



SEO | Law Firm
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What Makes a Legal Marketing Plan Comprehensive?

Whenever you look for solutions, some online law firm marketing company is saying that they have a comprehensive marketing plan. A complete solution. A one-stop-shop formula for success. You get the point. In fact, you may be working with one of these companies right now. But what is comprehensive?

For starters, a website is not comprehensive. Your law firm's website is the starting point of your marketing strategy. A very important one, but just the beginning.

From Design to Doing

The design of your law firm's website can positively or negatively effect your conversion rate. How you present your firm, the simplicity of which someone can contact you from your website, and the way your images and graphics touch your prospective clients all work together to make an effective website. So a first class website built to impress and convert should certainly be a part of a comprehensive strategy.

Once a website is designed, ample amounts of quality content is published on the site, keyword research has identified what your prospective clients are searching for, and the website has been properly optimized, it is time to start marketing. Here is what we believe a comprehensive organic online marketing strategy should be for a law firm.

Content Driven Links

To get your website ranked well in the search engines, you will need a substantial amount of links pointing to it. Producing and distributing articles is a great way to get quality links. You should work with a company that either does this for you, or has a program to keep you on a regular writing schedule. While many lawyers are capable of writing phenomenal pieces, schedules often have other plans. Taking a little time each month to write or review content will ensure a steady stream of new links coming into your website on a regular basis.

No News is a Good Way to Be Unknown

News releases offer many benefits, but the one that always comes to mind is instant traffic. When your law firm produces a press release and submits it through a network like Law Firm Newswire, you get instant traffic from social networks, blogs, Google News, and 220 news outlets. Plus, as your news release syndicates, the links within your news release get republished, thus helping with your link building.



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A press release (or news release) routine of twice a month is ideal. It keeps you in the online news circuits every other week and keeps traffic flowing into your website independent of your search engine ranking.

Social Networks

If your online marketing company is not connecting you to social networks, what are they doing? Social networks open your law firm and your law firm's content to a wide new audience that cannot be ignored. Aside from helping you directly attract new clients, having a social presence with a constant flow of your expertise flowing into the networks, you can also attract other attorneys that may refer new cases to your firm.

Think Local

Getting top page placement is becoming synonymous with Google Places. When someone does a search with a city, or in their city (ie: Chicago estate planning attorney), Google often shows top listings, which are based on the website's standing in Google Places and the search engine optimization efforts of the domain name. It takes both. But optimizing for Google Places is more than updating a profile, it's a process of its own.

While one could debate the details of what a “comprehensive organic online marketing plan” should be, any plan that does not include these services has a lot of room for progress. Of course, this is not a list of all tools available. With videos, email marketing, podcasting, and more, your online marketing arsenal can keep growing with your law firm.

Let's Build a Bigger Law Firm Together

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