Law Firm Websites
Search Engine Optimization

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Tactics for High Rankings — Topics

- Search Engine Optimization (SEO)
- Intuitive navigation
- Writing for online users
- Cross-linking
- Content and tools

Content is King — Design is Secondary

1. Illegible font
2. Limiting the view
3. Unclear intention
4. Stale information
5. Divorced from operations
6. Unsearchable, uncopyable text
7. Unnecessary distractions
8. The fashion trap

Online Business Strategy

Then

- "Let your fingers do the walking" meant Yellow Pages

- Legal information was difficult to access

- Online brochures revealed nothing

Now

- International exposure at all hours of every day

- Legal information readily, easily available

- Interactive plus personality

Online Website Strategy

Recipe for disaster

- Everything to everybody
- Steal from competitors
- Focus on design
- Legal speak or have a lawyer write it

Recipe for success

- Focus on strengths
- Be yourself
- Design supports copy and brand
- Tightly written and easily understood copy

SEO — How Not to be Found

1. Have a splash or copy-free splash page
2. Blank or repetitive title pages
3. Lack of keywords in copy
4. No internal links

Search engine spiders need food!

SEO — Spider Food

On-page — You have 100% control

1. Page title - 96 characters
2. Keyword density - don't overuse
3. Site structure - minimal graphics and flash; users to find what they want in three clicks or less
4. Internal crosslinks

Off-page — How other sites affect yours

1. Links and page rank
2. Page reputation
3. Anchor text
4. Link popularity

SEO — How Does Your Site look?

Test

- Go to Google, use the "cache" search
- In search box, enter cache:yourdomain.com

Result

- Google's memory of how your site looks

Look for searchable content that describes firm

Next to no searchable text = poor ranking

Also try websitegrader.com

Top 10 Tips

1. Exchange value for time — clients will trade time for value and insight

2. Create client-focused content — focus on client problems then explain how you can help

3. Eliminate jargon and buzzwords — speak in simple, easy terms (less intimidating, higher search results)

4. Content trumps design — simple and easy to read; flashy design get old and downloading takes time

5. Interact but don't intrude — email, newsletter signups, etc. enable interaction

Top 10 Tips (con't)

6. Communicate with character — provide glimpse of personality and culture of firm

7. Know your users — monitor traffic, learn what pages and downloads are accessed; search for patterns

8. Make everything easy — help users scan, simplify signups, pages to load fast, three clicks or less

9. Keep up with the times — monthly check and refresh to attract search engines and users

10. Your number one marketing vehicle— equal parts front office, resource library, publicity

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Questions? Comments? Ideas?

Thank You!

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