

Law Firm Marketing: 8 Steps to Increase Your Online Visibility

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<http://www.TheRainmakerInstitute.com>

These days, no one puts up a website and expects potential clients to come flocking to it. Most savvy law firm marketers know you have to do things that drive traffic to the site.

Just like litigation, online law firm marketing is all about strategy and execution.

There are a number of things you can do to increase your online visibility, thereby improving your chances of having potential clients find you.

Here are some steps to improve your online presence using a variety of different online marketing channels, including articles, ezines, press releases and blogs.

Step #1: Define a topic area relevant to your practice and your target market.

Step #2: Write a 400- 750 word article about that topic.

Step #3: Submit that article online.

Step #4: Create a press release from that article, discussing that topic.

Step #5: Submit that press release online.

Step #6: Use a part of that article in your ezine and link to it online. (100 to 300 words)

Step #7: Then take that article and develop a blog post from it. (100 to 300 words)

Step #8: Submit a second press release announcing the article you just published based on the original topic in Step #1.

This law firm marketing tip – and many others – is a small sampling of what you will learn at [The Rainmaker Retreat](#). See below for details on the next one.

More Rainmaker Retreat Dates

If you are interested in building a lifestyle law practice through effective law firm marketing, then come to one of our upcoming [Rainmaker Retreats](#):

- July 30-31, 2010 Los Angeles, CA
- August 6-7, 2010 Las Vegas, NV
- October 8-9, 2010 New Brunswick, NJ

Register today to reserve your space and begin to chart the course to an incredibly successful future.

These two-day, power-packed events have been designed to assist small law firms and solo practitioners to grow their practices through learning and implementing Rainmaker's proven law firm marketing strategies. More than 7,000 attorneys are already employing our law firm marketing techniques and reaping the benefits.

Register now and take advantage of the Early Bird special pricing -- a \$200 discount!

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 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.

He has appeared in the American Bar Association 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.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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