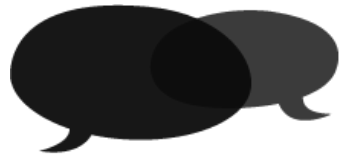


Louisiana[®]
State Bar
Association

SEO BASICS:

Drive traffic to your website and convert contacts to clients



Conversations
DIGITAL

Megan Hargroder

Founder and CEO of Conversations Digital

Host of live and online workshops on using social media to drive traffic and increase leads



Speaking Engagements

CLE Seminars hosted by the Louisiana Bar Association

Small Firm Bootcamp hosted by Paperless Chase.

New Orleans Entrepreneur Week

American Association for Justice



[@heyitsmegan](https://twitter.com/heyitsmegan)



ConversationsDigital.com

SEO

ONSITE

Content

Website Structure

Crawlability

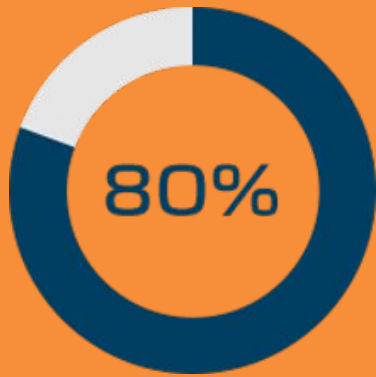
OFFSITE

Keyword & Competitive Analysis

Link Building & Outreach

Review & Adjustment

Tracking & Reporting



Of people use search engines to find local product and services information.

THIS INCLUDES LAWYERS!

This Attorney's Website and Yelp page both rank on Google.

Long Beach Personal Injury Lawyer | Lakewood Co
www.hsrllegal.com/
Call 888-357-0461 for a free consultation with a Long Beach personal injury attorney at Harting, Simkins & Ryan, LLP. We protect accident victims.

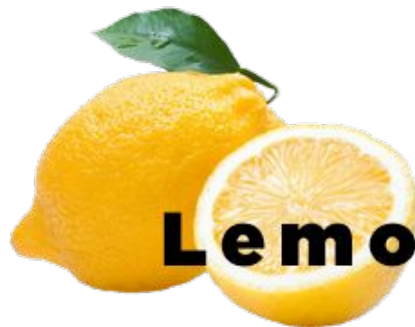
Personal Injury Attorney Long Beach, CA | The Reeves Law ...
www.robertreeveslaw.com Long Beach
★★★★★ Rating: 5 - Review by Elizabeth
Long Beach accident attorneys featured in Newsweek's "10 Best Personal Injury Attorneys," "Top 100 Trial Lawyers" by The National Trial Lawyers ...

Long Beach Personal Injury Lawyers - Local Attorneys ...
lawyers.findlaw.com > Personal Injury > California > Long Beach
Results 1 - 20 of 100 - ... CA Personal Injury lawyers with detailed profiles and recommendations. Find your Long Beach, CA Personal Injury Attorney or Law Firm.

The Reeves Law Group - Long Beach, CA | Yelp
www.yelp.com > ... > Lawyers > Personal Injury Law > Yelp
The Reeves Law Group - Long Beach, CA, United States The Reeves Law Group - Long Beach personal injury lawyers - Long Beach, CA, The Reeves Law ...

Personal Injury Law Firms in Long Beach, CA - Lawyers.com
www.lawyers.com > ... > Personal Injury Lawyers > California
Find listings and reviews for Personal Injury law firms in Long Beach, California on Lawyers.com.

For solo and small firms, the foundation of great SEO and searchability starts with a niche practice area



CALIFORNIA
Lemon Law Firm



Develop compelling “core” messaging around your practice area

1

Answer these 3 questions in 1 sentence each:

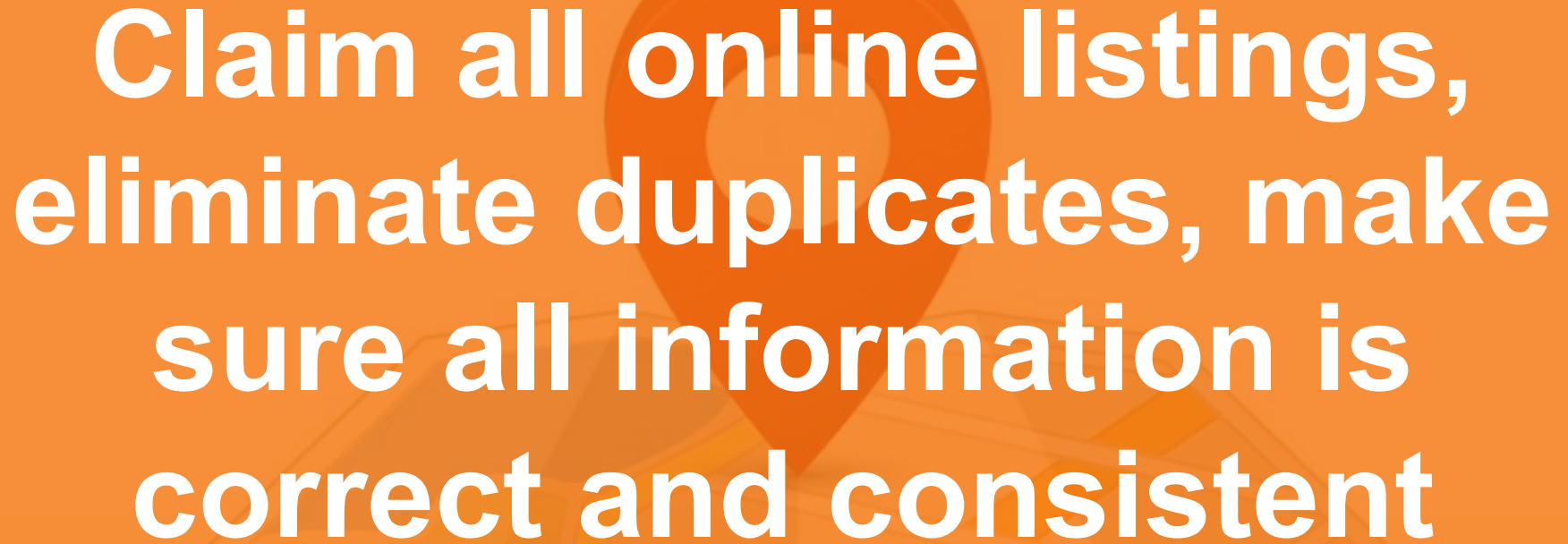
- What area of law do you practice?
- What problems do you solve?
- What makes you special or unique?

2

Merge those into 1 sentence

3

Remove all unnecessary words

The background is a solid orange color. In the center, there is a large, semi-transparent orange location pin icon. Below the pin, there is a large, semi-transparent orange star icon. The text is centered over these icons.

**Claim all online listings,
eliminate duplicates, make
sure all information is
correct and consistent**

Find out where
you are already
listed by going to:

moz.com/local

and typing in
your business
name.

The screenshot shows the Moz Local website interface. At the top, there is a navigation bar with the Moz logo, links for 'Products', 'Blog', and 'About', a search icon, and a 'Learn & Connect' button. Below this is a teal header with 'Moz Local' on the left and 'Home', 'Check Listing', 'How It Works', and 'Enterprise' on the right. The main content area features the heading 'Can your customers find you online?' followed by the subtext 'Check your listings on Google, Bing, and other local search engines.' Below this is a search form with two input fields: one containing 'Conversations' and another containing '70130'. To the right of these fields is a yellow 'Check my Listing' button. Underneath the search form, there is a section titled 'Choose the most accurate listing' which displays two identical listing entries. Each entry includes the business name 'Conversations Social Media, SEO, and Wordpress Design' with a green 'Verified' badge, the address '322 Lafayette St, #302, New Orleans, LA, 70130', and the phone number '(504) 457-8122'.

CLEANUP:

Delete duplicate listings + Polish existing listings

A [Brad's Appliance Service](#)   - [more info »](#)



Kalispell, MT - (406) 857-6727 - 7.9 mi S
[1 review](#)
"Brad came and fixed my microwave recently. The service was efficient and ..."

B [Brad's Appliance Service](#)   - [more info »](#)



Kalispell, MT - (406) 857-6727 - 7.9 mi S

Business Listing

Joe DeBelak Plumbing & Heating Co Inc
W143N9358 HENRY STARK RD
MENOMONEE FALLS, WI 53051
(262)251-2630 [Claim this Listing](#)

DEBELAK HEATING & A C
W143N9358 HENRY STARK RD
MENOMONEE FALLS, WI 53051
(262)251-2630 [Claim this Listing](#)

Having inconsistent citations creates a trust issue for Google, as Google wants to provide correct & most useful information to its users.

Google can't trust the information provided on the business page if there are multiple citations across the web with conflicting information.

CONSISTENCY IS KEY.



*Rule 7.6. Computer-Accessed Communications [Enforcement of Rule 7.6(d) is suspended, until further notice, by order of the Supreme Court of Louisiana, dated September 22, 2009.] (a) Definition. For purposes of these Rules, “computer-accessed communications” are defined as information regarding a lawyer’s or law firm’s services that is read, viewed, or heard directly through the use of a computer. Computer-accessed communications include, but are not limited to, Internet presences such as home pages or World Wide Web sites, unsolicited electronic mail communications, and information concerning a lawyer’s or law firm’s services that appears on World Wide Web search engine screens and elsewhere. (b) Internet Presence. All World Wide Web sites and home pages accessed via the Internet that are controlled, sponsored, or authorized by a lawyer or law firm and that contain information concerning the lawyer’s or law firm’s services: **(1) shall disclose all jurisdictions in which the lawyer or members of the law firm are licensed to practice law; (2) shall disclose one or more bona fide office location(s) of the lawyer or law firm or, in the absence of a bona fide office, the city or town of the lawyer’s primary registration statement address, in accordance with subdivision (a)(2) of Rule 7.2; and With amendments through June 2, 2016. 48 (3) are considered to be information provided upon request and, therefore, are otherwise governed by the requirements of Rule 7.9.***

Quick Translation:

All online representations of your law firm (i.e. your website, listing sites, etc.) must include your correct address & contact information.



Google
My Business



Google My Business is your best opportunity for organic leads outside of your own website's SEO. To make the most of it, you just have to make sure it's set up correctly and using all of its features.

- **Optimize your profile**
- **Respond to reviews**
- **Add photos**
- **Add FAQs**
- **Regularly publishing blogs or firm news**

The Barber Law Firm: Top Dallas Personal Injury Lawyer ...

www.thebarberlawfirm.com/ ▼

Chosen as best Dallas personal injury attorney. Get a free consultation at The Barber Law Firm. You don't pay unless we win.

4.9 ★★★★★ 8 Google reviews · [Write a review](#) · [Google+ page](#)

3102 Maple Ave, Dallas, TX 75201
(214) 382-9600

Contact Us

Contact Us: The Barber Law Firm's personal injury attorneys in ...

Our Team

Our experienced and knowledgeable team members ...

Plano

We have several office locations, including one in the Plano ...

[More results from thebarberlawfirm.com](#) »

Kristopher Barber Attorney

Kristopher Barber Attorney. profile-kris-full-1. Mr. Barber grew up in ...

Car Accidents

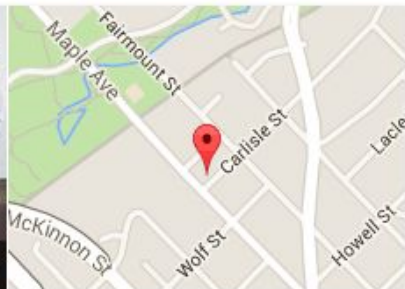
Every year, millions of people are involved in car accidents, which ...

About Us

Contact Us Today for YourFree ... Simple: We are passionate ...



See photos



The Barber Law Firm - Dallas Office ★

4.9 ★★★★★ 8 Google reviews

Personal Injury Attorney

Address: 3102 Maple Ave, Dallas, TX 75201

Phone: (214) 382-9600

Hours: Open today · 8:00 am – 3:00 pm

Reviews

8 Google reviews

Directions

Write a review

The Barber Law Firm - Personal Injury Law - Oak Lawn ...

www.yelp.com · [Lawyers](#) · [Personal Injury Law](#) ▼ [Yelp](#) ▼

Reviews + Testimonials significantly boost your online listings, and make new clients more likely to contact / hire you.



[Astor Weiss Kaplan & Mandel, LLP](#)
www.astorweiss.com
2 Google reviews · Google+ page

Sheridan & Murray
www.sheridanandmurray.com
5.0 ★★★★★ 15 Google reviews · Google+ page

[Arthur Newmark, M.D., Esq.](#)
medical-malpractice-philadelphia.com
Google+ page

[Philadelphia Bar Association](#)
www.philadelphiabar.org
Google+ page

[White & Williams LLP](#)
www.whiteandwilliams.com
Google+ page

Law Office of Joseph S. Mitchell III, Esquire
www.joemitchellattorney.com
4.9 ★★★★★ 5 Google reviews

[Kline & Specter PC](#)
www.klinespecter.com
1 Google review

A 200 S Broad St
Philadelphia
(215) 790-0100

B 1600 Market St #2500
Philadelphia
(215) 977-9500

C 1700 Sansom St
(215) 864-7000

F 1500 John F Kennedy
Blvd #1700
Philadelphia
(215) 557-7111

G 1525 Locust St
Philadelphia
(215) 772-1000

Reviews help you stand out

**Blogging
is
EVERYTHING**

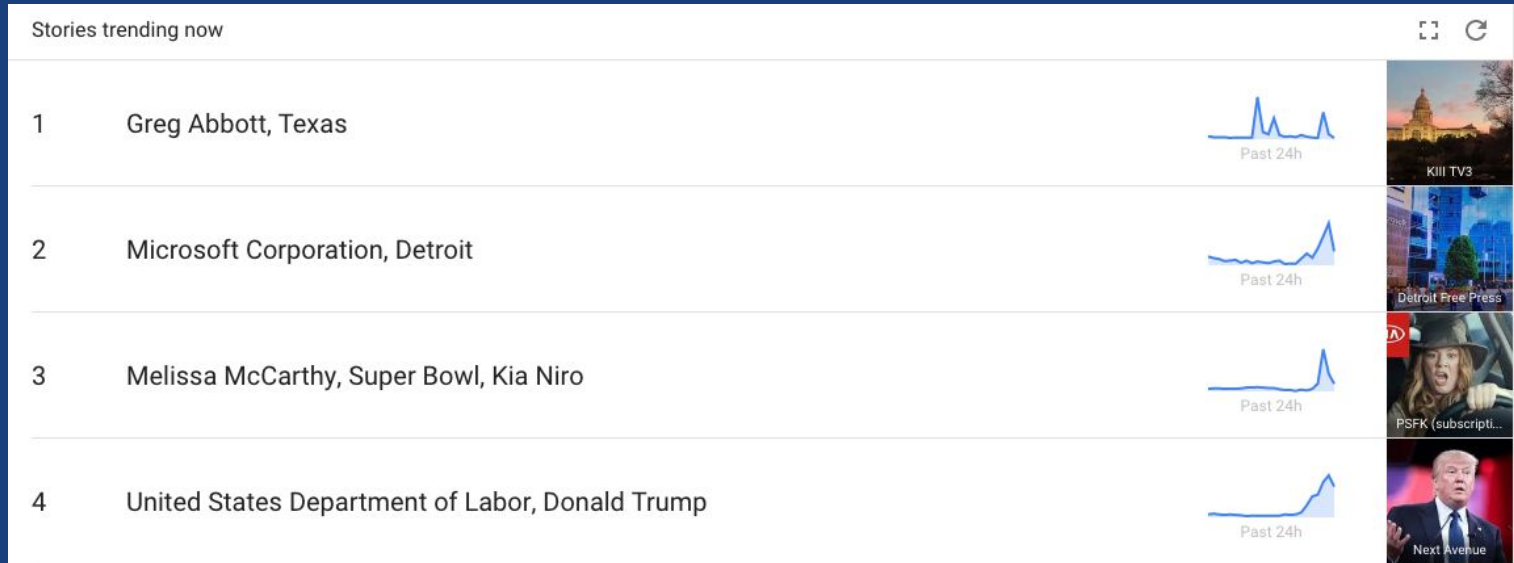


How do you decide what to write?

1. Keep up with latest legal information / findings
2. Ask Yourself, “What Is My Target Client’s Biggest Concern?”
3. Research What’s Trending on Social Media
4. Ask a Question Based on a Current Event
5. Make a Predictions
6. Create a Top Ten List
7. Create a Regular Feature
8. Respond to Comments on Your Blog
9. Write a Sequel or Follow-Up to a Past Post
10. Recruit a Guest



Example: Google Trends Top Trends



A solo employment attorney might want to create a post around Trump / dept of labor news

Weekly Blogging Checklist

- Write Killer Headlines
- Use Important Keyword Phrases (But Don't Stuff)
- Write About the Niche Topics
- Create informative, interesting, timely content
- Categorize Your Blogs
- Link to Old or Related Articles
- At least 600 words per post
- Post your blogs to social media (using target keywords as hashtags)

Search Engines are still king, but...

Americans between 18 and 64 spend about 3.2 hours each day on their favorite social network.

Yet, only 19% of digital marketers spend more than 20 hours per week on social media marketing while the majority of 64% spend only 6 hours on such activities.

Social Media Tips To Boost SEO:

- Use hashtags based around your keywords on Twitter
- Link back to your website within social posts
- Always post your blogs to social media
- Make your content searchable and shareable
- Grow your follower base
- Use keywords in your post

Creating Regular Content (like a pro)

Mon: Original Content: search [google.com/trends](https://www.google.com/trends) to see what hot topics related to your practice areas are in the news. Write a blog post. Post the link to your social media channels.

Wed: Legal News: post an article from an authoritative legal news site, related to your practice area, to your social media channels. Tag or mention the original source!

Fri: Firm News or Partner News: a recent press release, a photo of you doing something philanthropic for the city, getting an award, etc., or a partner biz doing something great that you want to give a shout out to. (have fun on Fridays!)

“Next level” strategies for lawyers:

1. Reddit
2. Local bar association message boards
3. Disqus comment threads
4. Submit your active blog to ABA Blawgs
5. Nextdoor (local message board)
6. Hashtagging for increased searchability



Louisiana[®]
State Bar
Association



Build (or rebuild) your website in wordpress



Most attorneys have a website, but many are unaware of the advantages they can gain with a WordPress site. A typical website lacks the capabilities of reaching your target audience, unlike WordPress, which can help your page climb to the top of the rankings.





Conversations

DIGITAL

Helping lawyers attract *GREAT* clients
online since 2011

Contact: megan@conversationsdigital.com



AMERICAN
ASSOCIATION *for*
JUSTICE



SMALL LAW FIRM
BOOTCAMP

Louisiana[®]
State Bar
Association



Voted "Top 3 Best Rated"
ad agencies in New Orleans