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## ***Large Legal Marketing Firms Lack Agility in a Changing Industry***

When looking for a marketing partner for your law firm, you probably come across half a dozen firms that say they specialize in law firm marketing. From giant publishing companies that dabble in web marketing in an attempt to stay relevant to directory based solutions offered by conglomerates, should we mention these firms by name you are sure to recognize them.

We have acquired quite a few clients from these institutions over the years. While a few may have had a customer service issue or a problem with their account manager, that was rarely the cause for moving to a new marketing company. The main reason law firms jump from big marketing companies is because they realize that the market changes daily, and the big companies' size prohibits them from evolving fast.

You need an online marketing firm that can change or add to their SEO strategy within a couple weeks when something changes in Google's algorithm. Or at least the marketing company should be able to add helpful services such as social networking integration when everybody is expecting it.

Without agility, an online law firm marketing company is just a web designer.

Here are a few things that your law firm must have in their online marketing strategy:

**1) Blog** – A blog serves many purposes to your website but those are not helpful if your blog is not integrated into your website's domain name (i.e., <http://www.example.com/blog/>). Many companies that jumped on the blog-wagon late started setting up blogs on subdomains, third party websites, or new domain names. The inbound link generated from an offsite blog is insufficient compared with the value of having an active onsite blog. The onsite blog keeps your website growing, thus appearing to Google as more of a resource not just an advertisement.

**2) Social Networks** – Your online marketing strategy should expose you to opportunities beyond search engines. By integrating your website's blog with Facebook and Twitter, your law firm can access massive networks of prospective clients. In fact, with some solutions you can automate the Facebook interaction and Tweeting by synching your blog feed with these networks. Thus, when you blog it automatically sends that content into the social networks.

**3) Share Content** – You are an expert in your field, prove it! Use legal oriented networks like LawLink and JDSupra to publish articles in your area of law. Aside from being a great traffic source for your law firm's website, your content has links pointing back to your website from these highly relevant networks. Using third party networks like JDSupra has become so effective that we have started



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integrating their services into our custom marketing packages.

When interviewing potential marketing companies, ask them when they last changed their marketing strategy. Ask them how often they review not just your website but their overall solution. Make sure the company you select has the agility to help you build a Bigger Law Firm.

### **Let's Build a *Bigger Law Firm*™ Together**

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