Get your Legal Articles to the Top of Google

You may be thinking about marketing your law firm online by posting quality legal articles to the web. This involves an investment of your time so you want the articles to be read by a respectable volume of traffic and if possible to encourage your audience to read more.

There is an obvious problem here, unless you know how to get your work to the top of Google's organic search results when relevant searches are conducted, your target audience are unlikely to find your legal articles, never mind choose to read them.

So here are 3 essential steps you can take to overcome this problem:

1. First you need to identify the popular searches your target audience are making. This can be done by putting yourself in their shoes and experimenting with various phrases in Google's' keyword tool' and their 'traffic estimator'. (A quick search on Google will return the relevant urls).

I also like using Google's Auto-Suggest feature for finding popular keywords. It is built into any ordinary search conducted on Google. Go to www.google.com and as you type your search term into the search box it automatically suggests a short list based on the most popular searches.

2. Once you have identified the popular words to attract your audience you must include them in your article several times, certainly in the title, first paragraph and the last paragraph or even the last line of the article. The purpose of this is to convince Google's search bots that your article will be relevant and interesting to the person searching.

If Google returns irrelevant or poor quality material it will quickly lose its popularity so they place quality information at the top of the pile and that doesn't mean quality legal articles it means articles that contain the keywords searched for. Admittedly there are some more complicated twists if you want to get deep into it, but keywords should be your priority. Be careful though, if you over use the keyword Google's search bot may think your article is just spam and this would obviously be counter-productive.

3. Now that you know how to successfully market your legal articles to your chosen audience you must capitalise on your work and tempt your readers to read more of your legal articles by including short extracts, catchy titles and links to your blog posts.

You can find out where lawyers are posting their articles for ultimate exposure by clicking here http://bit.ly/glAvdK or find out how to market your practice the easy way and download your copy of my "Pain Free Marketing Guide for Employment Lawyers" at www.painfreereport.co.uk

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