

[How to Optimize Your Online Content in 7 Simple Steps](#)

<http://www.therainmakerblog.com/>

by [Stephen Fairley](#)

Content marketing is an especially effective way for attorneys to demonstrate expertise and gain trust from prospects in a cost-effective manner – it's the sweet spot for solos and small firms who can't compete on budget alone.


Doing a good job of optimizing your online content to make it easier to find when prospects search for your services on the Internet is a critical component of a successful content marketing strategy.

This infographic provides information on how to do this in 7 simple steps:

7 STEPS FOR AN OPTIMISED CONTENT STRATEGY

1 What are your business goals?

- ✓ New Business.
- ✓ Cross Selling.
- ✓ Launching New Products.

Marketers, on average, spend over a quarter of their marketing budget on content marketing. 

Marketeers use content marketing for **79%** Brand Awareness 
71% For Lead Generation
74% Customer Acquisition

2 Research

- ✓ Keyword Research.
- ✓ Search Engine Landscape.
- ✓ Social Media Landscape.
- ✓ Segmentation and Persona (s) Creation.

What are their content requirements?

3 Plan

- ✓ Create a content calendar.
- ✓ Map out your plan.

B2B companies that blog see **67%** rise in leads per month than those who don't. 

4 Create

- ✓ Create content in the different media formats that your audiences will engage with.
- ✓ Create content for the different parts of your buying cycle.
- ✓ Optimised content using SEO Tactics - Key word optimisation etc.

5 Publish

✓ Publish your content on to platforms that suit the media formats you have created.

Website

flickr

Pinterest

PRWeb



Web Page

Images

Ads

Presentation

Video

60% of consumers feel more positive about a company after reading custom content on its site. 

6 Promote

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On-Demand Seminar: The 5 Best Strategies to Beat Your Competition in 2013

Are you tired of seeing other attorneys land all the good clients?

Have you noticed how tough it's become to market your law firm?

Are you ready to do something to make this a bigger & better year?

Knowing which legal marketing strategies are working in today's economy gives you a huge advantage.

Implementing the **correct business development strategies allows you to spend less money and get better results faster!**

Access this one-hour seminar on [The 5 Best Strategies to Beat Your Competition in 2013](#) to discover:

- Why you can't afford to **dismiss social media any longer (Google is forcing you to use it)**
- 3 major ways to **triple your website traffic in the next 90 days**
- How to use online tools to generate **more offline referrals**
- 3 keys all the best law firms are using to **turn more website browsers into buyers**
- 2 critical numbers you must track every month to **measure your success**
- Specific ways to **jump-start your marketing efforts fast...**even if you've stumbled before

Last year many of our clients experienced their best year ever! How is that possible when we are in the midst of the biggest recession our generation has ever faced?

It's simple, they **developed a game plan based on best practices** and proven strategies and then they consistently took massive action! Notice I said it was "simple" not "easy." The only "easy button" I have is sitting right beside my magic wand (I've found both of them work about the same).

There is no "easy" way to build a million dollar book of business, but if you're willing to do the work we can show you the right path to take.

Click on this link now to [access The 5 Best Strategies to Beat Your Competition in 2013 seminar](#).



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 9,000 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 10 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.

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 33 countries. 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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