

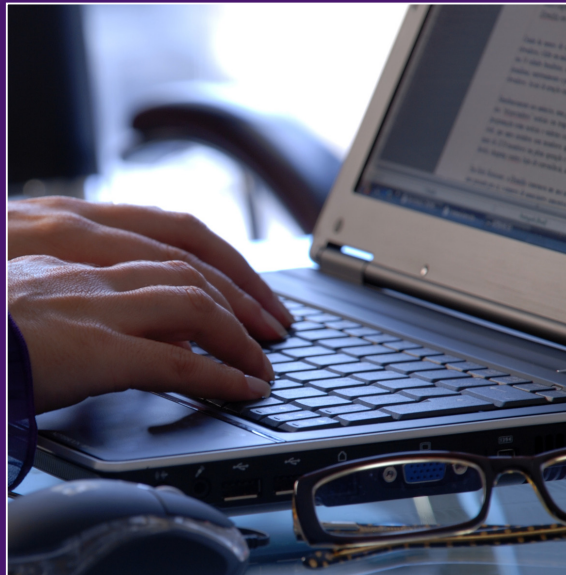
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with Awareness Creation, Inc.*

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HOW TO WRITE CONTENT THAT GETS HIGH MARKS

TIPS ON SEARCH ENGINE OPTIMIZATION FOR LAWYERS



Jaffe

THE PLAIN TRUTH ABOUT SEARCH ENGINE OPTIMIZED CONTENT

The majority of people who search for a law firm online do not start by going to Google and typing the name of a specific law firm. Instead they might type, "Divorce attorney, Denver," or "Piscataway personal injury lawyer," or "lawyer who writes wills" . . . hmmm, make that "lawyer who writes wills in Des Moines."

If you tried to search for your law firm that way, would your website appear on the first page of the listings on Google? If your Website isn't listed on that first Google page, chances are your potential client will hire a law firm whose name does appear there.

That's because:

- 68% of "searchers" do not look at search results beyond the first page of listings
- The top 30 search results (pages 1-3) get over 92% of ALL search traffic
- 39% of search engine users believe that companies appearing in the top search positions are industry leaders*

**According to a Jupiter/NPD Market Survey*

Q. How can you get to the top of the search engine rankings on Google or any other search engine?

A. Search Engine Optimization

WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?

Search Engine Optimization (SEO) means that your Website contains the content and proper website coding that make it authoritative and appealing to Google and other major search engines. So, when potential clients search for a law firm with your services, your Website appears within the first few pages of search results because the search engines view your website as important for the audience.

A Website optimized for search engines helps improve the quality and volume of traffic to your Website; so search engine optimization is an important piece of your web marketing strategy.

There are several ways for you to prepare your Website content so that the search engines can find it more easily.

The first step is to write smarter content. By that we don't necessarily mean more clever, sparkling prose (though that helps), but to write content that is uniquely designed to capture the attention of the search engines.

Is there a trick? Actually, yes. There are a number of techniques that you can learn to be on your way to achieving Search Engine Optimization for your website. Writing smarter is only the first step. Search Engine Optimization requires marketing know-how combined with technical savvy.

Below are tips from our colleague, Carole Keller of Awareness Creation, Inc., to help you get started.

WORD TO THE WISE! SEO IS IMPORTANT.

Search Engine Optimization is not the genie in the bottle who grants three wishes to make your Website appear at the top of Google rankings immediately now and forever. Search Engine Optimization is a long-term process. Optimizing Website content is only one of many factors that will affect the success of your site.

And, it's a very important factor.

WRITING OPTIMIZED WEBSITE CONTENT

Writing content that captures the attention of search engine is as much science as it is art. The intelligent application of keywords, for example, is critical to success (more on that later). But, keep in mind that not only do you have to drive traffic to your site, but also you must keep visitors engaged. Thus, the content appearing on your Website must be cogent, compelling and captivating.

The SEO Content Writing guidelines below are designed not only to help you create pages that offer great information, but also promote your site to search engines (particularly Google) for maximum and improved search engine exposure.

Why the emphasis on Google? Google out-performs any other search engine. If your site is optimized for Google, you stand a better chance of getting more Website traffic sent your way than with any other search engine. Additionally, Google has got extra punch -- it provides search results for many other search engines.

One caveat (or maybe two) before digging in:

1. Creating optimized content can be time consuming. It's filled with what may seem to be random rules that frequently change. Just know that optimized content can bring some great results.
2. There are definite guidelines to follow, but no guaranteed, secret formulas. It's not unusual to feel as though you are not getting the exact results you think you should be getting in the time frame you would like. It's worth repeating what we've written above: **Search Engine Optimization is a long term process and optimizing website content is one of many factors that will affect the success of your site.**

SEARCH ENGINE OPTIMIZATION WRITING STYLE

Writing for the web isn't like writing for print. That's because users consume web content differently than they do, say, a newspaper. Studies have shown that Website visitors quickly scan a page for information; they are not reading word by word. Of course, this is not an excuse for using sloppy writing, misspellings, or an unprofessional presentation – you still have an image to build, maintain or even repair.

SEO WRITING 7-TIPSHEET

1. **Target no more than 2 specific keywords per web page.**
2. **Repeat the targeted keyword(s) 1-2 times within the Title tag**
3. **Include keywords 2-3 times for every 200 words of content**
4. **Place the keywords within content higher on the page**
5. **Use keywords within headers**
6. **Bold or italicize keywords within headers and throughout content wherever it makes sense.**
7. **Create content that will compel others to link to your site.**

More detailed information on each of the above principles follows.

Classic Law Firm Public Relations-Law Firm PR - Jaffe Associates - Jaffe - Internet Explorer provided by Dell

http://www.jdsupra.com/post/documentViewer.aspx?fid=6987659c-299e-4fc3-b546-b8c67a89c411

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Classic Law Firm Public Relations-Law Firm PR

Our Firm, Our Promise: APPEN

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We provide the complete range of law firm public relations services that help you support and meet your goals and achieve the positive visibility needed to stay competitive in this rapidly changing profession.

Keywords

Clear Communications from you or your firm to a growing number of audiences is critical to your continued growth and success. The law firm public relations professionals at Jaffe will help you define your messages and deliver them to your clients, prospects, employees, recruits, alumni, and the journalists who cover law and the business of law.

Classic Law Firm Public Relations-Law Firm PR

Law Firm PR Overview

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We provide the complete range of public relations services that help the firm support and meet its business development goals and achieve the positive visibility needed to stay competitive in this rapidly changing profession.

Jaffe can serve either as a firm's primary media relations consultant or as an adjunct to its own public relations staff. Jaffe offers you the benefit of our outstanding experience and knowledge in the field of law firm media relations and can help you:

Services include:

- Classic Reputation Management
- Strategy and Consulting
- Media Relations
- Litigation PR
- Crisis Communication/Planning

Jaffe can serve either as a law firm PR/media relations consultant or as an adjunct to a firm's own public relations staff. Jaffe offers you the benefit of our outstanding experience and knowledge in the field of law firm PR/media relations.

What's New

- Web 2.0 and the Recession: Little Guys Can Finish First
- Jaffe Associates Promotes Four PR Professionals
- Jaffe Associates Promotes Supriya S. Remley to Lead Marketing Consultants Group
- DiversityBusiness.com Names Jaffe Associates One of the Best Law Firms

SEO - IT ALL STARTS WITH KEYWORDS & SOLID KEYWORD RESEARCH

What's a keyword anyway?

Keywords are commonly used words or strings of words that people enter into search boxes to find the information they want and need. But, "keyword" is a misnomer. "Keyword" is actually a "keyphrase" that may consist of 2-5 words used for finding online information within any search engine.

Before a Website can have optimized content, keyword research must be completed. The research will help identify the words that prospective clients are using when researching a specific product, service, etc. The keywords discovered during the research are the foundation of the entire SEO strategy.

Solid keyword research will provide specific, customer-centric keywords. A client's perspective is the only one that really matters. By using "client-speak", more people will find you within the search engines and you will be able to build a stronger relationship with those who visit your site.

Remember:

- We can't always assume that we know exactly what terms potential clients are using to find our services, products, ideas, until the research has been completed.
- Real people do not use jargon unless you're dealing with people within the industry. If your audience is within the industry, then you can use jargon keywords.
- When it comes to thinking like your audience, do not think like an "industry insider"; think like a client.
- Be very specific with your choice of keywords: if you're promoting a patent law firm, do not focus on the broad term of "lawyer" as a keyword. If you only use only the word "lawyer" within your content, your website will be buried within the 107,000,000 web pages that are in Google for "lawyer".
- The main take-away here is – **do your keyword research.**

KEYWORD RESEARCH TIPSHEET

Since building a good list of keywords is the foundation of an optimized website, the first choice may be to hire a professional to complete this critical step. However, if you're feeling adventurous, the following is a checklist for SEO keyword research.

- Create a "seed" list of very specific words that you believe your audience uses to find your Website.
- Perform a keyword search for those words on your seed list. Research the Websites in the top listings of your keyword searches to discover the keywords being used by successfully optimized Websites. (Remember the rules above to help you discover what they are).
- Refine your keyword list to include words and phrases you may not have originally included because they appeared on your competitors sites that are already at the top of the Google rankings.
- To learn what terms are actually being searched for on the Web, use free keyword search tools, such as: <http://freekeywords.wordtracker.com> and <http://www.google.com/sktool/#>
- Finalize your list of keywords to include those that fit your audience, are being used by highly placed web sites, and are "popular" terms that show up in the keyword search tool exploration.
- Select 2-3 keywords for each page within the website that is to be optimized. Keywords used for one page should not be used on any other web page.

KEYWORD PLACEMENT – IT'S ALL ABOUT LOCATION, LOCATION, LOCATION

Once your keyword research has been completed, you must place the strongest keywords where search engines like to find them. Typically, that means at the top of your web pages and in your headlines. If these location tips are followed, then your Website should experience improved ranking within search engines.

TOP OF THE PAGE KEYPHRASE PLACEMENT

Keyword-rich content works better if it's placed as high on the page as possible. Search engines index page content in a manner that gives priority to keywords found near the top of the web page. Place your keywords first in a headline, followed by an intro paragraph that also contains the keywords specifically chosen for that particular page.

TITLE TAGS

The most critical location for keyword placement is in the HTML <title> tag. This particular tag is written, typically by your website designer or developer into the code of each web page. The title tag is important because search engines see it as a clue about the content of your web page. This helps with the indexing of the web pages within search results. The most important keywords established for each web page must be placed within the title tag.

Company names are not necessarily the most important keyword for this area and phrases such as “Welcome to our Home Page” are a serious misuse of this valuable Website real estate.

PAGE HEADLINES (HTML HEADER TAGS)

Each page of your Website should have a headline. These headlines have a dual purpose. They must contain relevant and designated keywords, and the headlines should appeal to website visitors. Remember, we said that web page visitors scan the pages, rather than reading every word. Headlines help Website visitors scan and find information quickly, thus improving the user experience. For any webpage, the top headline is the most important. If you’re working with Website designers or developers, they should know that the website code for the headers include <h1>, <h2>, <h3>, and so on. The top headline (<h1>) is the most important for SEO, followed by <h2>, etc.

OPTIMIZED WEB PAGE CONTENT

An optimized page will typically have about 200-300 words of text with two or three strong keyphrases per page. To make sure the selected keyphrases are “grabbing” the search engines’ attention, you must use a variety of font attributes on the keyphrases within the content of the page such as bold, italicized, etc.

If that feels like overkill, keep in mind that it’s more important to have the strongest keywords in the Title Tag and headers than to worry about a high keyword density within the content. (Keyword density is the frequency keywords are used within the content.)

KEEP WEBSITE CONTENT FRESH

Search Engines, like Websites, are frequently updated. Websites containing new content will be identified more frequently by search engines. Be sure to use keywords and keyphrases in all new content, too.

HOW THESE SEARCH ENGINE OPTIMIZATION TECHNIQUES FIT TOGETHER

Google uses a complicated text matching system when ranking a web page for its importance, relevance, and listing within any given search. The tactics we’ve described above are all examined and ranked by Google. Implementing as many of them as possible can only improve your ranking and position in search engine listings.

Finally, optimizing text is the first step to helping boost SEO for your Website. As we mentioned, search engine optimization techniques are constantly changing. Today, the multi-media assets on your Website can also help drive search engine optimization. We’ll be providing more insight into how to make your Website’s photos, videos, podcasts and slideshows work hard to steer more traffic to your website soon.

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For further information contact Jay Jaffe, jaffej@jaffeassociates.com or, Liz Lindley, lindleyl@jaffeassociates.com or visit jaffeassociates.com and visit our [P.R. 2.0 Resource Center](#) located under Tools and Information.

Jaffe Associates (www.jaffeassociates.com) is the leading public relations firm serving law firms in North America and Europe. Working only in the legal industry, Jaffe offers a broad range of classic PR and PR 2.0 services, crisis communications, strategic marketing consulting, creative support, and web/technology services. Established more than 30 years ago, Jaffe operates as a fully virtual company with a staff of experienced legal publicists and consultants located throughout the US and Canada. Our goal is to 'Make It Happen' for our clients with efficient implementation that goes far beyond goal-setting, strategy and planning.

Awareness Creation, Inc. is a [Search Engine Optimization](#), Pay-Per-Click Advertising, and [Website Analytics](#) provider that provides enterprise-quality services at affordable rates for all businesses.