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## ***Legal Marketing Plan Should Come Before Your Law Firm's Website***

Far too often, law firms focus entirely on their websites with the marketing strategy being an afterthought. For the best performance, you should lay out your online law firm marketing plan before creating a plan for your website.

Any online legal marketing strategy comes down to getting traffic to your website and phone calls to your firm. Not just any visitor will do – you need qualified traffic. While your search engine placement may come to mind, the visitors to your new website will come from various sources, Google being one of many.

Think of Google as three different traffic sources. First, you have traffic from Google's traditional search results. This is what generally comes to mind when one thinks of search engine optimization. Second, traffic will come from Google Places. These are listed associated with the map and oftentimes are displayed along with your natural ranking. Your Google Places ranking will help your natural search engine ranking and vice versa.

The third source of Google traffic is often overlooked in marketing plans, and that is Google News. Keeping a steady flow of news releases going into Google News will help get same-day traffic to your website and capacious online exposure for your firm.

The steps involved in getting traffic from these three sources should be included in your strategy. Here are a few short tips for each.

**1) Google Search** – Your search engine optimization strategy is going to rely on large amounts of content available on your website, quality inbound links from third party websites to your website, and a consistent flow of new content posted on your website to make your site appear alive and growing. The most reliable links will come from writing and publishing content in various legal networks that will link back to your law firm.

**2) Google Places** - While many factors are involved in helping your Google Places ranking improve, one often overlooked element is reviews. The more reviews you have on your Google Places profile, the better you will rank. Reviews show Google that you are a legitimate business and thus worthy of



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higher placement.

**3) Google News** – You need to get your press releases published through a Google News contributor. This is the only way to get your content into Google News, as they do not accept direct submissions. Law firms can use Law Firm Newswire (<http://www.lawfirmnewswire.com>) to get into Google News and hundreds of other news outlets.

Before you plan your new website, get with a legal marketing specialist to draft your strategy for getting traffic.

### **Let's Build a Bigger Law Firm Together**

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