

# The State of Digital Marketing for Lawyers

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 BLUE SHARK  
DIGITAL

# Brief Overview



# Trends To Watch



# Rise of AMP (Accelerated Mobile Pages)

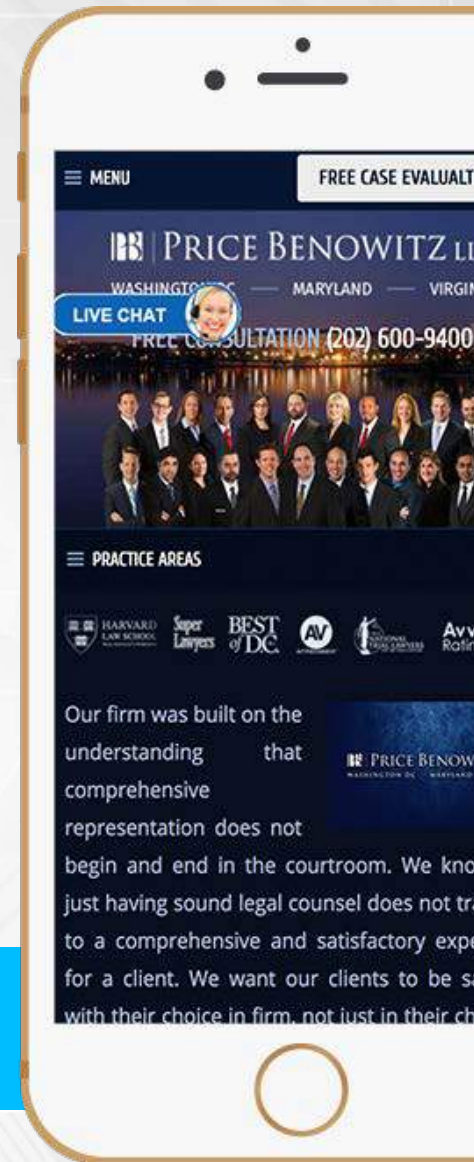
- AMP is a new tool Google uses to present mobile users with a range of **streamlined articles** through which users can slide-scroll
- Google is not **favoring AMP sites** in search results **yet**
- Currently, AMP is a **good solution for blogs**
- We are still **watching and waiting** on whether AMP is a positive for websites



# Mobile First Indexing

- Google is steadily moving toward a mobile-only world and strongly evangelizing for a shift from desktop to **mobile first mindset**
- Check your **mobile page speed**. Optimize for mobile
- Google has created a **new mobile index**.
- Expected rollout in 2017.

THINK MOBILE FIRST!



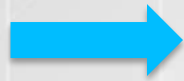
# Shift to Https

- Increased Rankings – Google confirmed **ranking boost** for Https sites
- Security & Privacy – Adds **security** and makes site more secure for visitors by **encrypting** all communication and preventing tampering by third parties

 Secure | <https://www.google.com>



# Bing is Making a Comeback



Hi, I'm Cortana.

- Bing is the search engine for Siri, Alexa, and Cortana
- Bing is a big player in **voice search**, continues to grow
- Try some voice searches on your iPhone or Amazon Echo and see how you are ranking. (Not now, after the presentation).

# Stay Updated on SEO Trends

- Check-in regularly with **industry experts**
- Subscribe to popular SEO blog/news sites to know of **trends & updates** in the world of SEO





# SEO Fundamentals

- Content Strategy
- Link-building
- Local Search
- Technical SEO



# Content Strategy

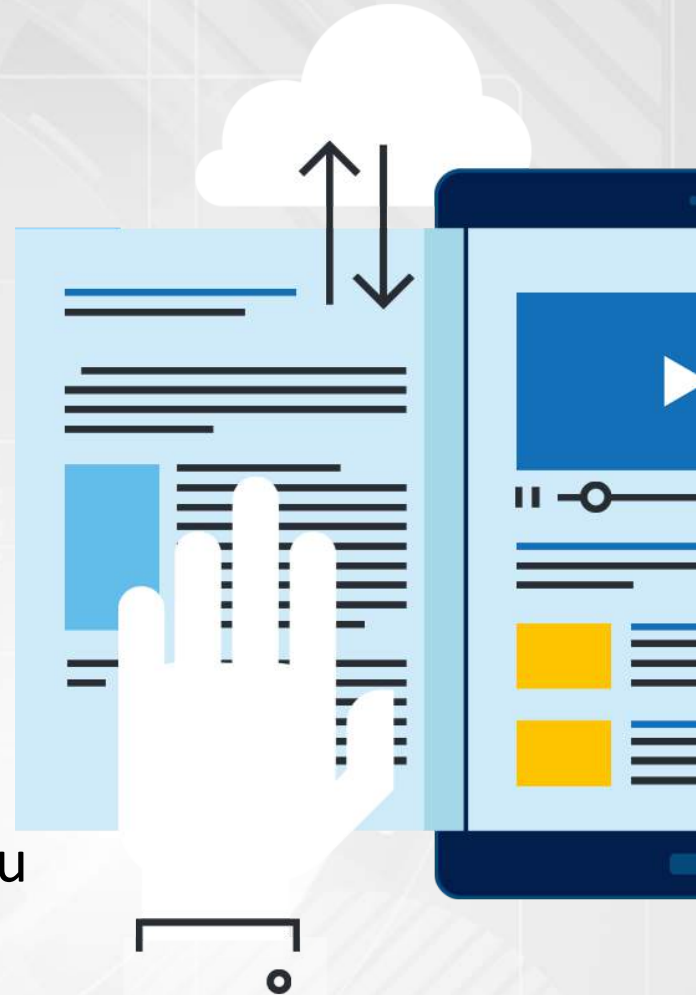


# Strategic Content Development

- **Content 101:** If you want to rank for something, you need to create content for that topic

E.g., If you want to rank for a local search term, build **localized content**

- List out your **ranking goals**, and then develop a content strategy that gives you rich content for all your priority areas



# Google Focused on Sophistication

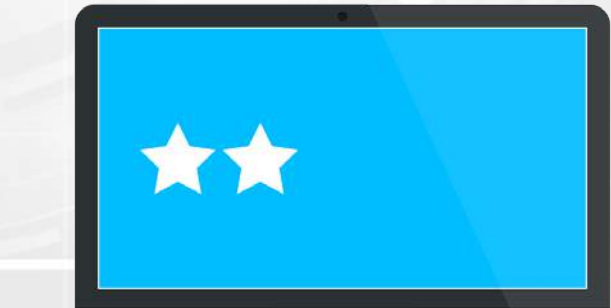
- Google hired Linguistic and Semantic Experts
- Google working on **Machine Learning** to develop algorithms that can identify rich and relevant content
- Google looking at **Level of Sophistication** in writing

GOOD CONTENT



VS.

BAD CONTENT



# Staying Away from Bad Content

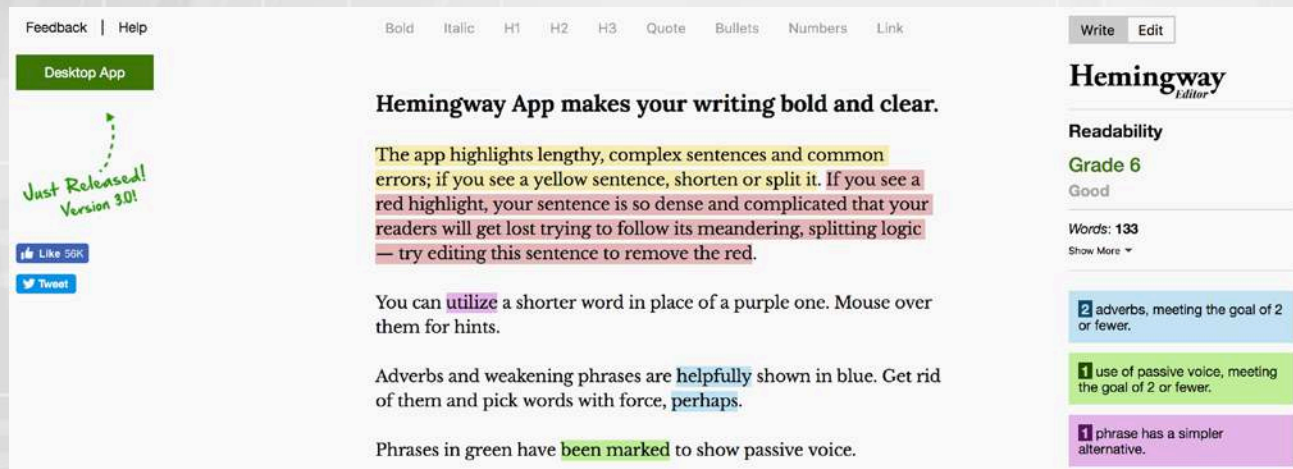
- Google algorithms getting better at distinguishing between good and bad content
- The era of overseas content writers is gone – it's time to start leveraging your experts
  - Your best content will come from your best and most knowledgeable writers (*hint, usually your attorneys*)
- Focus your content development around context (i.e., the whole piece of content) rather than around exact search terms



# Edit Your Content for Brevity and Clarity

## Google is looking for rich but clear writing

HemingwayApp.com is a good tool to gauge readability



The screenshot displays the Hemingway Editor interface. At the top, there are navigation links for 'Feedback' and 'Help', and a menu with options: 'Bold', 'Italic', 'H1', 'H2', 'H3', 'Quote', 'Bullets', 'Numbers', and 'Link'. On the left side, there is a 'Desktop App' button and a green callout that says 'Just Released! Version 3.0!'. Below that are 'Like 59K' and 'Tweet' buttons. The main content area shows a sample text: 'Hemingway App makes your writing bold and clear. The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red. You can utilize a shorter word in place of a purple one. Mouse over them for hints. Adverbs and weakening phrases are helpfully shown in blue. Get rid of them and pick words with force, perhaps. Phrases in green have been marked to show passive voice.' On the right side, there is a 'Write Edit' button, the 'Hemingway Editor' logo, and a 'Readability' section showing 'Grade 6' and 'Good'. Below that, it says 'Words: 133' and 'Show More'. At the bottom right, there are three colored boxes with feedback: a blue box for '2 adverbs, meeting the goal of 2 or fewer.', a green box for '1 use of passive voice, meeting the goal of 2 or fewer.', and a purple box for '1 phrase has a simpler alternative.'

The app will help cut down on confusing and clunky sentence structure. It will save time in editing and help your content rank better.

# Become a Thought Leader in Your Space

## (Branding as an SEO Strategy)

- **Niche Blogging** – A **Branding** Tool – Niche blogs are targeted blogs that talk **exclusively** about a **specific topic**
- Using Twitter to become a **Thought Leader** – only worth it if you have great contributions
- **Be genuine** or don't do it all



# LINK BUILDING





# A Healthy Link Portfolio Is the Key to Building Authority for Your Website

- If authoritative websites and domain types (e.g., .gov and .edu) link to your website, it helps to build your website's authority
- **Website Authority** results in better rankings for terms within your website's area of authority (e.g., tax law)
- Your **Link Portfolio** includes all the webpages and domains that link to your website
- Think of links as **citations** that help build **credibility** with Google's algorithm

# Develop Resource Pages to Become an Authority (Bringing Content and Linkbuilding Together)

- There is real value in building authority on topics outside of your legal services
- Build **educational** & **informational** resources that other sites and organizations will want to link to
- It can help boost the overall authoritative profile of your website
- Also, links from educational and authoritative sites are **valuable** & **high-quality**



# Local Link Building

- Promote your business **locally**
- Choose a **recurring event**; e.g. annual food drives, scholarships
- Focus on community involvement but **don't neglect SEO**

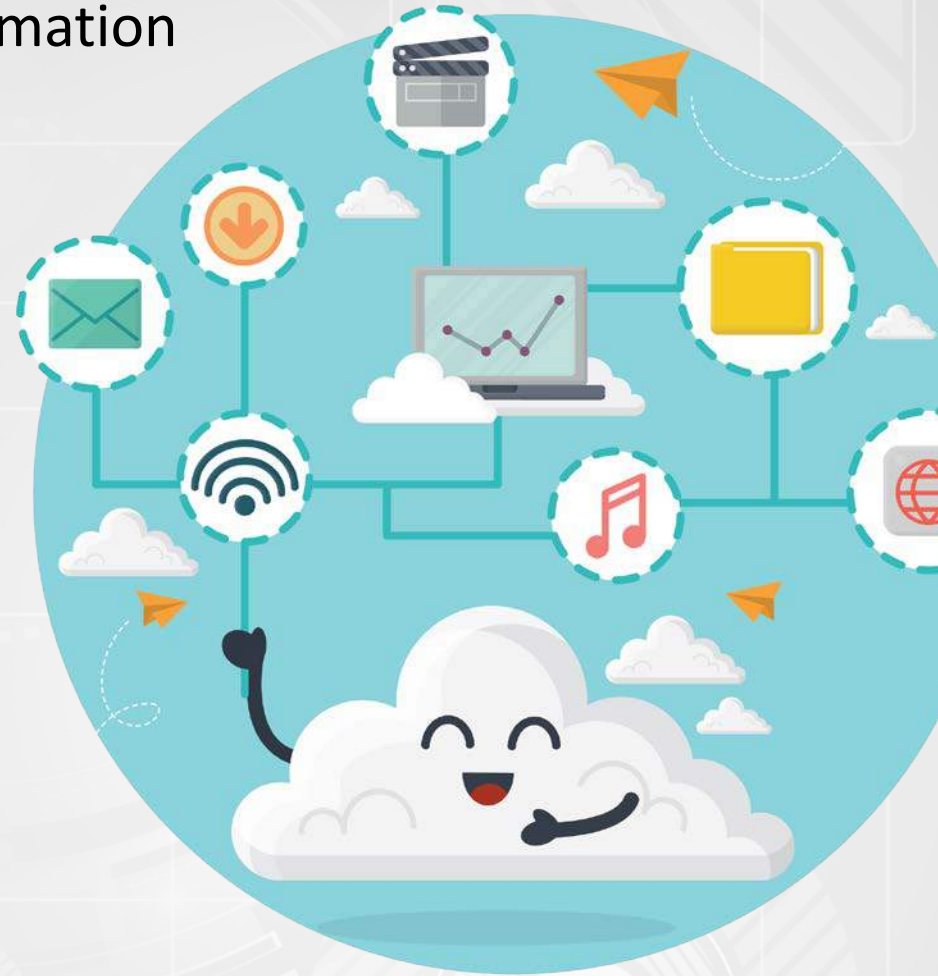


# Create Infographics

- **Visual representation** of information

## LINKS

- **Build** powerful infographics
- Has potential to **go viral**



# AHREFs: Keeping a Healthy Link Portfolio



- Gives you the **rating/score** of a page and the domain
- You can **review** backlinks and referring domains
- You can track the domains/backlinks **gained & lost** over time

# LOCAL SEARCH



# Local Search is As Important as Ever

- **Local SEO** can help your website appear in the local search results with your firm's name, address, phone number, and a link to your website
- Local search uses its own **algorithm** that focuses on:
  - Local content,
  - Links from local sites, and
  - Consistent citations to your Name, Address, and Phone number (NAP)
- Think of Local SEO as showing Google that you are a **reputable local business**



# Strengthen Local Profiles

- **Run Searches of Your Firm Name** to see how you are being listed on directory websites
- **Claim** your third-party listing profiles
- Make sure the information listed is **Accurate and Complete**
- Inconsistent listings can impact local rankings negatively





# Go Local in Content

- Create **location-specific** content to match the terms where you want to rank.
- Think beyond State-Level – **City and County** terms get a lot of search traffic



# Reviews

- Embrace **reputation management**
- Make it **easy** for clients to review your business
- **Monitor** your reviews. Know when you gain or lose a review

**You do not want a bad and false review to be hanging around and hurting your rating.**



# Technical SEO



# Optimize Your Metadata

- Algorithms use metadata to understand the relevance of your webpages to search terms
- **Title Tags** – Stay within the character limit, make sure your keywords are present
- **Headings** – Your headings will help search bots understand the topics of your pages
- **Meta Descriptions** – Additional metadata for optimization, but also customer-facing on search results

# Markup for Schema

- Schema markup is gaining more & more **importance in ranking well** on searches
- Schema markup allows the search engine to **understand** the website and its content, and then **display** your content properly on SERPS



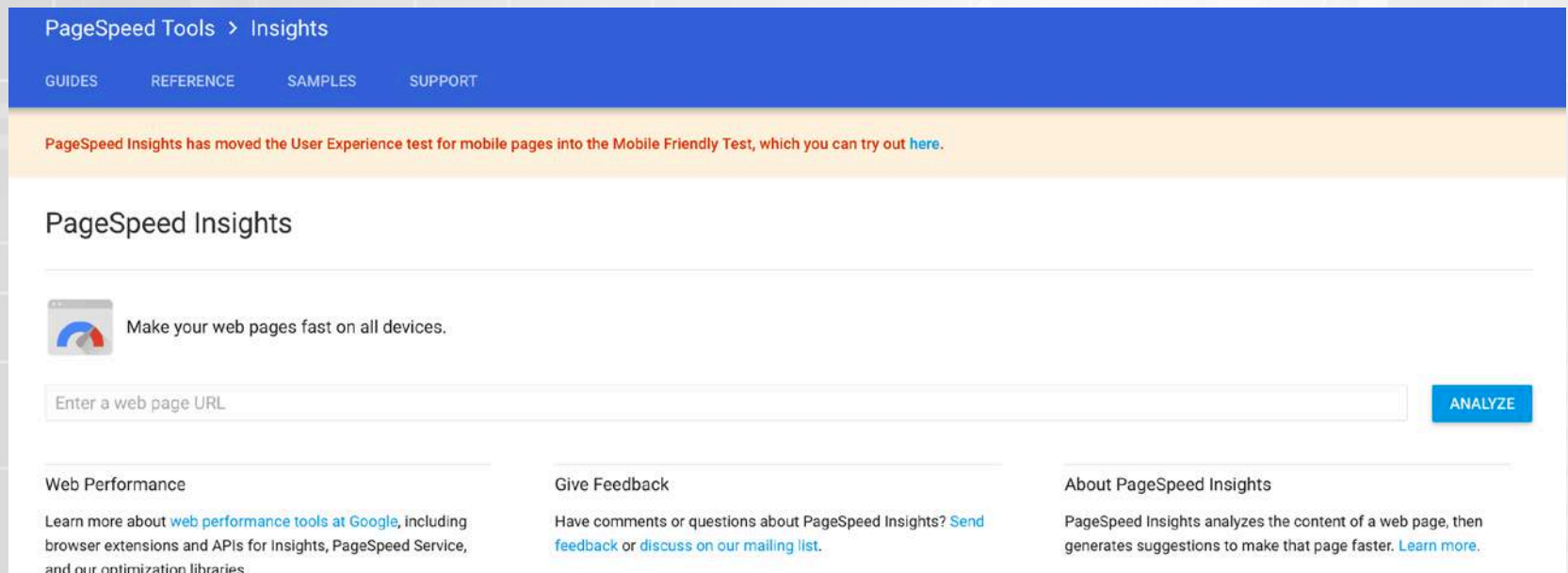
SCHEMA.ORG – STRUCTURED DATA

# PageSpeed: Google Page Speed Insight

- Run your website on **Google's PageSpeed Insight** tool

[developers.google.com/speed/pagespeed](https://developers.google.com/speed/pagespeed)

- Optimize your site's speed on both **mobile & desktop**



The screenshot shows the PageSpeed Insights website interface. At the top, there is a blue navigation bar with the text "PageSpeed Tools > Insights" and links for "GUIDES", "REFERENCE", "SAMPLES", and "SUPPORT". Below this is a yellow banner with a message: "PageSpeed Insights has moved the User Experience test for mobile pages into the Mobile Friendly Test, which you can try out [here](#)." The main content area is white and features the heading "PageSpeed Insights". Below the heading is a small icon of a speedometer and the text "Make your web pages fast on all devices." There is a search input field with the placeholder text "Enter a web page URL" and a blue "ANALYZE" button. At the bottom, there are three columns of text: "Web Performance" (with a link to "web performance tools at Google"), "Give Feedback" (with links to "Send feedback" and "discuss on our mailing list"), and "About PageSpeed Insights" (with a link to "Learn more").

# Cool Apps



A desktop program that crawls websites for links, images, scripts etc. Helps with site audits from an SEO perspective



A WordPress SEO plugin to optimize your web page



AUTODESK<sup>®</sup>  
PIXLR<sup>®</sup>

A free desktop photo editing program



Google  
Developers

Google's free tool to review and optimize site for speed on desktop & mobile devices



A cloud-based chat and collaboration tool

Questions?

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