

STRATEGY FOR

# Improving Your Firm's Online Visibility

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**U**nless you're at a huge firm with a dedicated marketing team, most professional services and business owners are squeezed for time dedicated to solely to their online marketing. This is a great opportunity, because if you can exercise the schedule discipline to build in time to focus on this aspect of your business, it won't take much time to stand out above your competition (who are similarly squeezed for time).

We want to help you maximize the time you do have for online marketing, and so we've created a list of focus areas, based on our extensive survey of small and medium sized law firm websites. These are areas we consistently see lacking in business websites, and a couple of suggestions we've picked up while reading current literature on marketing legal services online. We hope you find it helpful.

Best regards,

Ben Nguyen & Cyber Fision team

## 1 - IMPROVE YOUR PAGE SPEED

Page speed is incredibly important to users, and as a result, it factors highly into SEO. Here's one scenario to help illustrate the point: Your site is full of great, high resolution photos and videos. A prospect is searching for a firm, and when they navigate to your site, it takes 10 seconds to load the page.

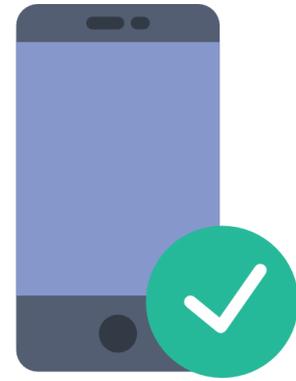


Likely, the prospect will never even see your page, because they'll navigate away. That bounce gets recorded by Google, and your search ranking decreases (admittedly, in the single instance, not much, but repeat that scenario with 500 prospects and watch your rank plummet).

- ✓ Use Page Speed Online and measure your current load time; the tool also provides a list of fixes you can make.
- ✓ User behavior dictates they need speed before they're willing to consider your design and content: As much as we'd like to argue with this attitude, better to accept it and design around it.
- ✓ Consider the effect on page speed of other changes you make to your site.

## 2 - OPTIMIZE FOR MOBILE

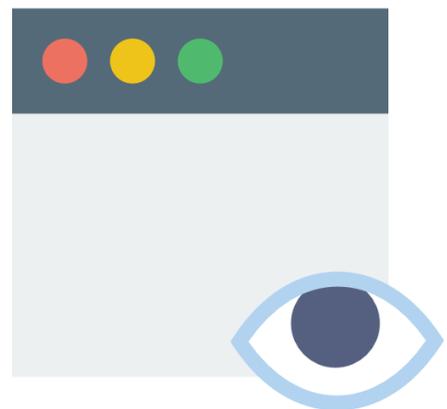
The number of prospects that fit the mobile browsing scenario is only going to increase: 2016 was the year that mobile web viewing surpassed desktop web viewing. Mobile browsing behavior is different, and this factors into SEO, and how sites need to be designed to optimize for conversion.



- ✓ All sites need to be designed to display well on mobile devices. Features like contact numbers need to be featured prominently.
- ✓ Consider: Mobile users have the capacity to video chat wherever they are. There are opportunities around this technology that don't exist for most desktop users: What if you could conduct consultations remotely, with an integrated payment gateway like PayPal?

## 3 - IMPROVE YOUR UX. IMPROVE YOUR RANKING

You cannot discount the number of prospects that decide whether or not to contact your firm based on the design and layout of your website. UX (user experience) refers to the emotional and psychological experience that a user has when they encounter your site. Do they experience frustration because they can't find your contact info, or a list of your services?

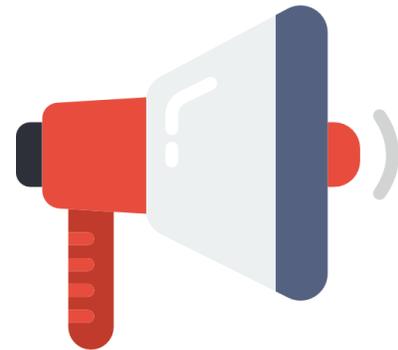


Analyzing a site through the lens of UX is one way that designers are approaching the challenges of reducing bounce, and thus improving SEO).

- ✓ Solicit feedback on your site from real users, and use this information to inform changes in design.
- ✓ Test that feedback: If you get conflicting feedback, create two new versions of the site and see which performs better for a limited test period.

#### 4 - DIVERSIFY YOUR ONLINE MARKETING BUDGET

Investment in SEO is a complex strategy because when search engines make changes to their ranking algorithms, ranks can change and all that work has to be repeated for the new ranking parameters.



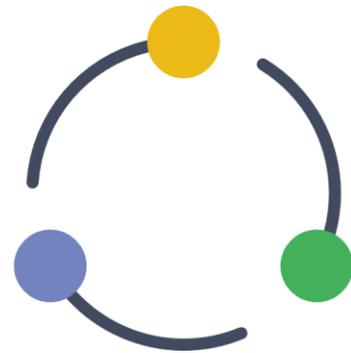
There are many different options for online advertising, depending on the focus of your practice.

- ✓ Social media ad platform offers incredible tools for audience targeting, and they also include free-to-use dashboards and analytics, so it's easy to measure results.
- ✓ Test advertising on pages like Yelp!, FindLaw, SuperPages, and AVO: If you see results, you can increase your budget; If not, move on.

## 5 - BUILD LINKS BY GETTING INVOLVED IN YOUR COMMUNITY

Building connections with businesses and organizations in your community leads to organic local links, which is huge for local search results.

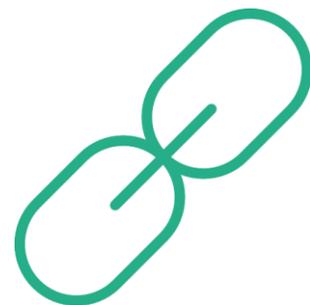
This is a long game, but it's a two-pronged strategy: Connecting with the community is invaluable for word-of-mouth and referrals, and if links are leveraged, SEO will also improve.



- ✓ Partner with a non-profit to champion a cause. This will open the door to great networking opportunities, and you can ask the organization to include links to your site on their site.
- ✓ Create, host, or sponsor a Meet-Up group for clients you would like. If you're a small business attorney, see if there's already a group in your area for entrepreneurs or start-ups, and then offer to host the group, or offer to provide refreshments for their meet-ups. This is another great networking opportunity, and the link through Meet-Up to your business will factor well into your local search ranking.

## 6 - BLOG RELEVANT LOCAL NEWS

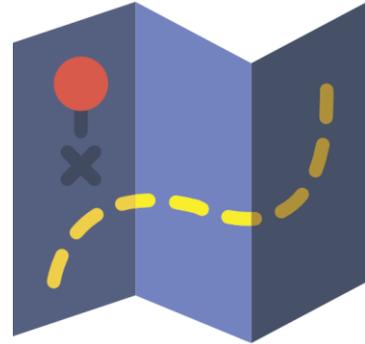
Sharing or re-blogging local news that relates to your practice or your clients make sense for a number of reasons, not the least of which is the high density of location-based and practice area-related keywords. This is an easy way to keep your website updated without having to create content in house.



- ✓ Create Google Alerts for relevant local news stories: Links to the kinds of news you want will appear in your inbox, and you can share with your two cents thrown in.

## 7 - REGISTER WITH LEGAL DIRECTORIES

This can be tedious, but it's free, and legal directories have a mystique of authority. Most attorney listings only have the information that the directory's software was able to pull from web results, so it's to stand out, and it's a high authority backlink to your website.



- ✓ Focus on local and legal directories: These will give you the maximum return on your effort.
- ✓ Fill in all the fields: Much of the information should be the same, so after you've done one, then it's a matter of copy and paste.

- The End -

*At Cyber Fision, we have worked with hundreds of businesses and we know exactly how to maximize your return on investment on your internet presence.*

*Our team of marketing professionals, social media managers, engineers and SEO experts is here to increase the visibility of your website, capture the attention of potential leads, and convert these leads into paying clients.*

Want to pick our brain? Contact us at [225-800-6565](tel:225-800-6565) or email us at [info@cyberfision.com](mailto:info@cyberfision.com)