

Law Firm Marketing Create Compelling Copy: Internet Marketing for Rainmakers/Part 2 of 5

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Here are more strategies for becoming a Rainmaker on the Internet:

Create compelling copy. I strongly recommend you consider hiring a professional copywriter to write the copy on your website. Yes, I know, every lawyer out there writes for a living. However, the gulf between writing a great legal brief and creating compelling copy can be like the Grand Canyon. The number-one purpose of your website is to compel visitors to pick up the phone and call you. A great copywriter can create credible copy that will get your phone ringing.

Another purpose of your website copy is to help you rank well in the search engines. One way to do this is by using the exact same words and phrases you researched in step one in the copy of your website. Each page should focus on four to six phrases. For example, one page may focus on four phrases such as “Orange County California personal injury lawyers,” “Orange County California personal injury attorneys,” “Los Angeles California personal injury lawyers,” and “Los Angeles County California personal injury attorneys.”

Key Action Points:

- Consider hiring a professional copywriter to write your website copy.
- Be sure to include on each page the keywords for which you want to rank high.
- Include a call to action on every page. Tell people what you want them to do: call you, register, sign up, etc.

Add fresh content regularly. Perhaps the top strategy used by high-ranking lawyers today is to add new, relevant content to their websites on a consistent basis. This is one of the major reasons for the explosion in blogs in recent years. A blog is a type of website that is regularly updated, and the entries are often displayed in reverse-chronological order with the newest entry at the top. Although some law firms are selecting blogs instead of websites, I believe there is a place for each in online legal marketing. If, for economic reasons, you are forced to select between one or the other, I recommend starting out with a blog. Why? Because they are very low cost (or free) as compared to websites and, if done properly, will help you rank faster than a traditional website.

Anyone can start a blog at no cost using sites such as www.wordpress.com and www.blogger.com. At a minimum, we recommend updating your blog weekly. For any serious traffic, you need to be updating three to five times per week. Lawyers who want to be at the top of the search engines update their blog three to five times per day. Google loves fresh content. The more relevant content your blog gives Google, the more it will love your blog by ranking it

higher.

Key Action Points:

- Search engines love fresh content.
- The more fresh, relevant content you post on your website or blog, the higher you will rank on the search engines.
- Blogs are a great place to get started, but in order to be effective they must be updated frequently.
- Update your blog at least three to five times per week.

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Phoenix Legal Networking Group: Learn the 5 Steps to Create Your Law Firm Marketing Action Plan (MAP) at our January 11 Meeting

At the January 11 Phoenix Legal Networking Group meeting, Stephen Fairley will make a presentation on **How to Make This Year Your Best Year Ever! 5 Steps to Create Your Law Firm Marketing Action Plan (MAP)**. Join us next Tuesday to discover:

- The 5 critical components of a Marketing Action Plan (MAP)
- How to select the right marketing tools that will work for your practice and personality
- How to create a roadmap to make 2011 your Best Year Ever!

The networking event and marketing seminar will be held from **5:30-7:30 p.m. on Tuesday, January 11 at Monti's, 100 S. Mill Ave. in Tempe.**

Cost is \$20 per person if you register by January 7, \$30 if you register by January 10 and \$35 on the day of the event. This covers drinks, hors d'oeuvres, the networking event and the workshop.

To register for our January 11 networking and legal marketing event, co-hosted by FindLaw, Attorney at Law Magazine, Coash & Coash Court Reporting and The Rainmaker Institute, visit www.therainmakerretreat.com/network/ or call 888-816-8935.

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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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