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Paula Black has advised law firms around the globe on everything from powerful and innovative design to marketing strategy and business growth. She is an award-winning Amazon-bestselling author and the force behind **In Black & White** (inblackandwhiteblog.com), a blog dedicated to clear, straightforward advice and open discussion of legal marketing issues. For more information on Paula Black, her books and her company please visit paulablacklegalmarketing.com.

Legal Marketing Plan: Your Internet Presence... Grow Your Name on Google

People may not hire you off of the Internet, but you can be sure they'll Google you!

Take a few minutes right now to Google your name and see what comes up. If you're like me and have a common name, you may own 10 to 20 percent of the first page of Google. It doesn't have to stay that way... if you focus on your Internet presence.

I have written an E-Book, "Be A Celebrity In Your Own World" that clearly outlines the strategies needed to **up your visibility AND your ranking on Google**. And trust me, it works... I have tested the ideas and steps myself. When I began on my own journey I **held claim to only 20% of the links** on the first page of a "Paula Black" Google search. **Today I can claim 90%,** due to the strategies outlined in my E-Book, and it only **took less than 6 months.** First... Do you own your name on Google? Let's see...

QUESTION OF THE WEEK

When you Google your name... of the ten links on the first page... what percentage are yours?

RESULTS

1. 0-20% - **67%**
2. 30-40% - **28%**
3. 50-60% - **4%**
4. 70-80% - **0%**
5. 90-100% - **1%**

Thanks to everyone who participated in this week's poll...

My Thoughts: When it comes to legal marketing the name of the game is **visibility and credibility.** There is no better place for you to be than the first page of Google...**67%** of you have less than **2 links** on the first page of Google... NOT GOOD! Owning your name on Google's first page is an **extremely important asset** to have,

since we have all become very impatient when we are searching... if we can't find things INSTANTLY we move on. So, we have to make it as **EASY** as possible for people to find us. And that does NOT mean via all those useless directories that don't have your information complete or accurate. **YOU need to drive this information... your credibility is at stake.**

If you are fortunate enough to have a very unusual name you don't have to work as hard as Dan Harris, who posted a comment on Tuesday's blog post. He has the exact same name as an ABC News Reporter/ Anchor. Dan I Googled you and found three links on the first page. Good for you, you have found a crack, and have **proven that it CAN be done**. Articles can be the hammer you use to break through even more.

As I like to tell my clients: 50 articles online makes you a prolific writer, 50 articles online about international law makes you an expert. Also look closely at WHERE you are posting. Sites like JD Supra are great since they cater exclusively to the legal profession and can lead to referrals. In addition, they feature their authors in their newsletters, which is added exposure.

Here's some advice from **Bud Clarke of Silvergate & Campbell**:

"Publish articles in specialty publications likely to be read by people who can refer you business. Then make sure those publications are referenced and easily accessible on your website."

Black Pearl: Do you want to own your name on Google as I have done? **Then I have a gift for you...** my E-Book "Be A Celebrity In Your Own World" and it's **FREE for you to download** at http://www.paulablack.com/join/join_mailing_list.php. It's a quick read... 10 minutes and It details my four step strategy.



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