

## [Internet Marketing for Lawyers: 8 Ways to Increase Your Visibility](#)

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<http://www.therainmakerblog.com>

These days, no one puts up a website and expects potential clients to come flocking to it. Most savvy law firm marketers know you have to do things that drive traffic to the site.

There are a number of things you can do to increase your online visibility, thereby improving your chances of having potential clients find you.

Here are some steps to improve your online presence using a variety of different online marketing channels, including articles, e-newsletters, press releases and blogs.

- Step #1: Define a topic area relevant to your practice and your target market.
- Step #2: Write a 400-750 word article about that topic.
- Step #3: Submit that article online.
- Step #4: Create a press release from that article, discussing that topic.
- Step #5: Submit that press release online.
- Step #6: Use a part of that article in your e-newsletter and link to it online.
- Step #7: Then take that article and develop a blog post from it.
- Step #8: Submit a second press release announcing the article you just published based on the original topic in Step #1.

This law firm marketing tip – and many others – is a small sampling of what you will learn at [The Rainmaker Retreat](#). See below for details on the next one.

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### **Want to Learn More Internet Marketing Techniques for Attorneys? Attend a Rainmaker Retreat!**

If you are interested in building a lifestyle law practice through effective law firm marketing, then come to one of our upcoming [Rainmaker Retreats](#):

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If you want to learn more about the Rainmaker Retreat and why it is a proven legal marketing system that has helped over 7,000 attorneys find more and better clients, then [click here to register](#) now for one of our one-hour complimentary teleseminars:

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Join us and learn why the Rainmaker Retreat is the one law firm marketing boot camp you cannot afford to miss!

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped

more than 6,000 attorneys from hundreds of law firms across the country to discover the

secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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