

The fourth legal marketing strategy for building credibility and becoming a recognized expert is Starting a Blog

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Disclaimer: When I use the word “expert” or “specialist” in this series, I’m not talking in the legal or ethical sense, but in the marketing sense where the goal is to get media and/or prospects to perceive you as an expert or specialist.

The fourth legal marketing strategy for building credibility and becoming a recognized expert is **Starting a Blog**.

A blog is an online journal that is kept up to date with fresh content on a regular basis, and is a **great low-cost alternative for solo practitioners or small firms that don’t have websites**. If you do have a website, blogs are a great addition because **Google likes blogs as much as it likes press releases**. And blogs are updated much more frequently than websites, which means that when you add new content on your blog, Google is going to find that and it’s going to index it. And that means you’re going to come up on search engines more frequently than if you just had a website.



Blogs are easy to start and easy to update. Two of the most popular blogging platforms are Wordpress.com and Blogger.com. Both of these sites do a good job of walking you through the blogging process and a basic blog is free.

For blog content, consider these sources:

- Your articles
- Your press releases
- Commentary on legal issues
- Commentary on local news items

Repurposing your existing content like press releases and articles is one of the easiest ways to add content to your blog. An article is typically 500 to 700 words, a press release is usually 300 to 400 words, and a blog is usually 100 to 300 words. 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.

We recommend **posting a new blog at least four times a month**. Some people post a lot more than that, but you should do at least a minimum of four times a month. Any time an interesting topic comes up, you can write a blog post about it. You can even train your staff to do it for you.

There are many different ways to use a blog to drive highly qualified traffic to your website. Start out simple. But the important thing is to start!

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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