

Happier Clients, Higher Profits

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Oregon State Bar Center Columbia Rooms A & B 16037 SW Upper Boones
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Session 4

***Law Firm Marketing: Build Your Brand With Content, Social Media
and SEO***

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Increasing online brand awareness is not easy. It takes consistent, relevant, useful content, effective use of social media and the adoption of SEO best practices to really drive it. While most law firms consider each of these different elements separately, successful firms know that driving their brand takes an integrated approach that combines them all and allows them to work synergistically.

Start with great content

Potential clients, including the general counsels of corporate clients, say that content is key to finding and validating prospective firms.

You need a home base of operations for your thought-leadership, solutions-based content. It could be a blog attached to the firm's website or a separate topic-based site. There are varying opinions from experts on this: some saying that it's best to have a separate site for the blog and others extolling the virtues of making it a part of the firm's site. I'm in favor of the latter. It's tough enough to maintain one site and to drive traffic there. Two sites can be a deal-breaker for lawyers with limited time to devote to writing.

Get social

If you write it they will not come. Spread the word on social media: on your LinkedIn profile and page, on Facebook – your personal account and your firm's page, and on Twitter. Work at engaging on these channels to organically grow your reach and expand your brand. Boost an occasional post on the channels for a few dollars. It'll get to more people and it's also a great way to add followers as they discover you.

Social Media and SEO

For years, the foundation of SEO (Search Engine Optimization) has been dominated by two key elements: content and links.

When it comes to social media, however, there is no “one size fits all” rule. Not every social media platform will benefit everybody. The platform that you use will depend on the products and services you offer, and your target audience.

Social media can help amplify marketing efforts by allowing you to listen to what your target audience wants. Through social media, you can see which websites potential clients visit and what content resonates with them the most. This allows you to strategically plan your online strategy so that you create meaningful content for potential customers.

The conversations held through social media can also inform keyword strategy and vice versa. Better keyword research can also boost social signals and drive better social media conversations and better customer interactions.

Social media can also provide you with what are called backlinks, which inform search engines to find your website. These links require minimal effort and are, for the most part, under your control. They help improve indexing, increase credibility and ranking in search engines and boost traffic to your website.

Optimize for search

Meme notwithstanding, when someone has a problem, they Google it. Optimize your blog posts so that when potent clients with problems search for topics related to the ones you’re discussing, they’ll find you.

Here are the basics for using keywords with your posts:

- Answer a question
- Solve a problem

- Teach about a topic
- Map each page/post to a focus keyword
- Use each focus keyword once
- Link page/post content to other page/post focus keywords

It's best to use a content management system for your website and blog and there's none better or easier to use (and more widely adopted) than WordPress. You can quickly set up a WordPress blog and easily optimize your content with plugins