



 | PRICE BENOWITZ LLP

Digital Marketing Fundamentals:
**Finding What's Right
for Your Practice**

By Seth Price

Who We Are

- Price Benowitz LLP
- We are a mid-size law firm in the DC Metropolitan Area with around 30 attorneys
- We have offices in Maryland, Virginia, and DC
- Our practice areas include: Criminal Defense, Personal Injury & Medical Malpractice, Trusts & Estates, Transactional & Corporate, Whistleblower, Immigration, and OFAC Economic Sanctions.



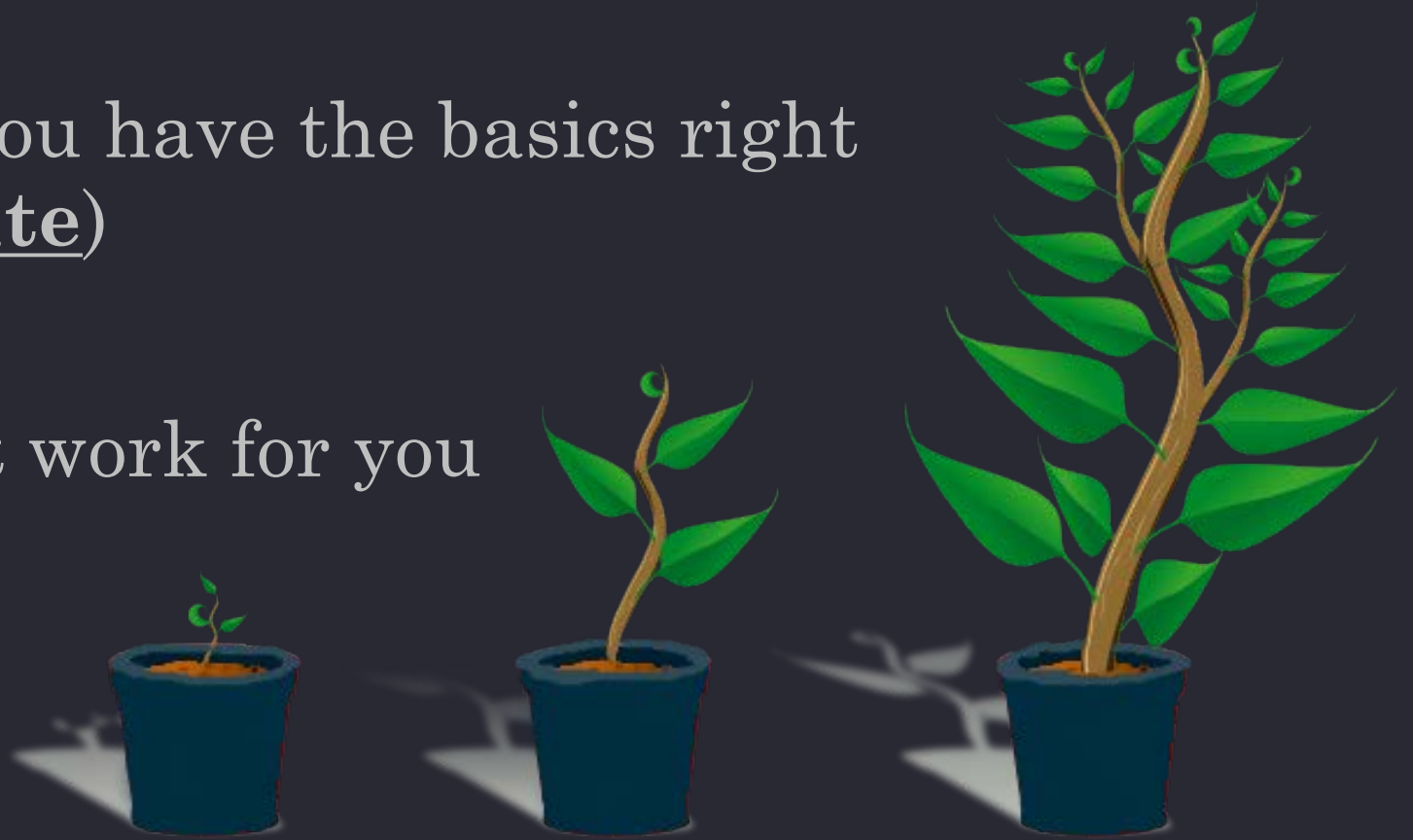
Types of Digital Marketing

- Paid / PPC (Pay Per Click)
- Search Engine Optimization
- Local Search
- Blogs
- Social Media
- Newsletters



Where Do You Start?

- Many different paths for growth but the basics are the same
- First, make sure you have the basics right (hint: get a website)
- Find the tools that work for you and your practice



What Type of Firm Are You?

- The more you specialize, the more niche your market, the easier it is to become a thought leader
- Being a thought leader is a force multiplier.
 - **It makes everything else easier.**



Search Results Page

- There are Three Ways to Appear on the Google Search Results Page

- Paid Ads
- Local Search Three-Pack
- Organic Search Results (SEO)



- The Next Slide is an Example of a Search



Top Organic Result

Google search results for "dc tax lawyer".

Search results include:

- Washington DC Tax Lawyer - tax-defense-lawyer.com
- We Solve Tax Problems - 20+ yrs of Experience. BBB A+
- DC tax lawyer - Quickly Resolve State/IRS Tax Debt
- Local Tax Lawyer - Inside IRS Knowledge

A map shows local results for tax attorneys in Washington, DC:

- Frost & Associates: 4.8 stars, 5 reviews, 1829 K St NW #300, (202) 618-1873, Closed now.
- Thom Law Group: 4.9 stars, 7 reviews, 888 18th St NW #800, (202) 348-4033, Closed now.
- Ellyn B. Tanenberg, Attorney & CPA: 2 reviews, 1717 Pennsylvania Ave NW #1025, (202) 387-7747, Open until 7:00 PM.

More places

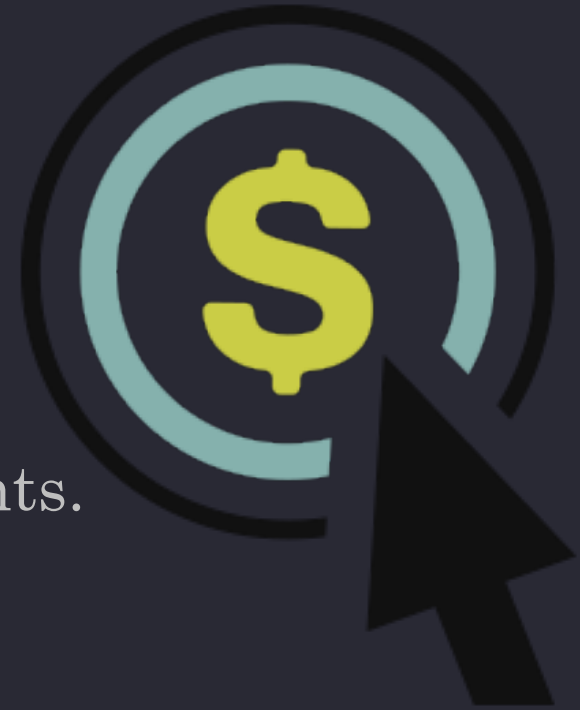
Washington DC Tax Law Attorney | Montgomery County M...
www.districtofcolumbiataxattorney.com/

Best Tax attorney in Washington, DC - Yelp

Three-Pack Local Search

Paid Ads

- Google PPC
 - Great option to get clicks and the phone ringing. Does not necessarily lead to clients.
 - Be Careful: This Can Be Dangerous
 - If you press the wrong button you can hemorrhage \$\$
 - Monitor Carefully and Use Daily budgets
 - Track, Track, Track → Easier Said Than Done
 - Do keyword research to make sure you are reaching potential clients



Search Engine Optimization (SEO)

- SEO = Search Engine Optimization
 - Optimizing your website to improve its ability to rank
- Search algorithms look at hundreds of signals, but many of them can be easy to optimize for if you take the time



- SEO includes optimization of content, metadata, internal linking, coding, and even references and links from other websites

SEO: The Basics

- Content is King (easy readability, relevant, at least 500 words)
- Make sure your design is mobile-friendly
 - **This affects rankings and user experience (conversion)**
- On-Page SEO (content, internal links, page speed)
- Off-Page SEO (links from other sites, citations in local directories)



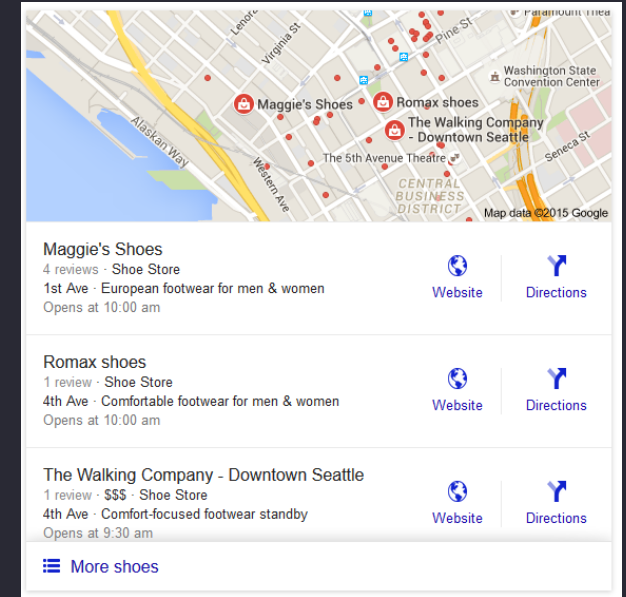
SEO: Staying with the Times

- But Keep In Mind → TRENDS CHANGE
- Tricks that used to work years ago do not work anymore
 - E.g., Keyword stuffing, Guest Blogs
- Current trend is all about high quality content and a good user experience on your website
- Make sure you update your site as trends change



Local Search

- Local search is more important than ever
- Three Pack = Top Three Local Results
 - Three Pack contact information and website link will appear above the top organic ranking
- Local search is always changing, so you need to pay attention to new trends and your Google My Business page



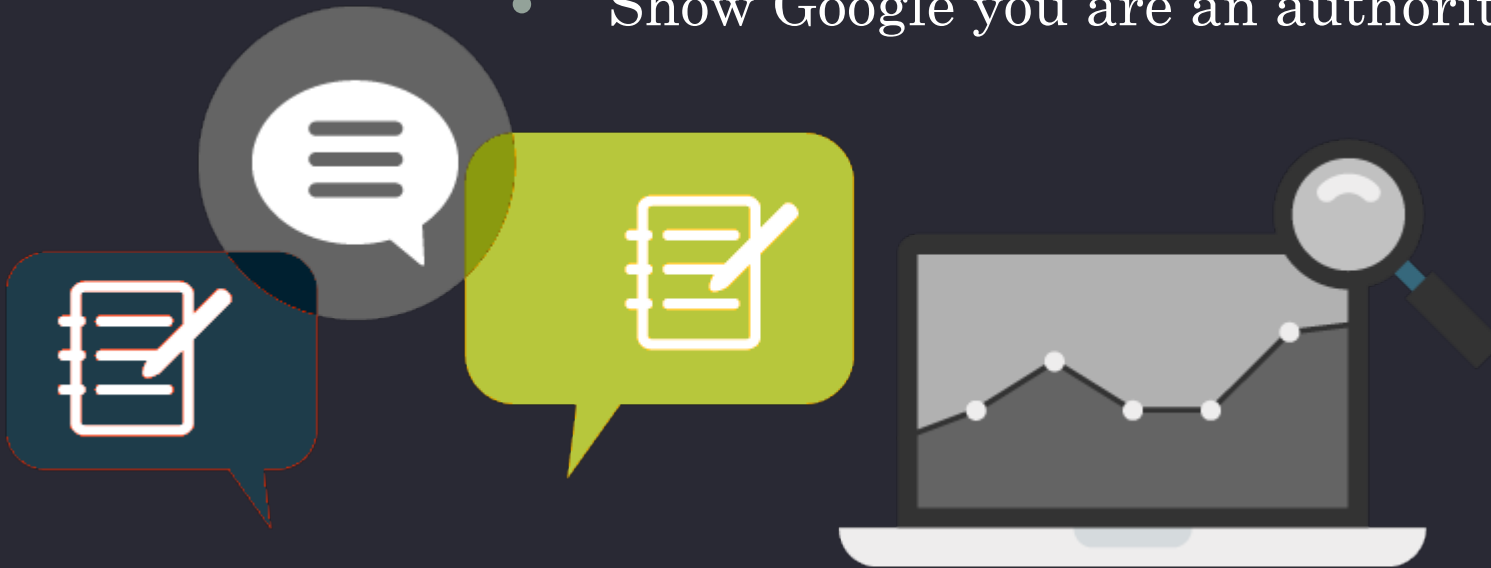
Blogging



- The Great Equalizer
- There are many niche areas where blogging can greatly benefit you
- Blogging is a longer process, and it requires time and effort
- Make sure you understand your goals for blogging.
 - Traffic? Fresh Content?

Bloggging Approaches

- **Two Bloggging Approaches (they are not mutually exclusive):**
 1. Fresh Content, High Volume of Blogs
 - Show Google your site is active
 2. High Quality, Thought Leadership
 - Show Google you are an authority in your field



Great Example of using both:

www.ctemploymentlawblog.com/

Social Media

- Social Signals are important for SEO

- Social Signals include:

- Shares
- Likes
- Comments
- Links



- Social Media is also great for getting traffic
 - Easier said than done

Social Media



- LinkedIn
 - Pulse is great for blogs.
- Facebook
 - Lots of active members, but a hard place to get organic leads.
- Twitter
 - Great tool to become a thought leader in your field.
- Don't forget Pinterest, Thumbtack, and others.
- *Use whatever works for you.*

Social Media

- With social media, it is always best to be authentic
- Find topics you are passionate about, because people will know if you aren't being genuine
- Use social media throughout the day or when big developments break
- Great Example: Chris Levinson



Newsletters

- Great tool to remind people that you are still there and what you do
- Provide updates on relevant changes in the law that may impact or interest clients
- Make sure your newsletter fits the audience



Questions?



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