

## **Law Firm Marketing Tip: How Lawyers are using Blogs to Market Their Law Practice**

One of the newest online law firm marketing strategies is starting a blog. A blog, also known as a weblog or blawg (a legal blog) is simply a form of website that is regularly updated (generally 2-4 times per month) with fresh content. It's like an online journal and even though it started out as a way for friends and family members to stay updated on one another's life, it has now become a major force for online marketing for businesses.

Technorati estimates there are currently 15.5 million blogs, with 40,000 new ones going live every day. However, there are only an estimated 1,600 blogs written by lawyers. Talk about a wide open opportunity to be on the ground floor!

A blog is a great low-cost alternative for those law firms who don't have legal website yet. For those lawyers who do have websites, a blog is a great addition because Google loves blogs since they are usually updated much more frequently than websites. When you add new content on your blog Google will find the content and index it, which means that you're more likely to come up on their search engine than if you just have a website.

In fact, we have clients right now that are making six figures just from having prospects visit their blog, read something they like and then call them up and hire them.

### **Law Firm Marketing Tip 1: Set Up Your Blog**

You can either set up a blog yourself for free or have a professional company, like LexBlog.com, set one up for you. The top three sites to get started are: WordPress.com, TypePad.com and Blogger.com (which is owned by Google).

### **Law Firm Marketing Tip 2: Decide the Topic of Your Blog**

Start a blog. It's one of the best marketing tools. It's easy that you can, to use, and you say, "Well what am I going to write about on my blog?" well you can write about the articles that you write. You can use the press releases that you write. We call it repurposing your content. So if you take a look at it, an article is typically 500 to 700 words, a press release is usually under 400 words so say 300 to 400 words, and a blog is usually 100 to 300 words. So there are many people out there and this is a strategy that we highly recommend is to take the content from your article, cut it in half, and writes two press releases about it. Then take the content from each one of those two press releases, cut those in half and you have four blog posts.

### **Law Firm Marketing Tip 3: Post 1-2 Times Per Week**

Blog posts do not need to be long. In fact, they're very helpful and beneficial if they're short and to the point and have lots of bullets. So blogs can be a phenomenal way to

really grow your business. We recommend and this is kind of the industry standard of posting at least four times a month. Some people go a lot more than that but you should do at least a minimum of four times a month and that can be done in as little as five or ten minutes each time. You can even train your staff to do it for you. Anytime an interesting topic comes up you can write a blog post about it. Write a comment about it. Many, many different ways to use a blog to drive highly qualified traffic to your website.

Now I know that we've been going here for a little while so what I'd like to do is to see if you guys have some questions that you would like to ask about any of the first four strategies that we've talked about. Now if you hit the six button on your keypad you're going to need to unmute yourself and all you need to do is hit six to turn off the mute and then go ahead and ask your question and we'll take a couple questions and then we'll jump back in here. So who has a question and again, if you're talking and no one's hearing you, it's probably because you put yourself on mute and you'll have to hit the six key on your keypad to take yourself off mute.