

A fountain pen with a textured barrel and a red comb are positioned on a dark, rustic wooden surface. The pen is angled diagonally across the frame. The background is a dark wood with visible grain and texture. A large, solid magenta shape is on the left side of the image, partially overlapping the text.

Law Firms, Digital Marketing & Becoming a Farmer

20 Ways to Build Online Visibility

PRESENTATION HIGHLIGHTS

Why Online Visibility Matters
for Law Firms

Top 20 Tips to Increase Your
Law Firm's Online Visibility and
Digital Footprint

FREEBIES AT THE END!





ANNETTE CHOTI

OWNER & PRESIDENT, LAW QUILL



BACKGROUND

Graduated Law School 20 years ago. Worked in the Federal Government for two decades, and then founded Law Quill after years of working for large legal marketing agencies.

Less Commonly Known Facts

- Played Piano Since the Age of 5
- Did Professional Comedy
- Loves Lord of the Rings so much she has a dog named Pippin, a map of Middle Earth above her fireplace and went to see Tolkien's grave in England (I've said too much.)

ROADMAP TO ONLINE VISIBILITY

1. WEBSITE TECH
2. WEBSITE CONTENT
3. INTERNET PRESENCE
OUTSIDE YOUR WEBSITE
4. BECOMING A FARMER



**“We have a goal wrapped in a plan,
and served on a bed of success.”**

WHY ONLINE VISIBILITY MATTERS

80% of people look for law firms through a search engine

62% perform a generic LOCAL search for an attorney

72% only contact ONE lawyer their search



Website Tech





Security

1

HTTPS://

Does your law firm have an
SSL Certificate?





Meta Descriptions

2

Talk to the Robots

Does every page of your website, including the home page have amazing long-tail keywords (phrases)?



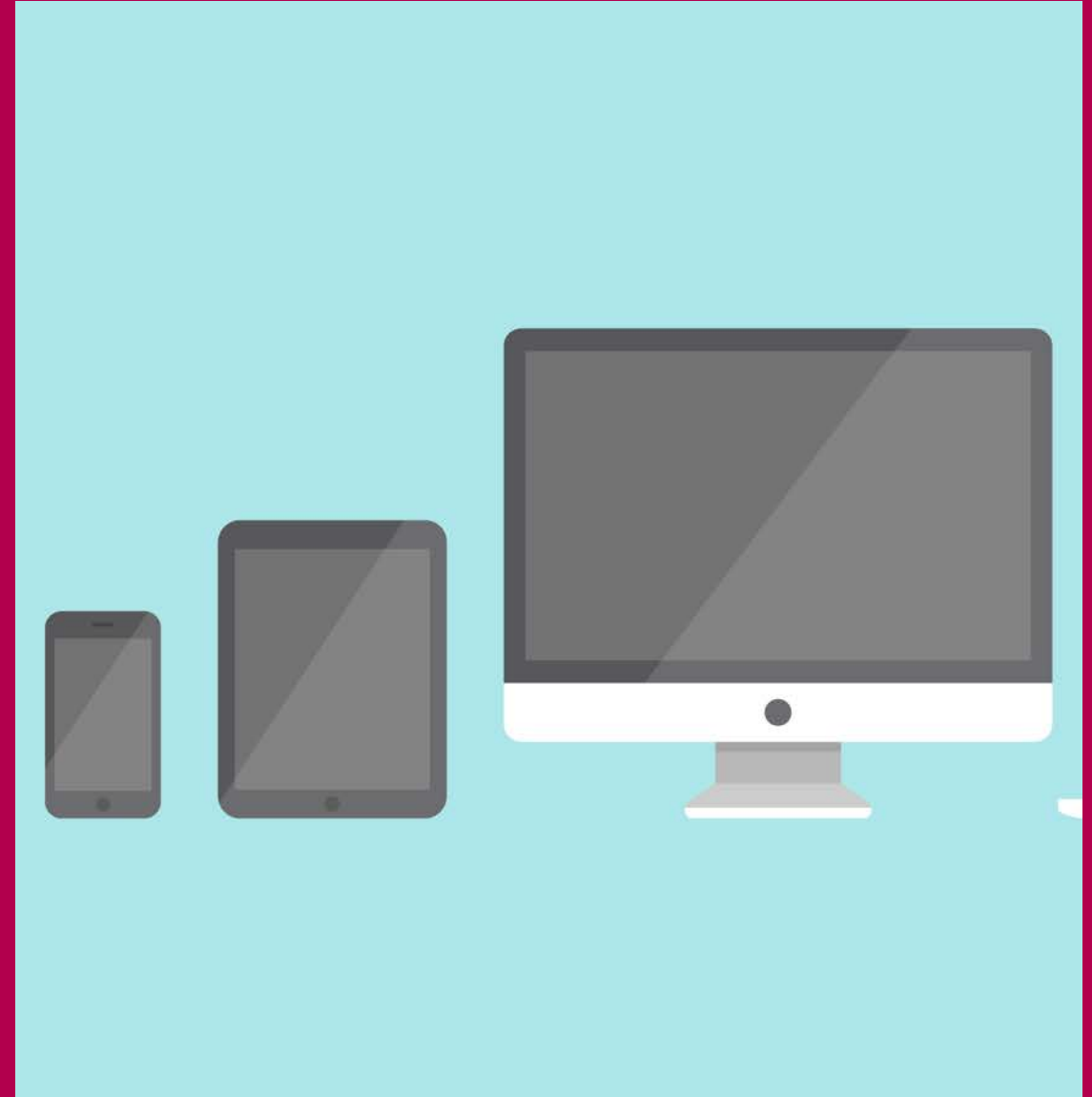


Appearance

3

**Do you look
awesome
everywhere?**

Desktop? Tablet? Cell?





Speed

4

Are you built for speed?

How fast is your website?



Website Content



Pages Every Law Firm Must Have



5

Homepage

Index
Hero image
3 Reasons Why Attorneys
Pop Up/Banner
Locations
Call to Action

6

About Us

Explain why your law firm is better in a unique way. Use this real estate to persuade & connect

7

Practice Areas

Explain the areas of law that you practice & any accolades that you have in those areas

8

FAQ

Many potential clients have similar questions. Take the opportunity to answer them.

Pages Every Law Firm Must Have



9

Scheduling

Use an online scheduler

10

Inquiry Form

Remember to ask how they found your website

11

Legal Areas

Make sure to include disclaimer and privacy policy which can also help SEO

12

Legal Blog

SEO
Constant updates
Video
Google  Blogs
Bar Marketing
Guidelines
Repurpose!

Internet Presence



SOCIAL MEDIA



13 LinkedIn

- Articles
- Posts
- Establish Yourself as an Authority

14 Facebook

- Articles
- Posts
- Establish Yourself as an Authority

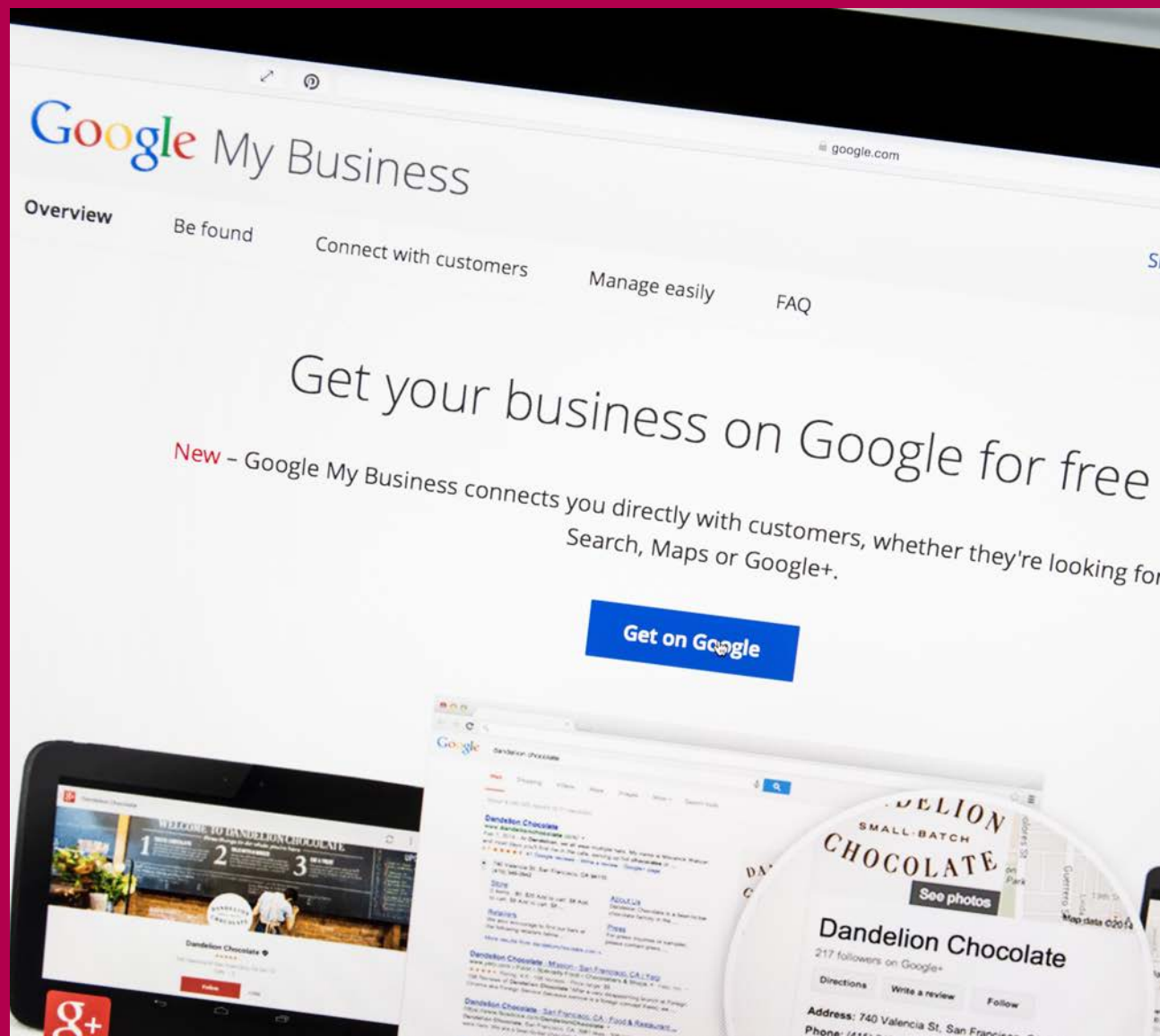
15 Twitter

- Tweet!
- Establish Yourself as an Authority

16 Use a Scheduler!



17 Google My Business



Google My Business allows you to:

- Claim your website
- Helps with location searches
- Helps with SEO
- Business Card online
- Posts



18 Customer Reviews

Customer Reviews



Customer Reviews

Over 90% of people look at online reviews and trust them MORE than family/friends

Reviews matter MORE than SEO

Ask Early, Ask Often



19 How to Remove a Negative Customer Reviews



Respond

Report

Contact Google My Business Report



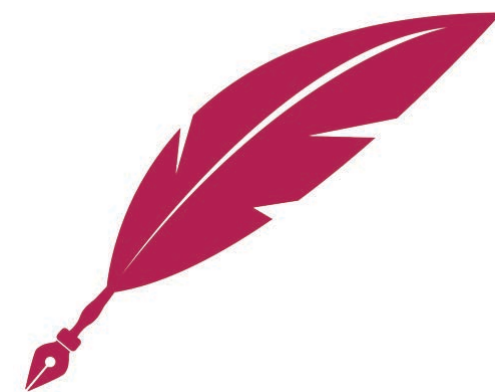
20 Fresh Online Legal Content

Fresh Content - Repurpose Content

SEO

Helps Potential Clients

Helps Google Bots





Become a Farmer

STEP 1: WEBSITE TECH

Make sure to check up on this aspect every quarter

STEP 2: WEBSITE CONTENT

Create a content calendar and check the rest of your website every calendar

STEP 3: INTERNET PRESENCE

Weekly (or better yet, daily) content on your social media platforms and to your email list



Free Resources

Go to www.LawQuill.com and get a FREE 8-page Resource for SEO

FREE phone or Zoom call to visit about your website and digital content strategy!
www.calendly.com/LawQuill

Contact: Annette@LawQuill.com
Annette Choti on LinkedIn