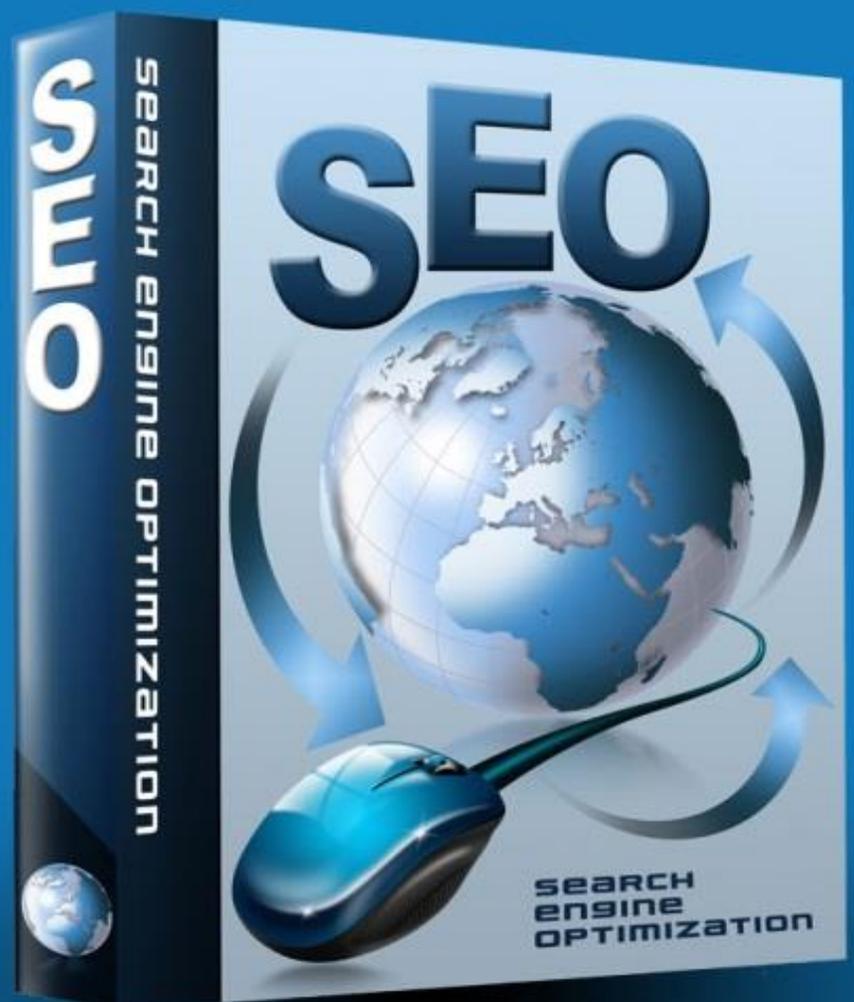


HOW LAW FIRMS CAN AVOID COMMON AND COSTLY SEO MISTAKES

WE PROVIDE
QUALITY SEO AT
AFFORDABLE
PRICING



**TRANSFORMATIONAL
OUTSOURCING**

3 Mistakes Attorneys Make when SEOing their Website

Designing a site is about more than just making something colorful and pretty. In order for an attorney website to be a valuable marketing tool for your firm, it must be functional and potential clients must be able to find you. The key to ensuring people find you online? Ranking high in search engine results. Your site must appear in the top results when potential clients conduct a search in order for them to ever find you. You can have the most attractive site in the world and if potential clients never find it, the site is doing you no good.



The key to ranking high is to utilize Search Engine Optimization (SEO). These design and maintenance techniques ensure search engines like Google, Bing, and Yahoo “like” your site and rank it high in the results it provides to people searching for attorneys. Unfortunately, SEO can be confusing and many attorneys lack the time and resources it takes to ensure quality SEO. For many, the mistakes are common and just a few improvements will boost them ahead of the competition.

What are some of the most common SEO mistakes made by law firms?

1

Links

Using links incorrectly or not at all is sure to damage SEO. There are several factors you need to consider when it comes to links. The first are basic and apply to your site’s design. Links must be bold and stand out from other text, encouraging people to click on them. It is also helpful when links are more than just one word because that also makes them easier to see. The key is to create links on pages that stand out without damaging the overall design of the site. People will browse a page without paying attention to detail, so highlight your links, making them easy to see and more inviting to click.



Another consideration when it comes to links is ensuring you have some that are internal and external. Link to other areas on your site to highlight more of your content. If you are writing a blog post about protecting child custody rights, link to the attorney in your firm who practices family law and is an expert in custody issues.

Linking to outside sources is also a great idea. Make sure they are credible and that they open a fresh page so you are not driving people away from your site permanently. Linking to reputable sites encourages search engines to pay attention to your site, and it provides quality information to your clients.

2

Content that is Difficult to Scan or Outdated



Your content is another important consideration when it comes to SEO. Don't ever consider your site "finished." Your static content can be complete, but in order to maintain a high ranking, you need to update your site on a regular basis with fresh content. A blog is a great way to do this, but not your only option. Any time you can share relevant information with site visitors, do so.

It is also important to make sure your content is easy to scan. Search engines are automated and there are no human eyes reading your content. You need to break up content into easily readable chunks that can

quickly be scanned. This not only appeals to search engines, it also makes it easier for site visitors to read.

This might not be how you are used to sharing information, but it is what works best when it comes to designing a website and ensuring SEO is helping your site. It simplifies the information you are providing and makes it easier to share.

3

Lack of Engagement

Finally, you want to take engagement into account when it comes to SEO. Search engines ranking is a popularity contest to some degree. Search engines prefer sites that are established authorities in their industry. If people are talking to you and about you, it is going to help your site rank higher.

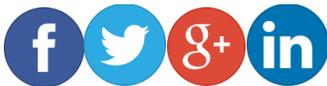
In addition to encouraging people to interact with your site, link your site to social media accounts and be active on those accounts. Interact with people on social media and direct them to your site for more information. Make sure your fans and followers know your site is a resource for legal information. Not only will they view you as an expert in the legal community, search engines will also reward you for your efforts. The more energy you generate around your site and your business the more attention it will get and the better you will rank.



Perhaps the most important thing you can understand about SEO for law firms is that it is a process. There are no quick fixes or tricks you can use to gain high rankings, at least not permanently. If you want to consistently rank high and build a reputation online that is a good representation of your firm, you need patience and the willingness to invest in your site. Growing a successful site is like growing a successful business – it doesn't happen overnight. Consistency is a key and will enable you to build a marketing tool that offers a fantastic return on your investment.

Are you looking for ways to boost your search engine rankings? Are you concerned SEO is a problem and that your site could be bringing you more clients if only you could fix those mistakes? We can help. To learn more about SEO and how it can help you grow your law firm, contact Transformational Outsourcing.

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