

Internet Marketing for Lawyers: Why Organic Search Rank Matters So Much

By Stephen Fairley

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It used to be that getting your website listed for important search terms on the first page of Google was the gold standard. A recent study by SEO services company [Slingshot SEO](#) that was profiled yesterday at [emarketer.com](#) shows that today, the standard is to rank in the #1 or #2 position – after that, click-through rates drop precipitously:

Search engine optimization (SEO) is the art and science of artificially boosting your website or blog to the organic results (versus paid advertising) for specific search terms. **Google considers over 60 different variables when determining who gets on the first page.**

One of the most important ones is the number and quality of inbound links your website has. As many of you have probably experienced, when it comes to SEO, it doesn't get any more competitive than the legal industry.

An inbound link is where one website links to another website. Google measures and weighs inbound links as a sign of your website's relevance and credibility. In general, the more inbound links your website has -- and the better they are -- the more your website will rank above your competitors. □ □

Good ways to harvest inbound links for your website include social media, writing and posting articles online, sending out press releases online, hiring a professional link building service and joining and participating on online legal directories.

If you are serious about generating more leads from the Internet, then you need to be one of the top listings on the first page of Google for the key terms your prospects search for online. The best way to do that is by working with a top-notch link building expert who knows the legal industry and has proven results.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 7,000 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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