing Pros to take over our SEO a few months ago. I can tell you this is a company that isn't just all talk. They are action. From the outset, they set forth a plan and timeline that has been followed to the letter. Their staff has been extremely responsive in answering questions and making changes as needed. Also, they have excellent reporting to show how the implementation of the plan is already working in a positive way for our firm. I wish I could give them 10 stars instead of just 5!"

★★★★★

– Marci Ball Elordi, Law Offices of Hughes & Ball, P.A.

Josh Konigsberg is a Digital Marketing and Google Local Search Expert with 25 years of digital and technology marketing experience, including being the co-founder of the first financial search engine on the Web in 1996. As Co-Founder of Web Promotion Partners a Jupiter Based International Digital Marketing Agency, he has currently rebranded to focus solely on law firm marketing as a Partner at Law Firm Marketing Pros. For the past 8 years he has offered business seminars to local business owners and attorneys throughout South Florida including topics such as "Google Local Search the most important marketing decision you will make this year", "Help, my Web site Sucks", "5 Things Every Business Owner Must Know About Online Marketing" and "The Plain Truth About Internet Marketing". He has offered these timely and compelling seminars at Business Success events for the Broward Chamber of Commerce, Greater South Florida Chamber of Commerce, Miami-Dade County Chamber of Commerce, South Florida Chamber of Commerce, Realtor's Association of the Palm Beaches, Woman's Prosperity Network and several other prominent networking groups throughout South Florida. He has been a guest lecturer at the Graduate Program University of Miami School of Business Administration and has presented his seminars at venues as large as the BB&T Centre in Sunrise Florida.

Mr. Konigsberg's recently completed a Digital Marketing Guide for Law firms entitled, "The Ultimate Digital Marketing Guide for Law Firms: Your Blueprint for Online Marketing Success" which he is editing into a new book, "The Ultimate Digital Marketing Book For Law Firms: How to Triple your Clients by Getting Your Digital Marketing Right", due to be released later in the second quarter of 2020.

Law Firm
MARKETING PROS
MORE LEADS • MORE CLIENTS • MORE PROFITS