

Website 201: Optimize and Get Noticed

Presenters

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PRESENTED BY THE
























Session Outline

- Part 1: Search Marketing (SEO) Tactics
- Part 2: Writing for Websites
- Part 3: Reach out from your website to invite visitors in!

Three things to remember:

- 1. Online exposure should never exclusively happen on the firm website.**
 - Don't publish in a silo, don't bury content where it can't be seen!
- 2. Lawyers who commit to writing and regular publishing get rewarded.**
 - Firms, practice groups and lawyers need a body of work they can stand behind.
- 3. No form of online marketing operates in a vacuum.**
 - Content publishing and marketing supports SEO; SEO helps convert online participation.

Regional Search Markets

Keywords	Advertiser Competition 	Global Monthly Search Volume 
Keywords related to term(s) entered - sort by relevance 		
north carolina lawyer		22,200
north carolina lawyers		22,200
north carolina dui lawyer		590
north carolina law firm		4,400
lawyer in north carolina		2,400
north carolina injury lawyer		1,900
north carolina law firms		1,300
north carolina car accident lawyer		590
personal injury lawyer north carolina		880
north carolina bankruptcy lawyer		590
north carolina divorce lawyer		880
north carolina criminal lawyer		390
north carolina workers compensation lawyer		170
north carolina family lawyer		390
north carolina criminal defense lawyer		170
north carolina lawyer referral		390
north carolina immigration lawyer		390
north carolina lawyer referral service		170
immigration lawyer in north carolina		91
lawyer jobs in north carolina		58

Get to know...

The Google Keyword Research Tool

<https://adwords.google.com/select/KeywordToolExternal>

Building keyword targets

Keyword research is critical

Helps us identify:

- Monthly search volume
- Preferred user search order
- Actionable phrases
- Alternate word forms:
singular vs plural, abbreviations, suffixes, synonyms

Formula: Business Law Phrasings

	A	B	C
244			
245	Private Equity & Venture Capital		
246	Merger & Acquisition Phrasings		
247	acquisition	1220000	
248	acquisitions	301000	
249	m&a	301000	
250	mergers	246000	
251	acquisitions & mergers	135000	
252	acquisitions and mergers	135000	
253	acquisitions mergers	135000	
254	mergers acquisitions	135000	
255	mergers and acquisition	135000	
256	mergers and acquisitions	135000	
257	merger acquisition	49500	
258	merger and acquisition	49500	
259	mergers & acquisition	9900	
260	m&a deals	6600	
261	acquisitions due diligence	5400	
262	acquisition due diligence	3600	
263	m&a activity	3600	
264	m&a deal	2900	
265	m&a advisors	2400	
266	m&a due diligence	2400	
267	m&a investment	1900	
268	m&a transactions	1900	
269	m&a firms	1600	
270	m&a transaction	1300	
271	mergers and acquisitions due diligence	1300	
272	merger due diligence	1000	
273	acquisition vehicle	880	
274	m&a firm	880	
275	distressed m&a	720	
276	acquisition term sheet	480	
277	merger advisors	480	
278	mergers and acquisitions services	480	
279	m&a advisory firms	320	
280	merger and acquisition advisors	320	
281	merger negotiation	260	
282	merger advice	170	
283			
284	Alternative/Asset Investment Phrasing		
285	asset management	1220000	
286	alternative investment	49500	
287	alternative investments	49500	

Tip: Use Spreadsheets

- Break out different practice areas using tabs
- Deconstruct your competitor's websites
- Use a Thesaurus
- Include industry jargon
- Review both formal and informal language

How to measure success?

- **Website traffic:**
How many unique monthly visitors?
- **Search engine rankings:**
Which searches are delivering? Match our targets?
- **Monthly intakes or leads:**
How many emails, phone, web contact forms?
- **Number of files opened:**
Does the firm convert contacts into clients?
- **Profile building opportunities:**
 - Speaking engagements, media interviews, republication opportunities

How do we get there?

Basics of SEO 101:

1. Keyword research
2. On-page SEO fundamentals
3. Content writing
4. Importance of link building
5. Calls to action!

On-page SEO factors

Simply best practices – Not a game changer!

1. **Page Titles** – Unique & Descriptive
2. **Meta Description** = Yes, **Meta Keywords** = Questionable
3. **Keywords in URL structures:**

<http://www.stemlegal.com/steve-matthews/>
-over-

<http://www.stemlegal.com/d34dsfd53.php?author=343>

Content writing goals

1. **Content Segmentation.**

- Break out unique topics on their own web pages.

2. **Before we read, we scan.**

- Use: lists, shorter paragraphs, section headers
- Avoid: long unbroken blocks of text

3. **Use descriptive titles.**

- Consider keywords before major publishing initiatives.

4. **Stick to natural language.**

- Don't write for the search engines
- Consider SEO *before* and *after* drafting.

Importance of link building

Link popularity drives the search results

- Foundation of all major search engines

Objectives:

- Good mix of homepage links -vs- deep links
- Links from quality organizations ‘pillars of society’
- Links from similar subject pages
- Flow of new links; *plus* aged links
- Descriptive link text

Calls to action!

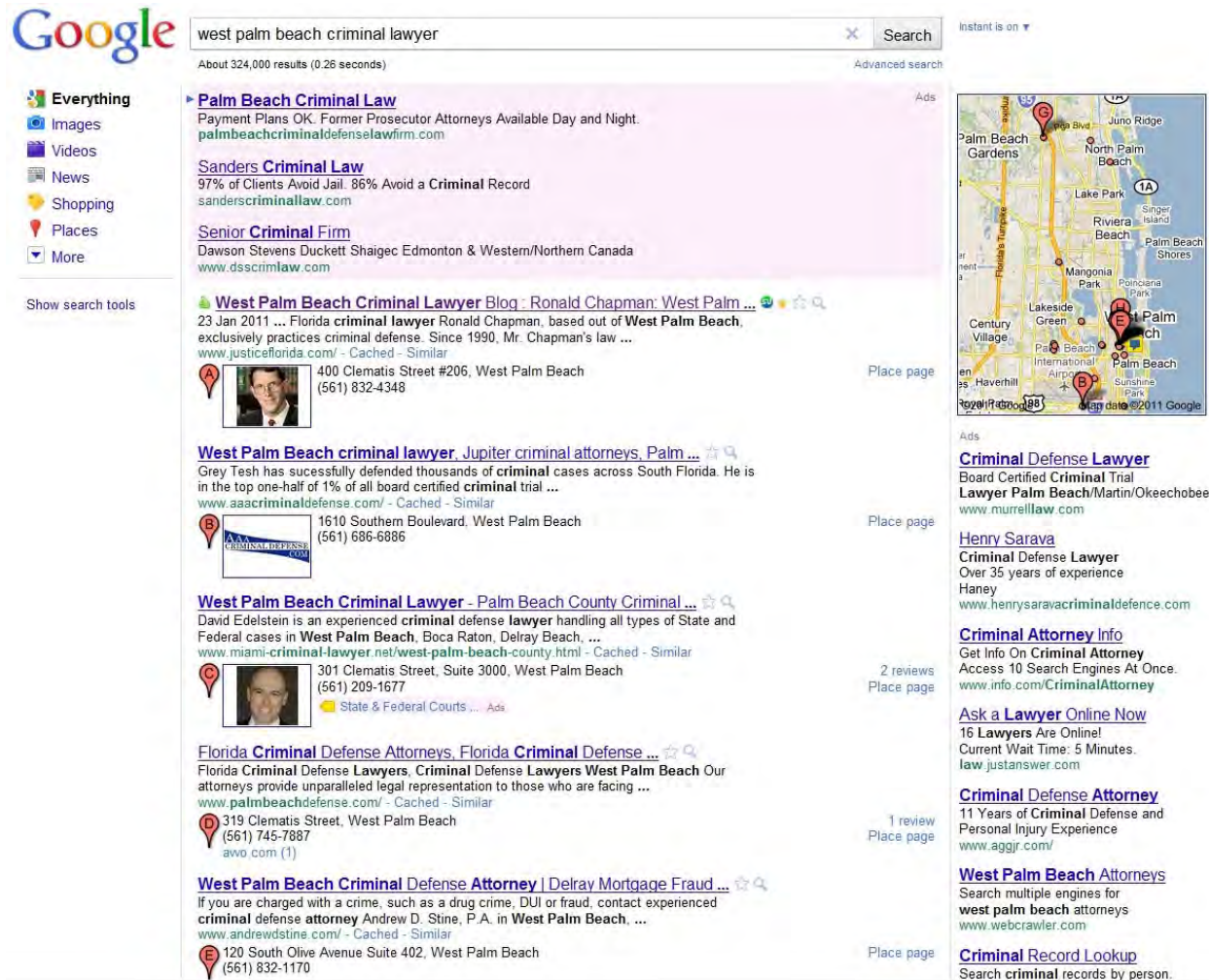
Consumer practice:

- Phone numbers, email, contact forms
- Larger sizes do boost response

Corporate practice:

- CTA doesn't mean 1-800 Call now!
- Identify a primary contact for each practice area or service line

Local search = organic + local



The screenshot shows a Google search for "west palm beach criminal lawyer". The search bar is at the top, with the text "west palm beach criminal lawyer" and a "Search" button. Below the search bar, it says "About 324,000 results (0.26 seconds)".

On the left side, there are navigation options: "Everything", "Images", "Videos", "News", "Shopping", "Places", and "More". Below these is a "Show search tools" link.

The main search results are divided into "Organic" and "Local" sections. The "Organic" section includes:

- Palm Beach Criminal Law** (Ad): Payment Plans OK. Former Prosecutor Attorneys Available Day and Night. palmbeachcriminaldefenselawfirm.com
- Sanders Criminal Law**: 97% of Clients Avoid Jail. 86% Avoid a Criminal Record. sanderscriminallaw.com
- Senior Criminal Firm**: Dawson Stevens Duckett Shaigec Edmonton & Western/Northern Canada. www.dsscrlaw.com
- West Palm Beach Criminal Lawyer Blog : Ronald Chapman: West Palm ...**: 23 Jan 2011 ... Florida criminal lawyer Ronald Chapman, based out of West Palm Beach, exclusively practices criminal defense. Since 1990, Mr. Chapman's law ... www.justiceflorida.com/ - Cached - Similar
- West Palm Beach criminal lawyer, Jupiter criminal attorneys, Palm ...**: Grey Tesh has successfully defended thousands of criminal cases across South Florida. He is in the top one-half of 1% of all board certified criminal trial ... www.aacriminaldefense.com/ - Cached - Similar
- West Palm Beach Criminal Lawyer - Palm Beach County Criminal ...**: David Edelstein is an experienced criminal defense lawyer handling all types of State and Federal cases in West Palm Beach, Boca Raton, Delray Beach, ... www.miami-criminal-lawyer.net/west-palm-beach-county.html - Cached - Similar
- Florida Criminal Defense Attorneys, Florida Criminal Defense ...**: Florida Criminal Defense Lawyers, Criminal Defense Lawyers West Palm Beach Our attorneys provide unparalleled legal representation to those who are facing ... www.palmbeachdefense.com/ - Cached - Similar
- West Palm Beach Criminal Defense Attorney | Delray Mortgage Fraud ...**: If you are charged with a crime, such as a drug crime, DUI or fraud, contact experienced criminal defense attorney Andrew D. Stine, P.A. in West Palm Beach, ... www.andrewdstine.com/ - Cached - Similar

The "Local" section on the right shows a map of West Palm Beach with several pins. Below the map are local ads:

- Criminal Defense Lawyer**: Board Certified Criminal Trial Lawyer Palm Beach/Martin/Okeechobee. www.murrelllaw.com
- Henry Sarava**: Criminal Defense Lawyer. Over 35 years of experience. Haney. www.henrysaravacriminaldefence.com
- Criminal Attorney Info**: Get Info On Criminal Attorney. Access 10 Search Engines At Once. www.info.com/CriminalAttorney
- Ask a Lawyer Online Now**: 16 Lawyers Are Online! Current Wait Time: 5 Minutes. law.justanswer.com
- Criminal Defense Attorney**: 11 Years of Criminal Defense and Personal Injury Experience. www.aggr.com/
- West Palm Beach Attorneys**: Search multiple engines for west palm beach attorneys. www.webcrawler.com
- Criminal Record Lookup**: Search criminal records by person.

Tips for Google Places

1. Claim your Google places listing.

- Fill it out completely
- *Be consistent with all information (address, phones, official company name)*
- Use all five categories
- Add your logo, picture and videos

2. Rinse & repeat!

- **Maps & Local directories:** Bing & Yahoo maps, yp.com, citysearch, yelp.com, dexknows.com
- **Legal directories:** Avvo, Martindale-Hubbell, Justia Lawyers Directory

A nighttime photograph of the Chicago skyline, featuring several prominent skyscrapers illuminated with lights. The sky is dark blue, and the foreground shows a road with bright, starburst light effects from streetlights. The text is overlaid in white, bold, sans-serif font.

Save the Date
ABA TECHSHOW 2012
March 29-31, 2012
Hilton Chicago