



Lift Legal  
Marketing

SEO

Best Practices for  
Law Firms



# What is SEO?

Search engine optimisation (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic.

SEO can help your business by increasing your search engine rankings, increasing your website visitors, building brand awareness and creating a competitive edge over your competitors.





Effective SEO focuses on the content on your website – both the technical elements required to increase awareness in search engines, improve search engine rankings and drive traffic to your website and also the quality, quantity and relevance of your content.

This marketing strategy is a long-term investment that is bound to generate quality leads for your law firm. In this eBook, we will identify the major players in the search engine market and best practice SEO for law firms so you can help your website rank organically.



# Top 5 Search Engines.

Here are the top  
search engines in the world:

1

Google with  
**92.18%**  
of the  
market share

2

Bing with  
**8.04%**  
of the  
market share

3

Baidu with  
**7.34%**  
of the  
market share

4

Yahoo! with  
**3.39%**  
of the  
market share

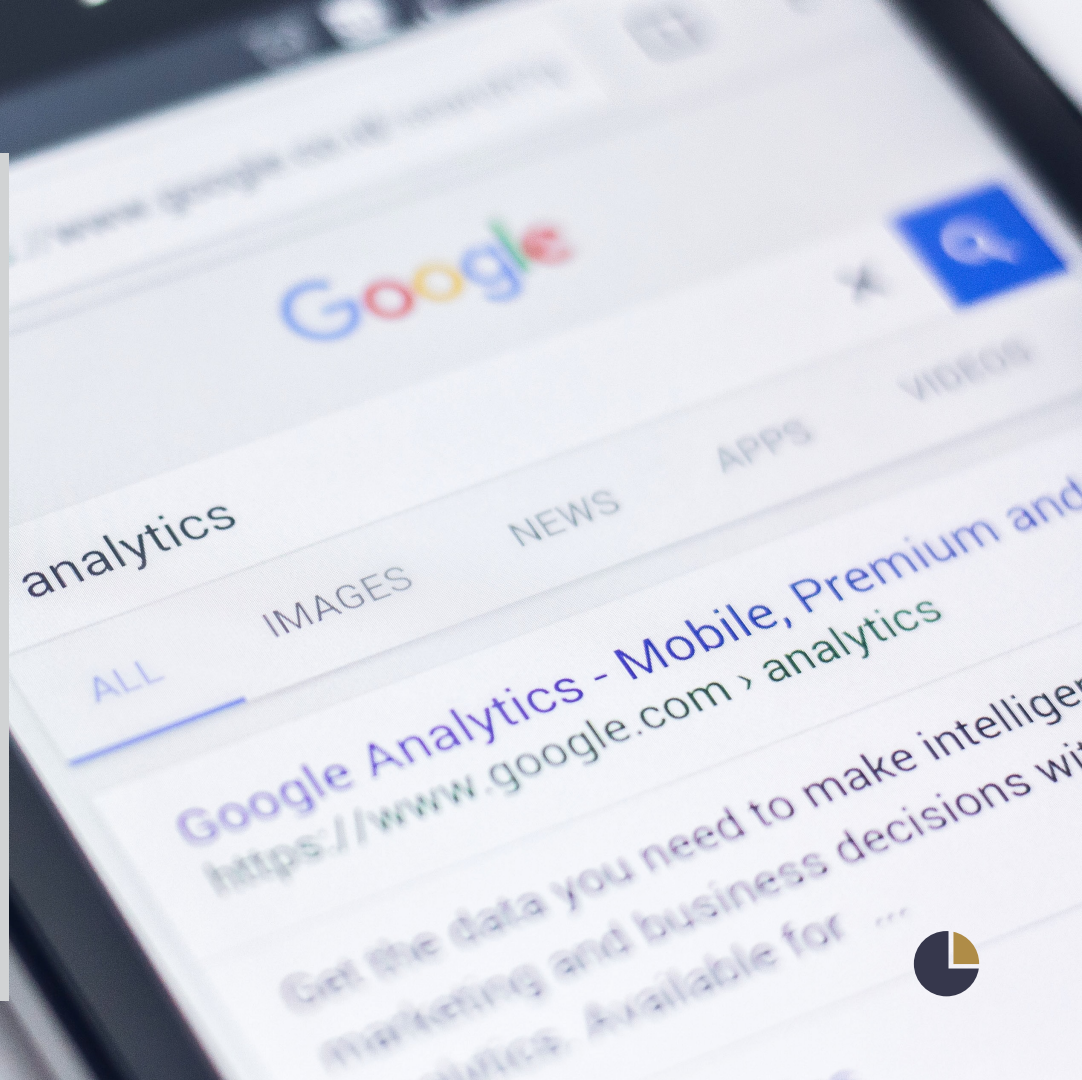
5

Yandex with  
**1.53%**  
of the  
market share



While there are still another 5 search engines that makeup the remaining market share, the impact of these search engines will not be a game changer for law firms.

**Statistics show that Google is the market leader in the industry and where most of our efforts need to be placed (when running an SEO program, you will also organically rank for the other search engines regardless).**



# SEO Best Practice: Keyword Research & Audit.

The first step is to conduct a keyword audit to see which words your site currently ranks for on Google. Once the keyword audit is complete, it is important to identify if any of these keywords are relevant to your area of practice or has the search volume coming through from Google. Many times, your site can be ranking number one for keywords that have zero search volume – which means no one is searching for this term and therefore no one is landing on your website.

**The key metrics to look out for in a keyword audit include:**

<b>Keywords Search</b>	Organic Keywords - the number of keywords this domain ranks for in the organic.
<b>Volume Search</b>	The number of searches this keyword has during a month.
<b>Position</b>	The position this URL is ranked in Google search.
<b>SEO Difficulty</b>	Estimated competition in organic search, the higher the number the more competitive.
<b>Estimated Visits</b>	The estimated traffic this web page gets from Google for this term.

Following the keyword audit, your SEO Expert needs to identify the right keywords to target for SEO. These keywords will be used in blogs and on-page optimisation strategies.

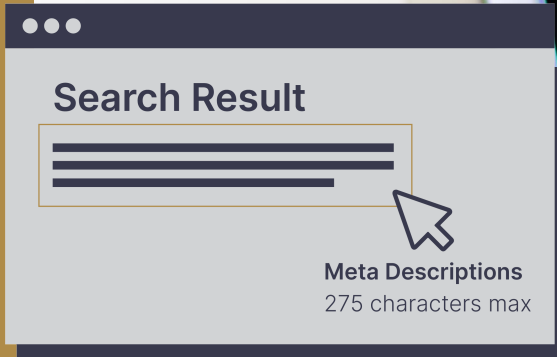
# SEO Best Practice: On-Page Optimisation.

Once you have your keyword list, the next step is actually implementing your targeted keywords into your site's content, as well as the back-end of the site.

The key elements of on-page optimisation are:

## Meta Descriptions.

A crisp meta description is a good place to start. Your meta description is one of your page's meta tags. It allows search engines to gauge the quality and relevance of the content on your page. Make your meta description clear, relevant and no more than 275 characters long (Google recommendation).





## URL Structure.

What this means is that your URL for each page on your law firm website should reflect the navigation path of that page i.e. the site hierarchy. This approach allows you to incorporate relevant keywords into your URL's that you want to rank for – which once again assists in ranking your website for relevant law firm search term.

## Internal Linking.

Internal linking within your website offers great SEO benefits and is essentially the linking of two pages within a single site. Such internal link networks provide a more useful way to navigate throughout a website and also provides an opportunity to leverage keyword rich anchor text i.e. those legal terms you want to rank your law firm website for within the search engines.

It's therefore important for you to give detailed thought to creating an internal linking strategy relevant to the structure of your law firm website.





## SEO Best Practice:

# Content Marketing.

Content is King when it comes to SEO. Google loves fresh new content when shared regularly on your website. What this means for law firms is that a robust content marketing strategy needs to be implemented, with relevant SEO content and keywords included.

Quality content that is relevant to what users are expecting to read when they click on a link, it is a basic necessity for all website owners. Furthermore, Google continues to refine its algorithm to penalise those websites that don't follow this best practice.

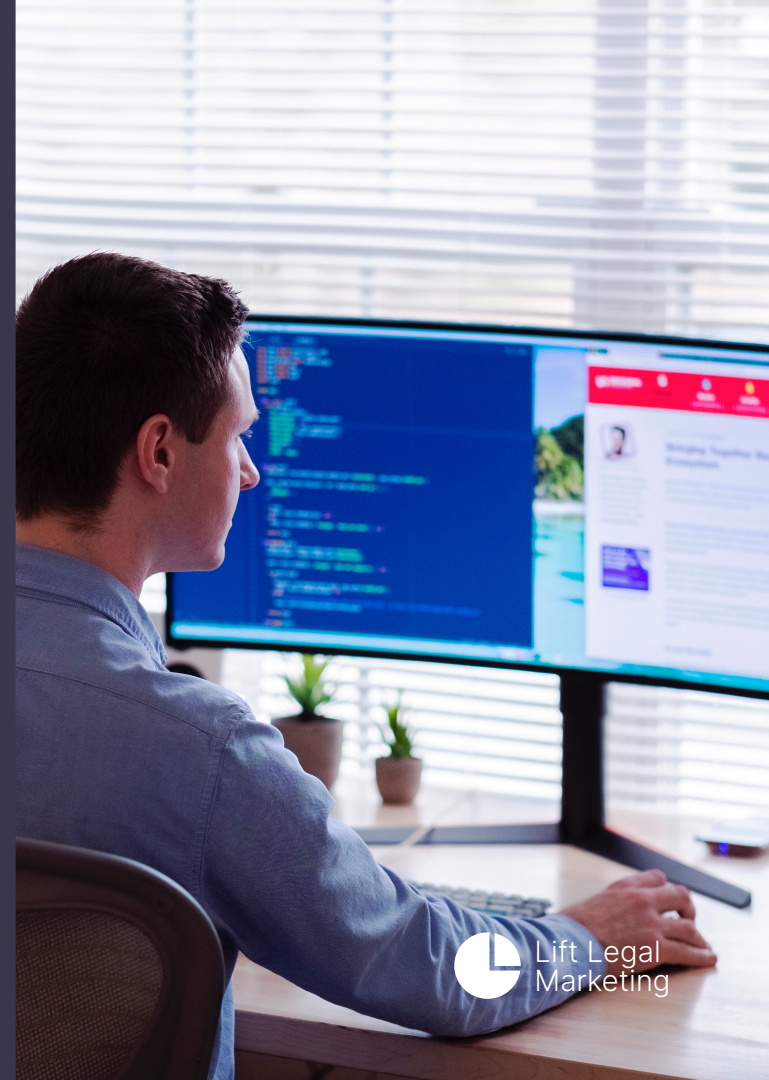
It is well worth the effort to create law related articles and content on your website that is relevant to the legal terms your customers are searching for. When they click your search engine listing, it's very important that the information it links to on your law firm website is written well, is relevant to the search term the customer used and is of an informative nature that it encourages them to contact you.

**SEO articles is best written by law firm marketing experts who intimately know and understand the industry and your clients.**

# Where to from here?

Whenever your clients and potential clients need your expertise, they use a search engine to find you. If you are in the process of building a new website, relaunching an upgraded one or trying to increase visitor traffic to your old one now is the perfect time to understand SEO for lawyers, how you can use Google to boost your law firm website and to make sure it gets the traffic you need to develop new business.

To carry out SEO, you may do some preliminary work yourself, however it may become too overwhelming and time consuming over time. Which is why using law firm marketing specialists is strongly recommended, as they have the right skill sets and industry knowledge to setup and roll out your firms SEO on a regular basis, while you continue to do what you do best.





# Peter Heazlewood.

Peter draws on his experience as a practicing lawyer of over 25 years and for much of that time as Managing Partner. He is one of the founding directors of Lift Legal Marketing, a market leader in providing gold-standard marketing strategies that help grow your business.

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