

# Search Engine Optimization (SEO)

## SEO: Maximize Traffic to Maximize Leads

Search engines are a major source of traffic to law firm websites (as well as law firm blogs). Generally, the higher up a link to a law firm website is displayed in relevant search engine results (i.e., the higher the site “ranks”), the greater number of prospective clients will visit the site. The more prospects visit a site, the more leads will be generated. Therefore, a law firm seeking to maximize the number of leads generated by its website should follow “best practices” when it comes to SEO.

## Three SEO Services

eLawMarketing offers three types of SEO services for existing law firm websites and new law firm websites under development.

### 1. SEO Audits – For Existing Law Firm Websites

A critical first step towards improving the search engine visibility of an existing law firm website is an SEO audit. The purpose of the audit is to determine the site’s “status quo” in SEO performance categories such as search engine and referral traffic, and to assess compliance with SEO “best practices” such as site meta tags and link structure.

Once a site’s status quo and compliance is determined, we can implement appropriate strategies to address any weaknesses and improve search engine visibility.

### 2. Pre-Launch SEO Consulting – For Law Firm Websites Under Development

The purpose of pre-launch SEO consulting is to ensure that a new law firm website is designed and coded in accordance with SEO “best practices,” and that a firm will have the tools to monitor, maintain and maximize search engine visibility after launch. Indeed, given how critical search engine optimization can be to the ROI for a new law firm website, it is important to grade potential website developers on their SEO capabilities before a developer is selected.

Pre-launch SEO consulting services include:

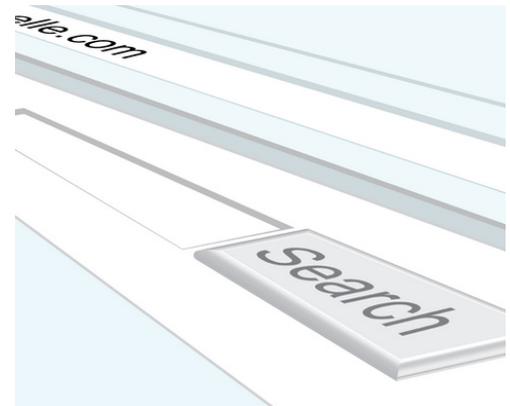
- **Using** the KEI (Keyword Efficiency Index) metric to research optimal keywords with which to seed visible site content, and title, description and other tags
- **Composing** title and description meta tags
- **Reviewing** proposed homepage and secondary page design, link structure and content
- **Reviewing** content sharing strategies
- **Reviewing** vendor content management system capabilities (ideally, prior to vendor selection)
- **Submitting** a website (and any blogs) to quality law-related directories

## Maximize Visibility. Boost Traffic.

Law firms seeking to maximize the number of leads generated by their websites should follow SEO “best practices.”

“Thank you for the excellent SEO work you provided to our law firm client. All of your recommendations were explained thoroughly and clearly. The results speak for themselves: we quickly jumped to the top of Google for several targeted keywords, and at least one potential significant new client found the firm through Google shortly after we implemented your recommendations. You are consummate professionals.”

– *Merry Neitlich, Principal, Extreme Marketing*



### 3. Post-Launch SEO Consulting – Combined With Either an SEO Audit or Pre-Launch Consulting

Once the status quo of the firm’s website is determined with an SEO audit, or after a new law firm website launches, we offer ongoing services designed to monitor, maintain and maximize a site’s search engine visibility. The primary strategy here is to aggressively seek quality inbound links to the website (and any firm blogs) from topically related third party websites and blogs with high Google “PageRank” (i.e., the metric by which Google measures the importance of a website or blog).

The range of monthly post-launch SEO consulting services include:

- **Directing** ongoing creation of firm content designed to maximize positive search engine visibility
- **Sourcing** accomplished writers to deliver high quality written content
- **Seeding** third party blogs with commentary containing links back to web pages on the firm’s website and blogs
- **Seeking** reciprocal links with third party websites and blogs with related content and high PageRank
- **Publicizing** specialized content on the firm’s website and any blogs using search-engine optimized online press releases
- **Facilitating** sharing of the firm’s content via online resource directories such as JD Supra, and social bookmarking tools such as Digg, Stumbleupon, Furl and Delicious
- **Monitoring** of Google Analytics and Diagnostics to check progress towards goal of increased inbound links and search engine and referral traffic

### Get Started Today

To get started optimizing your law firm’s website and blogs for search engines, please contact us today at 866.833.6245 or [sales@elawmarketing.com](mailto:sales@elawmarketing.com).