



**[SEO Basics for Lawyers: How to Be Found Through Social Search LINK to BLOG:](http://bit.ly/oQRGxT)**  
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If you want to obtain higher rankings for your website and blog on Google, Bing and other search engines today, there are some things you should be doing online to optimize your sites for social search:

**Add original, high quality content to your blog and other social media networks.** As I've said many times, Google loves fresh content! However, it's not enough for it just to be fresh – it also needs to be original and relevant, and you need to post frequently, at least 3-5 times a week.

**Add social sharing to all your online activities.** Adding a “Share” capability to your E-newsletters, website, blog and social networking profiles will help boost your visibility in social search.

**Establish a Google+ Profile.** Set up a Google+ profile [here](#) and create links to all your social content. You'll need a profile on Google in order to use the new Google+1 button, which is Google's answer to the Facebook “Like” button and is becoming more ubiquitous as awareness of its existence grows.

**Use videos and photos.** Video and photo files are more likely to be shared online than text, so be sure your website, blog and social pages contain lots of these files.



**Understand the importance of the now.** Google has decided that real-time information is more relevant and rewards content posted on real-time networks like Twitter, Facebook and LinkedIn with higher search rankings. If you are a Twitter user, activate your [Twitter Location](#) and use social check-ins on Facebook.



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 7,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC. He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems. Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.



He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago. After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 7,000 attorneys from virtually every state in the country and almost every practice area.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information or to purchase one of Stephen's law firm marketing products click here.

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