

## Strategic Law Firm Marketing, Internet Style

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As the New Year begins, now is a good time to take stock of where we are, and where we want to be. Your law firm marketing plan is not exempt from this review process, and I encourage you to take a careful look at all of your legal marketing, including your internet marketing for your law firm.

To that end, I would like to call your attention to an article in the December, 2009 issue of GPSolo, published by the American Bar Association.

The article, [Law Firm Marketing 2.0: Internet Marketing for Rainmakers](#), is something that I wrote out of a firm conviction that most internet legal marketing plans could use some strengthening in their Search Engine Optimization (SEO) keywords.

As the world shifts from paid, pay-per-click advertising to search engine keyword marketing, here are some guidelines to help you get the most out of your marketing dollar.

1. Know the keywords people use to search for your services
2. Use keywords in your domain name if possible
3. Create compelling copy
4. Add fresh content regularly
5. Use video to keep visitor's attention
6. Develop educational tools and promote them on your website
7. Submit your articles online
8. Take action fast.

The GPSolo article expands on these thoughts, and I encourage you to read it. Your law firm marketing plans can benefit from integrating these ideas into your legal marketing strategies. They can mean the difference between a prosperous new year and a mediocre one.

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If you were unable to Catch Stephen on Blog Talk Radio on Thursday, January 7 please click here to listen to the show recording on "Automating Client Communication". I encourage you to tune in using the link below and listen to this vital component of any legal marketing program.

<http://www.blogtalkradio.com/totalpma/2010/01/07/live-show-with-stephen-fairley>

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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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