



[Internet Marketing for Attorneys: Taking the Mystery Out of SEO](#)

<http://bit.ly/oQRGxT>

by Stephen Fairley

When you hear the words [law firm Internet marketing](#), you will most certainly also hear the term “search engine optimization”. But what does it mean?

More importantly, how does it affect your law firm Internet marketing efforts?

Put simply, search engine optimization (SEO) is the most basic tool used by law firm Internet marketers and web masters to increase the number of people who visit your website, landing page, blog, etc.

The first thing you should know about SEO is that **your website must appeal to both people and search engines**. If you remember to keep these two in balance, not only will potential clients come to your site, they are more likely to spend time there learning about why your firm is the best choice to meet their legal needs. A well-designed web site will appeal to search engine “spiders,” which are the part of the search engine that crawls the Internet in search of websites that match the search words and phrases that someone has typed into the search box.

If your site is a good match for the viewer’s search terms, your site will appear in that person’s search results.

Different search engines look for different things. Some things they all have in common is that they like popular, well-organized sites that make it easy to find the search words and phrases. This infographic does a good job of breaking down the elements you need for good SEO:

The SEO Puzzle



SEO is a large and dynamic puzzle. No one piece alone will achieve and sustain long term rankings. Some pieces are larger, some are smaller, but they are all imperative to a successful strategy. To have a successful SEO strategy, you will need to put all of the pieces of the puzzle together.

On Page factors

On Page Content

Quality Content

The key to a successful website is unique and relevant content.

Keywords

Research

Analyze and choose the appropriate keywords for your site

Usage

Do your website pages use the words & phrases you want to be found for?

Include

Be sure to include your targeted keywords in the meta data of your website (title, description, image, etc.)

Engagement

Site Analytics- CTR, Bounce Rate, Time on Page, Time on Site, Total Pages Visited.

Freshness

of Content- Revise and Refresh content often.

Website Coding

Is Your Site Easy for the Search Engines to Read?

Crawlability

URL Structure

Meta Tags

<H1>

Use relevant and structured headings throughout the website

Make use of alt description tags for images.

<Title >

Use a unique and relevant title for each page.

Site map:

Keep an xml copy of your site map on your server and submit it to the search engines (Google, Bing)

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5 Core Components for Highly Successful Websites & Blogs

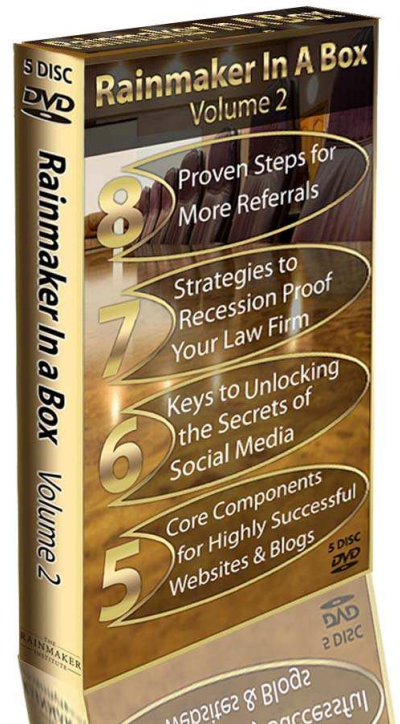
My interview with nationally recognized personal injury attorney John Bisnar on how his law firm uses search engine optimization and internet marketing to drive tens of thousands of unique visitors every month to his 30 websites and 10 blogs. Discover proven techniques for converting website visitors into paying clients.

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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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