

## [Insightful Tips for Law Firm Blogging Success](#)

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LawMarketing.com Editor in Chief Cindy Greenway recently posted a very informative article for attorneys who blog. Whether you are just getting started, or you've been at it awhile, her post is essential reading for attorneys who want to succeed at blogging. Here it is:

### ***Benefits of Blogging for Attorneys***

A blog regularly adds fresh content to your firm's website. It provides material that can be posted on social media sites including LinkedIn, Twitter and Facebook. Sharing blog posts "socially" will increase your visibility, drive inbound links to your firm's website, and lead to improved SEO results, meaning your law firm's website will appear in search engine results. Think about establishing yourself as a thought leader and expert in your field, as well as building awareness about your practice and your firm, increasing client engagement, and generating potential business leads. And, the more frequently you blog, the more assets you build and the more credibility and visibility you gain.

Before you jump head first into blogging, keep in mind that blog readers typically want quick, useful information containing the author's unique insight and opinions. Thus, blog posts are more conversational in tone compared to a typical article. Blog material should be fresh and interesting, and include a call-to-action that provides readers a next step or a reason to return.

### ***Blogging Tips***

**Get a game plan.** How will your blog be managed? Which attorneys will be writing blog posts and how often? What practice areas will the blog cover? These are all important questions to consider before you continue. If you jump in without a plan, it's likely that your firm's blog will lose momentum and fizzle out.

**Create a blog matrix (editorial calendar).** Let's be honest, attorneys are always busy! Without a set blogging calendar no one is going to stick to a regular schedule for writing and posting. A blog matrix should include potential topics, corresponding practice areas, blog post authors, deadline dates and posting dates.

**Identify an appropriate topic.** Think about your clients' and prospects' common problems, challenges, questions, etc., and choose a topic that helps your target audience overcome these common pain points.

**Create a killer title.** An appealing title is a must-have. There is a ton of legal blogging competition online, so you need to make your blog stand out and get the reader's attention. What will resonate most with your clients and prospects? Hook them with a clever title, and they'll likely continue reading your post!

Once you're ready to write, here are some additional suggestions:

**Let your personality shine through** – be creative and write in your own voice.



**Keep it short** – aim for 400 to 600 words.

**Use numbered lists, bullet points and sub-headings** to break up text and keep it easy to read

**Keep it clean** – stay away from using technical legal jargon that the average person wouldn't easily understand.

**Be transparent and get to the point** – let readers know up front what you'll be covering in your post.

**Recap the takeaways** and highlights in a simple conclusion.

**Use images** to emphasize and illustrate your points if applicable.

**Wrap up your post with a call-to-action** to further engage with readers (e.g. ask them to leave a comment, or visit an article you wrote or other area of your firm's website where they can learn more information).

After you've drafted your blog post, have a colleague thoroughly proofread to ensure there are no typos, missing punctuation or grammatical errors. (This seems like common sense, but I can't tell you how many times I've come across a blog post with misspellings and missing information.)

Now that you've read about the benefits of a legal blog, and learned about some tips for getting started, it's time to create a plan and blog matrix for your law firm's legal blog. And, once you get several blog posts under your belt, you'll be well on your way to drawing more traffic to your website and enhancing the visibility of yourself and your firm!

LawMarketing.com is a great resource for attorneys who want to improve their marketing skills. Click on this link for a great free report on [15 Strategies for Attorneys to Increase Google Rank, Control Online Reputations and Maximize Content](#).



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 9,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 10 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago. After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field



prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 33 countries. He enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information or to purchase one of Stephen's law firm marketing products click here.

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