

AttorneySync's Guide To Google Tools For Your Law Firm

Google Welcome to Google Business Solutions

Advertise your business with Google AdWords



Google AdWords lets you promote your business alongside relevant Google search results and on our advertising network. Reach people looking for information about your products and services online. Easily control your budget and target prospects geographically. [Learn more »](#)

[Get Started](#)

Cut costs with hosted business email and more



Google Apps lets businesses securely deploy Gmail, Google Docs, Google Calendar and more to their employees. It's all hosted by Google, saving companies the time, money and hassles

of managing their own IT solutions. [Learn more »](#)

Increase website conversions and marketing ROI



Use Google Analytics easy-to-understand reports to make measurable improvements to campaigns and websites. Learn which keywords, sites and locations bring high-value traffic, and be more informed about how visitors are reacting to your site's content. [Learn more »](#)

 [Services](#)

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Purpose

If you're looking for a Treatise on Google's tools for businesses, this is not the guide for you. If you've "heard of" Google, and want to start using the power of Google for your law firm, than this guide will give you a proper introduction to the most common Google Business Solutions.

We've also provided our take (on a scale from 1-10) on the difficulty level and time commitment that each one will take.

The guide is intentionally short and sweet.

Our goal is to provide you with the basics, so that you can start to see the impact of internet marketing.

And, in the interests of full disclosure, we want you to see the time commitments necessary to effectively implement a law firm internet marketing plan.

We know that your time is literally your money. When you decide to get some assistance, we humbly hope that you will consider us.

We know that if you use these tools properly, you will find value in these services for your law firm (we use them for our clients everyday).

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Blogger- Create A Blog. It's free.

While Blogger may not have the "[power of Wordpress](#)", a friend once said, "consider that Blogger is on Google's servers, that can't be a bad thing."

Plus, for the do-it-yourself'er, Blogger is a bit easier.

[From Blogger:](#)

"A blog is a personal diary. A daily pulpit. A collaborative space. A political soapbox. A breaking-news outlet. A collection of links. Your own private thoughts. Memos to the world.

Your blog is whatever you want it to be. There are millions of them, in all shapes and sizes, and there are no real rules.

In simple terms, a blog is a web site, where you write stuff on an ongoing basis. New stuff shows up at the top, so your visitors can read what's new. Then they comment on it or link to it or email you. Or not.

Since Blogger was launched in 1999, blogs have reshaped the web, impacted politics, shaken up journalism, and enabled millions of people to have a voice and connect with others.

And we're pretty sure the whole deal is just getting started."

And they're right. Setting up a blog should be priority number for getting your law firm online. While you want your Blog to look professional, most lawyers don't need a fancy, expensive website at all.

Here's one of our [favorite online resources on blogging](#).

Keep in mind that, depending on your state, your blog may be subject to rules of professional responsibility. Especially with regard to advertising, marketing, and promotion. Check with your state bar before launching your new blog.

Difficulty: 1 Time: 5



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Google Adwords

[From Adwords:](#)

“You create your ads

You create ads and choose keywords, which are words or phrases related to your business. [Get keyword ideas](#)

Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started – Google will help you create one for free. It's that easy!”

Well, not THAT easy. While getting your account open and getting your first campaign running is fairly simple, having success (meaning generating more revenue for your firm than you are spending on advertising) is not.

The advertising legal services industry is one of the most competitive on the web. With costs per click exceeding \$100, you can quickly get in over your head with Adwords.

In addition to the complexities and nuances of running successful paid search campaigns, there is a large time investment.

We strongly recommend that you get outside help running your adwords account. However, if you insist on doing it yourself, start small and super-ridiculously targeted. While an entire guide could be written on this subject alone, I will leave you with this: **Turn the content network off!**

Work backward from the revenue a new client generates for your firm. Divide that by 10. Divide it by 10 again. Don't pay more than this number per click. If you want to know more, you'll just have to [talk to us](#).

Difficulty: 10 Time: 10



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Google Local Business Center (LBC)

[From The LBC:](#)

“Free listing

Local customers already search Google for the products and services you offer. Create a business listing to be sure they find you.

Free updates

Keep your address, phone number, hours of operation, and more up-to-date. Even create coupons and display photos and videos, all for free.

New! Free insights

Use the power of Google's data to learn where your customers come from and what they search for to find you.”

The LBC results are those first 10 that come up usually above the organic results:

Local business results for [personal injury lawyer near Chicago, IL](#)



- A** [Power Rogers & Smith - Birth Injury, Auto Accident & Injury Attorneys](#)
www.prslaw.com - (312) 236-9381 - [more](#)
- B** [Arnstein & Lehr, LLP - Chicago Office](#)
www.arnstein.com - (312) 876-7100 - [more](#)
- C** [Corboy & Demetrio - Chicago Personal Injury Lawyers](#)
www.corboydemetrio.com - (312) 346-3191 - [more](#)
- D** [Hughes Socol Piers Resnick & Dym](#)
www.hsplegal.com - (312) 580-0100 - [2 reviews](#)
- E** [Hinshaw & Culbertson Llp: Hess Mary J](#)
www.hinshawlaw.com - (312) 704-3000 - [1 review](#)
- F** [Chicago Personal Injury Attorney - Steven J. Malman](#)
www.malmanlaw.com - (312) 629-0099 - [more](#)
- G** [Chicago Personal Injury lawyers - Friedman & Bonebrake](#)
www.attorneyillinois.net - (312) 466-8200 - [6 reviews](#)
- H** [More results near Chicago, IL »](#)

Getting your law firm listed here can be strong to quite strong. Make sure your listing is optimized for your core keywords.

Difficulty: 3 Time: 2

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Google Alerts

[From Google Alerts:](#)

“Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams”

Google alerts is great for online reputation management. It will update you every time your name, law firm, or relevant legal topic is listed in the index.

You can keep track of news, reviews, comments, and much more about your law firm online.

You can also use alerts as a way to follow important discussions on topics that are relevant to your practice areas.

We have found Google Alerts to be an extremely effective tool in managing the online reputations of our clients.

Difficulty: 1 Time: 1

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Google Analytics

[From Google Analytics:](#)

“Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.”

In comparison to traditional forms of marketing, the internet is fundamentally different. One of those fundamental differences, is the ability to track, measure, and test your marketing efforts. This is where analytics comes in.

Google Analytics can give tons of insight to key data about your site. Without going completely overboard here, you can learn about sources of traffic, traffic volume, and visitor interaction with your website.

By analyzing this data, you can both generate more traffic and turn more traffic into actual clients.

While each law firm needs to identify its own core metrics and goals, some of the most important measurements are new visitors, sources of new visitors, and goal conversions.

Google analytics allows you to easily dive into these numbers. In fact, GA provides you with so much information, it is easy to get overwhelmed with what's important and what's not.

Difficulty: 9 Time: 7

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Webmaster Central

[From Webmaster Central:](#)

“Improve traffic with Google Webmaster Tools

Welcome to your one-stop shop for webmaster resources that will help with your crawling and indexing questions, introduce you to offerings that can enhance and increase traffic to your site, and connect you with your visitors.”

Essentially, Webmaster Central is your website through Google’s lens. It allows you to view your website “as Google sees it”. Check for broken links, review incoming links, and see what keywords your site is being displayed for in Google. Here are some basic guidelines from Webmaster Central:

- Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.
- Offer a site map to your users with links that point to the important parts of your site. If the site map is larger than 100 or so links, you may want to break the site map into separate pages.
- Create a useful, information-rich site, and write pages that clearly and accurately describe your content.
- Think about the words users would type to find your pages, and make sure that your site actually includes those words within it.
- Try to use text instead of images to display important names, content, or links. The Google crawler doesn't recognize text contained in images. If you must use images for textual content, consider using the "ALT" attribute to include a few words of descriptive text.
- Make sure that your <title> elements and ALT attributes are descriptive and accurate.
- Check for broken links and correct HTML.
- If you decide to use dynamic pages (i.e., the URL contains a "?" character), be aware that not every search engine spider crawls dynamic pages as well as static pages. It helps to keep the parameters short and the number of them few.
- Keep the links on a given page to a reasonable number (fewer than 100).
- Review our [image guidelines](#) for best practices on publishing images.

Difficulty: 5 Time: 5

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Website Optimizer

[From Website Optimizer:](#)

“Convert more visitors - now!

Website Optimizer, Google’s free website testing and optimization tool, allows you to increase the value of your existing websites and traffic without spending a cent. Using Website Optimizer to test and optimize site content and design, you can quickly and easily increase revenue and ROI whether you’re new to marketing or an expert.”

When it comes to marketing your law firm online, getting visitors to your website is really just the first piece of the puzzle (albeit, a challenging one). But once you get them there, what do you do with them?

This is where Website Optimizer can help. This tool allows you to test different content, page design, and other page elements for conversion.

With Website optimizer, you can see if your visitors prefer a certain color scheme over others, certain design elements, and one form element over another.

This can be the difference between having visitors come to your site and merely bouncing, and actually interacting with your site and becoming a prospective client.

Difficulty: 3 Time: 4

More From AttorneySync

For more free lawyer internet marketing resources from AttorneySync, check out our [complete library of free guides](#).

You can also learn more about marketing your law firm on our [blog](#).

Please feel free to connect with using the links below. Whether you love us or hate, your feedback is appreciated.

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