



How To *Get Clients Now!*

7 Steps To Attorney Marketing Success

1. Google Maps – aka. Google Local Business Center

Optimizing your listing in the GLBC is the single fastest way to get traffic flowing in for free. See the Google Maps checklist at the link below.

2. Local Citations

“Citations” are listings or “mentions” about your company on locally targeted websites and directories. If you get comprehensive listings in all the best places, you will get the benefit of increased Google Maps rankings, as well as direct traffic from the aggregate of citations.

3. Google Adwords

Pay-per-click (PPC) advertising is the fastest and most powerful way to get paying clients coming through your door. (Disclosure: I specialize in managing Adwords campaigns for attorneys across the US.)

4. Organic SEO

Though PPC is fast and powerful, organic SEO is the second most powerful way to get new clients from your local area. It takes a little longer to get results, but over 57% of all clicks in Google are in the organic or “natural” listings.

5. Blogging

Google values fresh content. Readers do too! Believe it or not, Google's primary goal for their search algorithm is to be relevant and engaging to their end user. A blog is an effective way to post fresh content, which helps your search rankings and engages your prospects.

6. Video Marketing

Videos are a powerful way to get targeted traffic. In addition, videos can be distributed and syndicated across hundreds of video sharing sites, which expands your reach and promotes your website.

7. Articles on the Web

Articles are another powerful website promotion strategy. Like videos, articles can easily be distributed and syndicated using article directories and ezines, which will do wonders for your website rankings and position you as an expert and trusted adviser.

BONUS: Keyword Research

The #1 mistake most business owners make online is not doing the initial keyword research. The best way to add power to your web marketing is by targeting the keywords that get a high number of daily searches. Rankings are worthless without search volume.

To learn how to do each of these steps in the most effective way possible, go to <http://www.attorneymarketingideas.com/toolkit>

If you have any questions regarding the matters discussed in this whitepaper, please contact Seth Holdren, Founder of the Legal Marketing Syndicate. Contact info is listed below or call (615) 915-4157.

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Get a free attorney marketing toolkit, including:

- VIDEO MARKETING** – Marketing Your Law Firm On The Internet for Maximum Return On Investment (ROI)
- COMPLETE CHECKLIST** – Follow this Attorney Marketing Checklist and don't miss the most important elements of online marketing.
- QUICK START GUIDE** – The #1 Way I Get 20X More Traffic For Attorneys In Local Markets.
- TOP MISTAKES ATTORNEYS MAKE** Avoid These Mistakes Commonly Made By Attorneys In Their Marketing.

To Get Your Free Attorney Marketing Info:

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