CONTENT
AND ON-PAGE OPTIMIZATION

ALWAYS, SOMETIMES, NEVER...
ADVICE FOR LAW FIRM MARKETERS

Consultwebs
helping law firms & clients connect

The content of a page is an important part of what qualifies it for a search result position. What is quality content and what isn't? This resource contains some helpful advice but should not be considered an exhaustive list of ways to achieve success with your firm's content and on-page optimization.

ALWAYS

Best practices for content and on-page optimization suggest that the following items are essential.

○ **WRITE WITH PURPOSE, PRECISION AND BALANCE**
Make sure you are writing for your target audience first. Your audience searches with and understands plain English and legalese can be confusing and overwhelming to them. Determine the target keywords that your audience is using to search, and always proofread your content before publishing. Keep search engines and functionality in mind while writing. Take care of necessary on-page elements, but don't sacrifice user experience in favor of technical requirements. Find the middle ground that works well for both users and search engines.

○ **MAKE INFORMATION EASY TO FIND**
Customize your content in order to bolster information for your main practice areas. Grouping all of your firm's practice areas together makes locating specific information on your website difficult. Your practice area pages should have separate URLs as well.

○ **BE COMPLIANT**
Always be sure your content complies with your State Bar rules on legal advertising, especially when it comes to testimonials and case results.

○ **KEEP CONTENT FRESH, UNIQUE AND HELPFUL**
Keep your website up-to-date and do not copy content from other sources. Making sure your content answers your audience's most important questions is one way to drive traffic to your site.

○ **KEEP USERS ENGAGED**
By breaking up text with bullet points, numbered lists, short paragraphs, and call-out boxes, you can keep your audience engaged. Including rich media such as videos and images will help break up long, monotonous blocks of text and give users reasons to explore your pages more deeply, spending more time on your firm's site.

ALWAYS

○ **GIVE READERS A REASON TO CALL**

Give potential clients visiting your site reasons why they should contact you rather than your competition. One way of doing this is by explaining to potential clients how you can help them and highlighting your firm's credentials. Always provide clear and obvious contact information.

○ **LINK TO THE RIGHT CONTENT**

Including authoritative outbound links is one way to show users and search engines that the content on your page is dependable. Also, linking to other pages on your site (internal linking) will help you distribute the link equity received from other sites and it will make your site more crawlable for search engines.

○ **BE JUDICIOUS WITH YOUR LINKS**

Link to authoritative and relevant sources but do not saturate your content with links. Keep in mind what links are helpful and related to what a user is looking for on a given page. Too many links will confuse users as to what is important. For a straight forward user experience, you should consider linking to forms you would like prospective clients to fill out before an initial meeting.

SOMETIMES

Some actions and activities can be beneficial to your efforts to improve your website's content and on-page optimization but may only need to be done periodically, or under certain circumstances. In some cases, certain actions can be overdone. Below are the "sometimes" items for your content and on-page optimization.

○ **REVIEW YOUR WEBSITE**

Periodically review your site's content to make sure it is up-to-date. Be sure that more of your content is helpful and informative than the amount that is marketing-heavy.

○ **START THE TITLE TAG WITH A RELEVANT KEYWORD**

Placing a keyword close to the beginning of the title tag can make the page more relevant for searches with that keyword.

○ **USE LSI KEYWORDS**

LSI (latent semantic indexing) keywords are words or phrases that can be directly related to the page's main subject. Use of these words will make your content more relevant in the eyes of search engines' algorithms.

NEVER

There are some actions that can negatively affect your on-page optimization of which you should be aware. Below are some things that we suggest you never do, with regards to your firm's online marketing campaign.

- **NEVER KEYWORD STUFF**
  Overloading your content with unnatural use of keywords can cause your site to be banned or penalized by search engines.

- **NEVER USE ETHICALLY PROBLEMATIC TERMS**
  Many bar regulations and lawyer advertising rules may prohibit the use of terms such as "best," "specialize" or "expert" in language on the firm's website. These terms could create problems for law firms based on applicable rules.

- **NEVER MAKE FALSE PROMISES OR PUT OTHERS DOWN**
  Making disparaging comments about other professionals in your firm's marketing is unbecoming and will not gain you the attention you desire. Promising more than you can deliver will not bode well for your firm and may make you appear unreliable. For example, do not promise a returned call within an hour if it may take a day. Don't state or imply experience or ability that your firm does not have.

- **NEVER COPY CONTENT FROM OTHER SITES**
  Building your website by copying content from other websites is strongly discouraged by Google and can cost you in the form of penalties. Search engines can tell where and when the content originated and the copied content will not rank in searches.

- **NEVER FORGET TO OPTIMIZE IMPORTANT PAGES**
  Leaving an important page without optimizing important elements will hurt your firm's visibility in search. Make sure all important pages have unique title tags and meta descriptions.

- **NEVER NEGLECT SPELL CHECK**
  Despite your firm's record, qualifications and experience, you may appear to be less than professional in your field if you make the mistake of forgetting to check your spelling.

We hope you find this resource helpful in your efforts to get a better return from your firm's investment in online marketing. If you have any questions about this guide, or other activities related to Web marketing, our team at Consultwebs would be happy to speak with you. Since 1999, we've been helping law firms and clients connect. Contact us today at **getmore@consultwebs.com**, or call **800-872-6590.**