



[Law Firm Marketing: How to Create SEO-Friendly Content](#)

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by [Stephen Fairley](#)

If you're a regular reader here, you know that I've discussed many times how Google loves fresh content and their recent Penguin (why the name? search me!) algorithm update makes having SEO-friendly content more important than ever to rank favorably in organic search results.



Here are five tips for creating SEO-friendly [law firm marketing](#) content on your website or blog:

- 1. Keep it fresh.** Add updates to existing content and keep building page links from within your own site from external referral sites. Update headlines and enable comments on your posts, which refresh the content as well.
- 2. Be original.** Cutting and pasting content from another site is not only plagiarism, it also is of absolutely no value to you whatsoever in Google's eyes. You can rewrite content to create an original post, so if you see something you like, rewrite and repurpose it.
- 3. Size matters.** When it comes to content contributing to SEO, less is not more. Strive to create posts or articles that explore a topic deeply enough that others will want to link to it as an authoritative source.

4. Be an authority. Creating authority takes time on your own, so while you are dedicating yourself to that, have others who are already recognized online authorities on your subject matter contribute to your blog or website.

5. Think local. Local search is becoming more important than ever because people generally search by geography... i.e., a “*Phoenix* divorce lawyer”, not just “divorce lawyer.” Include location references in your content.

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Stop Wasting Precious Time and Money

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on “autopilot” – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan.**

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm. [Click here](#) to download, and start using these proven strategies today!



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 7,000 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 7 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. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 7,000 attorneys from virtually every state in the country and almost every practice area.

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 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), 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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