



# Marketing For Lawyers

**How to Get Your Law Firm's Website  
on the 1<sup>st</sup> Page of Google, Guaranteed**

~~\$39.99~~

**FREE - Take One**

Version 2.0

Company: [www.LawyeriMarketing.com](http://www.LawyeriMarketing.com)



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## Abstract on SEO Marketing Whitepaper

"Search Engine Optimization Marketing" summarizes the SEO concept, critical elements, best solutions and scams. This paper discusses key points of SEO that help your website rank on the 1<sup>st</sup> page of Google in natural search, and also the SEO practices that hurt rankings. In addition, there is other useful information you need to know before attempting SEO or hiring SEO service professionals.

## What is SEO?

SEO abbreviates as "Search Engine Optimization". SEO is the process of bringing high rankings for keywords in the organic (also known as natural or unpaid) search of the major search engines. In plain English, keywords in natural search are the different words and phrases people type into Google, Yahoo, MSN, or Bing and the most relevant results these search engines generate for review, in order of priority.

The relevancy of the search results Google displays is generated by following a highly complex algorithm composed of over 650 factors. While some of the most important factors of the search engine algorithms are known, no one outside a small group of engineers at Google knows *exactly* what factors compose the algorithms, and these factors are regularly updated in the effort to enhance the user search experience.

To tell search engines that a particular website is relevant to specific keyword phrases, webmasters aim to make their websites "search engine friendly" with some of Google's algorithmic factors. Certain webmasters started to specialize in tweaking many different elements of websites and related "off-page" elements. These include the quality, relevancy and quantity of incoming links that align websites with known elements of search engine algorithms. The goal is to produce the highest organic search engine rankings for these websites for specific keyword terms. This practice is known as "SEO".

## Why is SEO Important to Your Law Firm?

A successful SEO campaign, conducted by SEO experts who can guarantee your site 1st Page Google ranking by the end of the campaign, is worth its weight in gold. If your firm's website does not appear on the first page of Google, you site may never be found in a natural search. Factually, less than 30% of internet users ever proceed to page 2 of Google search results. This often leads to costly and financially unprofitable alternative marketing campaigns, with the website inevitably drifting off to the oblivion.

Law firms hire SEO experts in order to raise their website to the 1st page of Google. The rewards for a fist page ranking include:

- ✓ Presence on the 1st page of Google for correct keywords guarantees massive amounts of prospects visiting your website, and generates clients
- ✓ SEO could have the highest return on investment compared to all other marketing methods



- ✓ Since the search engine traffic is organic, law firms who strategically utilize SEO to reach, and then maintain presence on the 1st page of top search engines can effectively eliminate the need for *any other form of marketing* thereby significantly reducing or eliminating marketing cost
- ✓ In stark contrast to many other marketing methods, a correctly executed SEO campaign is accountable, trackable & testable, thereby providing measurable results with highly accurate acquisition cost per client
- ✓ Companies appearing on the 1st page of Google enjoy incalculable intangible benefits of prestige, customer trust, and brand-recognition. In a recent internet marketing survey 83% of internet users responded they are confident that companies they find on the 1st page of natural (unpaid) Google search are better, more trustworthy, and will do a better job for them

## **Considering Alternatives - SEO vs. PPC with ROI**

Everyone who cares about their business pays attention to the Return on Investment (ROI). Therefore SEO Marketing has to be analyzed against other viable methods of reaching 1st Page of Google in search results, such as PPC or Pay Per Click. With PPC you can pay Google to appear on the first page of paid search results (section of the page separate from organic search results) for specific keyword search terms.

Here are few common factors that affect ROI of your SEO or PPC marketing campaign.

- Competition in the industry
- Type of service the site provides
- Conversion of keyword phrase
- Region of service with respect to industry
- Demographics of a target location
- Estimation of internet users in particular geographic location
- Cost per click to appear on 1st page of Google

3 most important factors to consider when using PPC marketing are keyword search term selection, cost per click, and the viability of the industry.

Keyword search terms selection is of critical importance to SEO and PPC campaigns. You may guess that people searching for "lawyer" are looking for some sort of information on lawyers...but what are the terms they are typing in Google search when they actually want to hire a specialized attorney in your area? These terms are often different than logic suggests, and guidance from SEO professionals is advisable.

Cost per click for selected search term may be the most important factor in considering PPC marketing for some industries. As you will see from the following case study, cost per click in the legal industry is so high, that it virtually eliminates PPC as a viable marketing option for most firms.



Finally, it is important to consult with an SEO company to find out how receptive the consumers are to paid Google ads in your particular industry. While PPC may be an effective marketing strategy in the "make money online" niche, and can result in good conversion rates, it is far less effective in professional services fields. Studies show that prospective clients looking to retain services of a law firm are far less receptive to paid ads. Less than 30% of the users ever click them.

## What is an Investment in SEO Worth to Your Law Firm?

### A Law Firm Case Study:

If you were to buy an advertisement to appear on the 1st page of Google's paid searches for Law related competitive keyword phrase, Google will charge you between \$24-\$56 dollars per click (a law firm seeking 1st position in Google's paid search for a competitive keywords paid on average \$36 dollars per click in 2009). A specific competitive keyword phrase should have a monthly search volume of 110,000 to 370,000 hits. If statistically 30% of this traffic clicks on your paid ad – at \$34 per click, one month of being on 1st page of Google could cost you a bare minimum of \$1,122,000. For less than \$10,000 you can have your website on the 1st page of Google naturally, guaranteed...and it may cost as little as \$700/month to keep it there.

**Did You Know?** - Some law firms hire 'clickers,' to click on competitor's ad in paid search. 8-hour work day and 600 clicks later, the competitor who pays Google an average of \$34 per click to have their ad on the 1st page, pointlessly *loses \$20,400 that same day*. Although technically not illegal, this highly unethical practice is becoming very popular in several highly competitive fields.

## Search Engine Algorithm

Every search engine follows a unique algorithm to rank websites, additionally an automated programs called "robots" 'spider' the web and index the pages of every website. "Robots" are programmed to follow virtually any link, scanning and indexing all the data from each page they visit.

When the data is passed back to the database they are analyzed for keywords, titles, relevancy, inbound links and many other factors. The search engine algorithm is then used to determine the ranking of a site for a particular keyword.

Today, the top search engine, Google, considers over 650 factors to rank a site in the top position of its searches. It gives a different weight-age to each factor and based on the average weight-age of each factor it ranks the site on top position in its search for a particular phrase. No one outside a small group of developers at Google knows what all the factors are and what the relevance of each factor is, and the algorithm is continually changed to provide a better search experience to end user.

**Did You Know?** 99% of SEO companies do not guarantee *any* top rankings results because no one knows what the Google algorithm consists of, and no one but Google has any control over it. Lawyer iMarketing created a proprietary technology which monitors algorithms of 568 search engines every several minutes to ensure your website top search engine rankings. A separate team of developers monitors search engines and adjusts our software to these changes. As the result, we are able to align your website with Google's requirements for high rankings better than any of our competitors. That is why we offer 1st Page on Google Guarantee.\*

## Main SEO Elements

Keyword research is critical to the success of an SEO campaign. Despite the industry's best efforts to sell every new software gadget as a magic keyword finder, keyword research requires more than sophisticated software to see what keywords are used by direct competitors. It requires superior human intellect and industry experience in order to correctly select keyword phrases that will be successful in a lawyer related SEO campaign.

The major factors of "Natural search engine optimization" are divided into two major steps; "on-page optimization" and "off-page optimization."

Major **on-page** factors include keyword research, and tweaking of title tags, meta tags, sitemaps, header tags, robots.txt, url, images, hyperlinks, coding optimization, content optimization, html validation and canonicalization.

**Off-page** factors include various types of link building strategies and promotional strategies such as directory submissions, blog submissions, social network profile and page creations, press releases, article writing and submission, classified submissions, video submissions, and forum postings. Other link-building strategies, which are far less effective today, but still used by some companies, are link exchanges/reciprocal linking, and 3-way linking.

**Did You Know?** Not all links are created equal in the off-page optimization process, and link *quality* is more important than link quantity. In fact, some links to your website *hurt* your rankings. Read on to find out how Google determines link quality, and some popular SEO scams that can cost you thousands of dollars but cannot possibly deliver results.

## Why Some Websites Fail at Design Stage

Before starting an SEO marketing campaign it is necessary to have a website. Yet, several important SEO factors are routinely ignored by developers and website owners (for different reasons) at the design stage, making it difficult and sometimes impossible to achieve high rankings in search engines.

The truth is, design is not a primary factor that makes a website an asset to a law firm. Here are 3 important factors of creating an SEO-friendly website one should consider before website development, and ideally before selecting a website development company:



- ✓ Development platform or programming language
- ✓ Conversion-focused navigation elements
- ✓ Copywriting Content

### **Development Platform or Programming Language**

The language or the platform the website is developed in is an important consideration. Some programming languages are more SEO-friendly than others. Many website developers utilize flash elements to make your website look appealing...But in reality, search engines cannot read flash files. If your website is written with a lot of Flash, it does not have a chance to rank well.

The best platform for developing SEO-friendly websites available today is WordPress. While originally WordPress was developed for blogs, more progressive web development companies offer custom website development services using WordPress as a content management system.

Few reasons to use WordPress for Website development:

- ✓ WordPress is the world's leading content management platform and is the greatest SEO weapon for clients who wish to be ranked high in Google search.
- ✓ Every leading SEO company, including LawyerMarketing, has developed its own websites in WordPress.
- ✓ The head of Google's Web group said at a WorldCamp 2009 that "WordPress already takes care of 80-90% of [on-page] Search Engine Optimization."

WordPress also allows website owners to:

- ✓ edit pages without any knowledge of HTML
- ✓ easily handle "rolling events" like speaking engagements
- ✓ post-date articles or website updates so they can automatically "go live" on the scheduled date (as is required with embargoed articles until their print publication date)
- ✓ allow readers to participate through comments
- ✓ organize content using tags
- ✓ seamlessly handle pre-existing URLs
- ✓ easily add new functionality (because it is "open source")
- ✓ get free support by the very responsive developer and user communities

**Did You Know?** There are WordPress developers for blogs, but less than 5% of developers program 'traditional websites' using WordPress. LawyerMarketing has unique expertise and a team of experienced website developers that uses the best content management system and Google's favorite WordPress to develop easy to manage SEO-friendly websites.



## Conversion-Focused Elements

Search engines rank websites higher if these websites have a clean and easy-to-follow navigation structure. However, since the website is developed to turn visitors into clients, you need to implement specific layout elements which will help you accomplish this goal. The top tier of website design firms either closely follow the latest trends and techniques that maximize visitor conversion, or keep web copywriters on staff to advise on those subtle elements.

These techniques include site navigation structure, color scheme, location of tabs, site 'texture,' trigger keywords, and even the size, color, and wording on buttons and tabs on your website. For example, a major a-b-c split test conducted by the Direct Marketing Association showed that 63% more website visitors clicked on a specific size and color button than on 5 other buttons. Unfortunately most web design companies do not know what elements convert best.

## Copywriting Content

Hiring a successful web copywriter to develop website content serves two purposes. One, is they write content that has a certain level of "keyword density", so your website can rank high in Google's natural search. Second, they make sure the language captures the readers' attention and prompts them to take action...fill out that contact form, or pick up the phone to call your law firm...ultimately becoming your client.

**Did You Know?** LawyeriMarketing has more than 3 million dollars of research at their disposal detailing techniques that maximize visitor-to-client conversions. We also have educated and experienced copywriters on staff, providing content writing services exclusively designed for law firms and optimized for search engines.

## Not All Links Are Created Equal - Off-page SEO Best Practices

Google gives substantial weight-age to inbound links to your site. Link popularity is one of the most important elements that search engines factor into their ranking algorithms. This means that the quality and the quantity of inbound links are of paramount importance to the success of your SEO campaign.

The vast majority of internet users and website owners have been incorrectly lead to believe that when it comes to links **quantity** will solve their ranking problems. The more links, the better, right? Not so fast.

Search engines have a rigorous process to determine the **quality** or strength of each link coming to your site. Among some of the factors search engines include into their link quality equation are:

1. Page Rank or PR of the page linking back to your website
2. One-Way or Link Exchange?
3. Manual Registration/Submission
4. Gradual Link-building



5. Relevancy
6. Randomness
7. The actual text that is linked.

**1. Page Rank/PR** - Google ranks the authority of websites by their popularity/traffic, from PR0 to PR9. One of the first things a top search engine detects is the link popularity of the site that is linking back to your site. Link popularity is "inherited" so if your website has even a few links from the more reputable websites on the internet, Google will give that site a higher "algorithmic" value than if it is receiving thousands of links from PR0 or PR1 websites.

**2. One-Way or Link Exchange?** Link exchange means exactly that; you place a link on someone's website and in return they place their link on your website. While this technique worked wonders just two years ago, search engines have come to view link exchanges as "search engine spam" and adjusted algorithms to give no value to links created via link-exchange programs. Common scam involving link-exchange programs is explained later. Make sure that links coming back to your site are genuine, one-way backlinks.

**3. Manual Registration/Submission** - Search engines can tell by IP address, location and speed of directory submission whether it is a human making a link to your website or a software program. Google may sometimes ban websites that use automatic link-building, but it always significantly reduces link value on automatic submissions. Manual one-way linking is a labor-intensive process, and you should use caution when an SEO company promises to deliver your website many links quickly and/or at a low cost. People have to be paid, software programs do not, which also leads us to the next point...

**4. Gradual Link-building** - For link-building to appear natural to search engines, it has to be done gradually. Google can detect whether a website is getting too many links too quickly and can either penalize your website by lowering its ranking or ban it entirely. Despite some software claiming timed-release capability, there is no empirical evidence which suggests that automatic submission delivers results similar to manual submissions.

**5. Relevancy** - Google places high value on links that are coming from reputable websites in the same field. This has been the downfall of Link Exchange programs and automatic submissions, which utilize many unrelated PR0 websites to get thousands (and sometimes hundreds of thousands) of links to your websites. As with other "search engine spam" factors, Google will not count these links when computing your ranking. Google may determine that your website belongs to a different theme (say, gambling) and treat it accordingly. As the result your website will raise in gambling-related search results, and go down in the results you seek ("personal injury lawyer in NY" for instance). With the last Google algorithm update (dubbed "Big Daddy"), Google can positively determine that you are trying to trick search engines, and simply drop your site from its index.

**6. Randomness** - Another way Google makes sure the links your website receives are created manually and makes sure you are not using a "link farm," is it checks



whether the locations from which links have been created vary geographically, or whether they are coming from...same few computer IP addresses where the software is installed? This issue can be avoided with manual submissions.

**7. The actual text that is linked** - For example, it is optimum to use your main keyword as the text that is linked instead of your company name.

## SEO Scams, "Black Hat" Techniques & Other Great Ways to Get Zero Results or Get Blacklisted by Google

### **A Law Firm Case Study:**

Here is a real life SEO service that was presented by a competitor to a Law Firm in NY just two weeks ago (LawyeriMarketing was brought in as a consultant):

Unnamed SEO company offered this law firm the following SEO services:

- Basic on-site SEO (keywords, meta tags, description, sitemap, Google analytics setup etc)
- Search engine submission
- 25 press release submissions (1 written)
- 100 directory submissions
- 50 article submissions (5 written)
- 350,000 links via Link Exchange program

**Cost: \$10,000**, with 10% discount for upfront payment

**No guarantee of results**

**Evaluation:** Setting the Link Exchange program aside from the rest of the 'genuine' SEO services, we concluded this law firm overpaid 4-8 times for the remaining SEO services.

**Conclusion:** The law firm pre-paid for the above-mentioned SEO services and insisted on following through to "see what happens." What did happen? In the last two weeks this law firm's website ranked dropped from 790,000+ to 11,940,000+ according to SEMRush Rank.

You have just learned that link exchanges, and automatic submissions do not work, and can seriously penalize your rankings. Avoid SEO companies that suggest the use of dangerous, unreliable and "spamy" SEO tactics.

**Did You Know?** Link Exchange programs are not just ineffective, they are really cheap too! You can get 300K of worthless PR0-PR1 two-way links though a link exchange program for several hundred dollars by buying direct. It is NOT a service SEO companies offer directly, and it is NOT "organic."



## "Black Hat" Techniques

Here is a number of critical SEO mistakes many inexperienced webmasters or fraudulent SEO companies attempt to get 'quick' high rankings. All of these are short term options and it is only a matter of time before Google punishes or bans the website from the search engine.

**Use of hidden text:** The use of hidden text is a technique where a website hides keyword text by matching page background color with text color. Search engines will 'see' the text, but humans will not see it. Recently CSS has been used to elaborate on this hidden text method.

**Use of tiny text:** Another text trick is the use of tiny text in websites which is not visible to users but is used to increase keyword density.

**Over repetition of keywords:** There is a limit for ideal keyword density. It ranges from 5 to 20% - although there is controversy on the ideal limit. If keywords are repeated over and over, it raises the keyword density, but it also leads to a search engine ban for "keyword spamming."

**Generating doorway pages and cloaking:** Usually, for dynamic pages, webmasters can create orphan HTML pages with keywords for search engines, and redirect them to main dynamic page. This is another type of spamming.

**Submitting to Free For ALL (FFA) and Link Farms:** There are some sites that accept and provide links, irrespective of industry relevancy. In this case, the links will be treated as spam links by the search engines. Do not submit to FFA or Link farms as it will harm your websites' rankings.

Here are additional things to check against, or avoid doing in the first place because they hurt your rankings;

- ✗ Keyword stuffing
- ✗ Keyword density too high
- ✗ Too many links on a page to your 'link exchange partners'
- ✗ Focusing too much on the on-page optimization
- ✗ Not creating enough quality content
- ✗ Not updating your website enough
- ✗ Using generic keywords instead of long tail ones
- ✗ Focusing on the wrong keywords
- ✗ Only optimizing your homepage for all keywords

If you think that any of the above factors are hurting your firm's website rankings, or if you would like your website to appear on 1st page of Google..., or simply would like to set up a website for your firm, you can contact us at [www.LawyeriMarketing.com](http://www.LawyeriMarketing.com)