



How to Market Your Law Firm Online - Internet Marketing Guide: The #1 Guide for Lawyers and Law Firms Who Are Ready to Attract More Clients and Make More Money!

Montina Portis

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If you're on the first page of Google search results for "things you want to be known for," you win. If you're on page 2, you might as well be on page 200; you lose. This is a brutal competition, and you're up against the same lawyers here as you are in your practice: same competition, different battlefield. In order to be found on the Web, you need to put information there that people will find. That information has to be relevant and useful to your clients, and it needs to be distinctive and representative about your practice.

In this guide we will walk you step-by-step through the process of marketing your law firm online by optimizing your website from an SEO perspective and explain:

- * How the search engines work (PPC vs. map listings vs. organic) and what you need to do to handle each for maximum return.
- * How to build authority online & how to use an authority building strategy so that your law firm ranks above the competition.
- * Our search engine optimization strategy for law firms.
- * The importance of law firm keywords. This single insight is invaluable for you as a lawyer, and more!

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