



SEO | Law Firm
[Legal Marketing](#)
1.800.728.5306
<http://www.seolawfirm.com>

Think Big for Your Law Firm Website Strategy

Lawyers frequently tell us that they don't want a big website, they just want something small and well ranked in the search engines. However, Google prefers something different.

Websites are ranked based on Google's analysis of their credibility. Google's algorithm is designed to detect elements that users want to see so that, theoretically, if Google likes the website, users will too. With the addition of Google +1 and the company's demand for unique content, it would seem that they are not thinking small.

When planning out your website, you should try to think of some innovative ways to get as much content as possible on the website. Just throwing a handful of predictable articles and practice areas online will simply not do. You need useful content. You need content that your audience will appreciate so much that they will hit that +1 button on your website, or Tweet about it, or plug it into their [Facebook](#) wall. In short, you need content that will go viral.

The nice part about being an [attorney](#) is that you hold the answers to many questions. After all, people and businesses generally turn to lawyers when they have questions. Over time, you probably find yourself answering the same basic questions with each consultation. These are the questions that will form the most useful content on your law firm's website.

By creating large collections of information, answers to basic questions pertaining to your area of practice, and giving real experience-oriented insight into the area of law of which you practice, you prove to Google that your website is a resource, not just an advertisement. You prove to your visitors that your law firm is experienced and able to help them in their time of legal distress. By impressing both of those targets, you are able to be easily found and convert visitors into new cases.

Ultimately, you are able to build a bigger law firm, one new client at a time.

Let's Build a Bigger Law Firm Together

To learn more about [law firm marketing](#) visit [SEO | Law Firm](#) or call 1.800.728.5306.