AttorneySync's

Guide To Writing Content For Your Law Firm's Website

Writing Content For Your Law Firm's Website:

I talk with lawyers everyday that have websites they need help marketing. They want their websites to bring in more traffic, more leads, and more clients. When I ask how often they are updating their sites and what type of content they are producing, the other end of the line is usually met with silence. The fact is that in today's online marketing universe, you need to produce new content for your website on a regular basis.

This guide will go over why you need to produce new content on a regular basis, what producing more content can do for you, the difference in writing content for the web, and how to create content.

Why Static Sites Are So 2001

It used to be that you could build a site, write a few articles of relevant content and call it a day. You would build some links to your site and then, Voila! You were ranking for some great search terms and a steady flow of traffic came your way. The landscape has changed. In today's online marketing world, especially in a segment as competitive as legal marketing, having a static site that you never update is a recipe for getting buried deep into the abyss of Google's ranks.

What Does Creating Content Do For Me?

There are a myriad of reasons why you should produce new content for your site on a frequent basis. In the interest of keeping this guide a digestible length, I'll list my top 5 reasons:

1. **Fresh content helps to build links to your site** – As you may have heard before, "Content is King". The truth is that in order for your site to gain more trust and authority in the eyes of Google, you need acquire links to your site. One of the best ways of doing this is to produce content that other sites want to link to. Simply having a firm profile and section on what you do isn't going to get it done. This is why you need to produce fresh, relevant content on a frequent basis.

2. **Creates more outlets with which consumers can reach you** - Most consumers on the web will find your site through the use of a search engine like Google, Yahoo, or Bing. Creating more pages for your site creates more entry points for consumers looking for your services. Think of the search engines as a yellow page listing in this respect. Each new piece of content gets you another entry or listing in the Google index, increasing your footprint on the web.

3. **Shows your expertise in your field** – By sharing knowledge and expertise in your area of practice, you help to solidify your credentials and ability to help potential clients. The web is a big place and simply talking about how great you are doesn't necessarily build trust. However, educating consumers with your expertise can help separate you from the pack, build trust, and attract more clients.

4. **Helps with rankings and SEO** – Search engines like sites that are updated on a frequent basis. This shows you care about your product and site. It gives the search engines a reason to "crawl" or come visit your site more often. Ultimately, this is going to help boost your rankings and bring in more traffic.

5. **Allows interaction and relationship building with your clients and other professionals** – The web is an interactive medium. Media such as television, radio, magazines, etc. are passive in nature. You produce content and people site back, relax, and consume it. The web is different in that it is far more interactive. By utilizing tools such as blogs on your site, you can create content that will encourage conversations, comments, downloads, inquiries, etc. Creating effective content will increase interaction, which will build professional relationships, create leads, and ultimately new clients.

Here Are Some Tips To Keep In Mind When Writing Content For Your Firm's Website:

People on your website scan the pages…they don't read them – Keep your paragraphs and sentences short. Use headlines and bolding that highlight your key messages.

Use bullet points - People love lists on the web. When lists and bullets are used appropriately, a user can more easily scan and digest the points you make.

Be conversational, less "markety" - I always stress that people want to buy from other people, not faceless firms. This is especially true when selling professional services. Make sure you write with your voice, while maintaining a professional tone.

Stay away from legalese – Not only does the average Joe not understand it, but they will quickly dismiss your material and move on to another site. Attention is fleeting on the web, if a potential client doesn't understand what you are saying they will quickly go somewhere else.

Use pictures and illustrations in your writing (where appropriate) – Ina [post on our blog, I discussed the importance of using pictures and video with your blog](#). This is true for the content sections of your website as well.

Consider your audience – This is a similar point to staying away from legalese. However, the point I want to make is that your content shouldn't be Alan Dershowitz style legal briefs, unless you are writing exclusively for other attorneys and legal professionals. Your articles should be lighter in nature and helpful to the lay person who might be looking to retain your services. Stay in a universe they can understand and relate to.

Include calls to action – It is important that you tell your readers what to do once they have read your article. I've written an entire article on the subject [you can read here](#). Encourage readers to contact you, submit a request for a free case evaluation, download a helpful guide or e-book you write. Work this into your articles or place them at the end. Encourage interaction.

A great book to read on the subject is [Net Copy by Nick Usborne](#). It is a quick read that addresses how to approach writing for the web.

This is a great article from the godfather of web usability, Jakob Nielson, [discussing how users read on the web](#).

Hiring A Professional Content Creator vs. Writing Content Yourself

The realities of running a busy law practice might prevent you from being able to produce content as frequently as you need to. There are two main approaches to producing content on a regular basis: Do it yourself, outsource it, or you can do a hybrid of the two. As with most things, there are pros and cons for each.
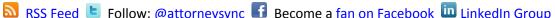
Writing Content Yourself

You're in control – When you produce the content yourself, you have full control over the quality of the writing. You know it isn't duplicate or plagiarized content.

Cost effective – Obviously when you write your own content you don't have to pay someone else to do it. However, keep in mind that you are spending **your professional time** writing, so it absolutely isn't free.

The writing will be your voice – You will be able to show your personality in your writing. People do business with people they like. Writing in your own voice is a great way to show who you are to a prospective client. This is perhaps one of the best reasons to contribute content to your own site.

Hiring A Professional To Do It

It's important that when you outsource your content production, you partner with a company you trust. You want to make sure the content being produced is of high quality and that it is original. Finally, you want to be able to read and approve content before it is posted to your site.

Saving Time & Resources – A professional will be able to produce far more content than you can on your own. Just as important, you are busy being a lawyer. It can be difficult if not impossible to produce a great deal of new articles on a frequent basis. This is where a professional can be a lifesaver.

Search Engine Friendly – A good professional will know how to make the content friendly for search engines while at the same time appealing to your visitors. They will be able to work relevant keywords into the articles so that they appear in search results more often.

Writing for the web - A good law firm content developer is adept at creating content specifically for the web. They will be able to produce content that is appealing and easily consumed by a web audience. They will also be skilled at identifying the content most likely to get links from the legal-web community. They are also experienced in ways of packaging and promoting the content. All of this means more readers, more engagement, and more leads from your website.