



SEO | Law Firm™
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1.800.728.5306
<http://www.seolawfirm.com>

What it Takes for Your Law Firm to Be Number One

Every week (with the exception of a few federal holidays) we talk about various ways that lawyers can help their law firms grow using online marketing techniques. This week, we are going to talk about the way you think about law firm marketing.

Lawyers all across the country keep our phone lines active every day. From small firms in rural areas to multi-location firms across several major metro areas, we get calls that range from basic questions to some that require a little extra research. When we talk about what it takes to get on the first page of Google, some firms do not have the time to put in a lot of effort. To get to a page one ranking requires a continuous stream of press releases, an active blog, a large information centered website, and a design that is built around conversion. Sometimes we get a response from firms that feel they “don't really want all of that stuff, our firm just wants a page one ranking.”

Just as most people would prefer that their car would run without the inconvenience and expense of frequent refueling, the reality is that your car needs a source of power. Your online marketing effort is not any different.

However, unlike filling up your car, the sources that power your search engine optimization are beneficial ways of getting more traffic to your website – traffic that is independent of your search engine ranking. Plus, these items also help with conversion.

Our favorite marketing method is a content-driven strategy. From large amounts of useful content on your website, to frequent blogging and news releases, content is the best way to get attention and have search engines favor your site.

When measuring the performance of your law firm's website, look beyond search engine ranking and focus on the total amount of valuable traffic going to your site. Traffic that is valuable includes visitors that click on more than one link. Visitors that also spend an extended amount of time on your site for more than one minute are also important. These visitors tend to be more likely to return to your site and contact your law firm.

Whether that traffic comes from a Google search, a local listing, social network, or a news release does



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not matter as much as getting the traffic in the first place.

A truly comprehensive online marketing strategy should include social networking, news releases, local search engine optimization, and natural search engine optimization. The ranking is very important but at the end of the day, it is all about converting traffic.

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.