



How To *Get Clients Now!* Complete Checklist AttorneyMarketingIdeas.com

1. Google – The 3 Key Areas

A. Google Maps (Local Business Center Listing)

- ✓ Categories must be keywords that actually get search traffic.
- ✓ Landing page must be optimized for your keywords.
- ✓ Address must be close to the centroid of the city you're targeting (use PO Box if you're outside your city.)
- ✓ Citations throughout the web on websites and directories like Yelp, Superpages, infoUSA, YellowPages, Localeze, InsiderPages, Niche & Industry Websites (BBB, Local Directories), Acxiom, Yahoo, Citysearch, your local Chamber of Commerce.
- ✓ Keywords in your business title (must match your actual "offline" business name to comply with Google Maps terms of service.)

B. Organic Listings (aka. Natural Listings)

ON-PAGE OPTIMIZATION

- ✓ 1. Keyword in URL.
- ✓ 2. Keyword in Title tag.
- ✓ 3. Keyword in Description meta tag.
- ✓ 4. Keyword in Keywords meta tag.
- ✓ 5. Keyword in H1, H2, H3 tags.
- ✓ 6. Keyword in Sidebar title.
- ✓ 7. Keyword density approx 5 to 10% in body text.
- ✓ 8. Keyword in tag in body text.
- ✓ 9. Keyword in anchor text on inbound link on each page.
- ✓ 10. Keyword in alt text.
- ✓ 11. keyword in image file names (where relevant.)
- ✓ 12. Keyword in relevant links to external pages (limited.)
- ✓ 13. Efficient page structure (optimized flat intra-site linking structure.)
- ✓ 14. RSS functionality to notify search engines instantly of new pages .
- ✓ 15. Fresh content steadily over time (daily/weekly/monthly.)
- ✓ 16. Analytics and data tracking.

OFF-PAGE OPTIMIZATION

- ✓ 1. Link Building.
- ✓ 2. Social Media Distribution.
- ✓ 3. Social Bookmarking.
- ✓ 4. Directory submissions.
- ✓ 5. Video Distribution.
- ✓ 6. Podcasting & Podcast Directories.
- ✓ 7. Email Marketing Campaigns.
- ✓ 8. Viral sharing features.

C. Sponsored Links (Google Adwords, Pay-Per-Click)

- ✓ 1. Google Quality Score Checklist (see separate checklist.)
- ✓ 2. Find targeted keywords that get search traffic.
- ✓ 3. Campaign geographical targeting – select area/region/city to target your ads.
- ✓ 4. Opt out of “Content Network.”
- ✓ 5. Set time of day for campaign to run (corresponding to your phone answering hours.)
- ✓ 6. Ad Groups – one keyword per ad group.
- ✓ 7. Keywords – use “broad,” “phrase,” and “exact” match. For example:

Ad Group Keywords

broad match

“phrase match”

[exact match]

-negative keywords

- ✓ 8. Use keywords in your ad title and your ad description where possible.
- ✓ 9. Write your ad to appeal to the user. Make it very “clickable” by focusing on the user.
- ✓ 10. Always make sure your landing page has at least 2 backlinks and is indexed by Google first.
- ✓ 11. Be prepared to pay more per click in the beginning in order to keep your ad near the top.
- ✓ 12. Keep your CTR above 1% at all costs.
- ✓ 13. Test 2 ads against each other. After a few thousand impressions, discard the lower CTR ad and try to create a better performing ad to beat your control.
- ✓ 14. Set as high a budget as you can stomach, so Google knows you are willing to spend money. Then, if you hit your spending cap, pause your campaign until you are ready to spend again.
- ✓ 15. Use a high powered keyword research tool to find hundreds of long-tail keywords that get a few search each per month, and create a new ad group for each set of keywords. Focus on targeted keywords for your firm.

2. The Other Search Engines (Yahoo & Bing)

- ✓ [YAHOO - http://sem.smallbusiness.yahoo.com/searchenginemarketing/](http://sem.smallbusiness.yahoo.com/searchenginemarketing/)
- ✓ [BING - http://advertising.microsoft.com/advertising](http://advertising.microsoft.com/advertising)

3. Social Media

- ✓ Submit your website to as many social bookmarking sites as you can stomach.

Propeller.com	Spurl.net	OYAX
Slashdot.org	Netvouz.com	A1 Webmarks
Digg.com	Diigo.com	Bookmark Tracker
Technorati.com	Backflip.com	myVmarks
Del.icio.us	Bibsonomy.org	Mixx.com
Twitter.com	Blinklist.com	Wirefan.com
Reddit.com	Faves.com	SmakNews (Women)
Tagza.com	Sphinn.com	Dizzed
Fark.com	Plugim.com	Symbaloo
Newsvine.com	Buddy Marks	Ximmy
swik.net	Connectedy	iZeby
Connotea.org	MyLinkVault	Erollover
Links Marker	Google Bookmarks	YuppMarks
	Jumptags.com	Health Ranker
	Fetch	Ka-Boom-It.com

- ✓ An automated tool you can use to do this is Socialmarker.com
- ✓ Always remember to submit a broad, varied mix of sites to your social bookmarking accounts, and don't be overly self-promotional.
- ✓ Follow the terms of use of each website to the letter.

4. Keyword Research

- ✓ **MOST IMPORTANT OF ALL BULLETS:**
- ✓ **Find the keywords that GET SEARCH TRAFFIC EVERY DAY!!!**
- ✓ Use Google's keyword tool: <https://adwords.google.com/select/KeywordToolExternal>
- ✓ Use Market Samurai software.
- ✓ Use PPC keyword spy software.
- ✓ Combine city and regional keywords with your attorney niche keywords, and get synonyms from the powerful keyword research software listed above.

5. Conversion

- ✓ **Focus on making a "human connection" with your website visitor.**
- ✓ **The first thing to pop into your visitor's mind is: "Who is behind this website and this firm? Is it a real person? Are they like me? Can I trust them"**
- ✓ The fastest way to break through the trust barrier is to show your personality.
- ✓ Add a photo of yourself or other key people in your firm.
- ✓ Use audio on your website to welcome your visitor and establish an immediate connection. (Communication is 38% voice inflection and tone.)
- ✓ Use video to establish an even greater personal connection (55% of communication is facial expressions and body language.)
- ✓ **Make your website super easy to navigate. Make it so easy a 4 year old could do it.**
- ✓ Put your phone number in large print at the top right of the page.
- ✓ Put a call to action at the top right of the sidebar on every page. (Say something like, "Contact Us Online Right Now.")
- ✓ Use a free offer of something that your prospect will find valuable. (Free legal advice videos, or other information that actually has some real value to the prospect *right now*.)
- ✓ Make your contact form easy to use. Require the smallest number of inputs you can get away with.
- ✓ Simplify, simplify, simplify. A jumbled, busy, confusing website is a huge turn off. Keep it simple.
- ✓ Use dark text on a light background. The opposite is hard to read.
- ✓ The color blue establishes trust and professionalism. Use a big blue header if at all possible.

6. Blogging

- ✓ **A blog is simply a website where you post fresh content periodically. Nothing more, nothing less.**
- ✓ **Google LOVES fresh content.**
- ✓ The best, most user-friendly blogging platform is Wordpress (Wordpress.org)
- ✓ Wordpress is good because you install it on your own servers, and you control (and own) all the content.
- ✓ Break your posts into small, digestible blurbs. Remember, the more pages your website has, the better, because Google values a large web footprint. And each post is a page. Break up those long posts!
- ✓ Use multiple headlines, subheadlines, bullet points, bold text, and links. No long paragraphs.
- ✓ Link to other relevant site in your industry.

- ✓ Link to other bloggers sites, and some will inevitably link back to your site. (Don't ASK them for links, just do it. Trust me.)
- ✓ Submit your best blog posts to social media and social bookmarking sites.

7. Articles

- ✓ **Write articles relevant to your targeted, high-traffic keywords.**
- ✓ Submit articles to sites like Scribd, EzineArticles, Weebly, Hubpages, and Squidoo.
- ✓ Use your keywords in your titles and headlines of your articles.
- ✓ Create one or two links back to your website in both the article text and the description/bio area, where applicable.
- ✓ Always follow all terms and conditions of each website to the letter (or risk getting banned.)
- ✓ Submit your best articles to social media and social bookmarking sites.

8. Video

- ✓ **See the complete video checklist on the toolkit page of AttorneyMarketingIdeas.com.**
- ✓ Create videos using the 10 x 10 formula.
- ✓ Submit your videos to all the video sharing websites using Tubemogul or Traffic Geyser.
- ✓ Add your link to all videos and video descriptions.
- ✓ Always use a call to action at the end of each video. ("To get more, go here.")
- ✓ Make lots of short videos instead of a few long ones.
- ✓ Add jump cuts and interesting images to make your videos more compelling.
- ✓ Make videos with you talking to the camera.
- ✓ Make slideshow videos using pictures/slides and audio track (you can make a lot more videos when you don't have to "powder your nose.")
- ✓ Post video responses on high-traffic videos on Youtube and other video sharing sites.

9. Copywriting

There are two overall aspects of copywriting that concern me as a marketer.

1. Does your copy convert visitors to clients/sales? (a.k.a. "Conversion")
2. Does your copy get ranked well in the search engines? (a.k.a. "SEO Copywriting")

Now, obviously #1 is the most important, because copy that ranks well but does not convert is worthless. With me so far? Good.

So, first we have to focus on "conversion."

The biggest mistake most business owners make when writing copy for their businesses is that of "focus."

Where should the focus be? On the customer's needs/want/desires.

Where is the focus on most websites/business copy? On self-serving and self-promotional stuff.

Avoid self-serving copy, and you are half way there.

So, how do you do this?

HOW TO WRITE COPY THAT CONVERTS

1. Identify the true benefit you provide your customers. (Such as "peace of mind," or "finally end the worry caused by your legal problems.")
2. Show them that you understand their frustrations and problems. (Expand on their pain.)
3. Show them proof of how you've successfully helped others solve this problem. (Testimonials. Audio and video testimonials are even better.)
4. Give them a taste for free (offer free content that establishes you as a trusted adviser. Set yourself apart here as much as possible.)
5. Tell them what to do next. (Make it so simple an 8-year-old could do it.)

So, always focus on the "end user" rather than on SEO. THEN, make sure your user-friendly copy gets SEO optimized as much as possible.

That is the basics of how to create content that connects with the visitor and converts a high percentage of your visitors into leads, clients, and sales.

Next, the second most important part is to write copy that gets ranked for your keywords. Here are the basic strategies for how to write good SEO copy:

SEO COPYWRITING BASICS

*Note: These rules are for each individual post, or page, that you create.

1. Keywords in the Title of the post. (Focus on your high-traffic keywords.)
2. Keywords in the main body of the text. (Usually twice is enough.)
3. Keywords in bold in the body text. (HTML code for that is: Sample Text)
4. One or two links with keywords in the anchor text. (HTML code for that is: <a href="<http://sampledomain.com>">Sample Keywords)

Note: Above, it's OK to link to external pages, but you can also link to internal pages on your website that are relevant to your keywords. Both strategies work well for SEO.

5. Related keywords throughout the text. (We already have a pretty good list here. To find a larger list of related keyword ideas you can use, try the Google Keyword Tool and be sure to check "Use synonyms." <https://adwords.google.com/select/KeywordToolExternal>)

FREQUENCY

How frequently should you create new content?

In general, the steadier the better. If you are going to post once per week, you should try to keep it consistent. Once a month is fine too, but steady is always good.

If you want to try to post once per day, that's a great way to make quick progress, but it can be difficult to sustain. Worst case, if you start once per day and end up slowing down to once per week,

it won't hurt anything. Google loves fresh content, so the more the merrier.

10. The Telephone

- ✓ **Always have a real person answer the phone.**
- ✓ **Never fail to have a REAL PERSON answer the phone.**

Sound redundant? It's worth repeating. For every contact form submission you get from your website, you will probably get 10 to 20 actual phone calls. By failing to have a real person answer the phone, you drive your conversion rate into the dirt. Don't make this mistake. If you don't have an employee answering the phone, **OUTSOURCE IT**. It's cheap to do, and in today's technologically advanced world, there's no reason not to.

- ✓ Make sure a real live person is answering your phone when your prospect calls. (Yes, I'm going to beat you over the head with this three times in a row! ;-)

11. Viral Elements

- ✓ **Add viral elements anywhere and everywhere.**
- ✓ Encourage your email marketing list to share referrals with you.
- ✓ Add links to your content, blogposts, audio, and videos asking people to rate and share your stuff.
- ✓ Be personable! Nothing encourages sharing like a real display of human-ness. Differentiate yourself from your competitors. They are stiff as boards! (Am I wrong?)

BONUS: Sales

- ✓ **Sales is a "dirty word" but for lack of a better term, you need to improve your sales mindset.**
- ✓ Old school sales techniques (eg. "finding the pain") are D.E.A.D.
- ✓ The core of sales is to build trust.
- ✓ You can build trust by giving, helping, and adding value with no expectation of reciprocation.
- ✓ If you focus on the absolute best interest of your clients, and they can tell, you have the proper sales mindset.
- ✓ Ask questions. It sounds cliché, but to properly ask questions, it means you have to be focused on your clients. Put **ALL YOUR FOCUS ON YOUR CLIENT AND HIS NEEDS**. This is the secret to success in sales.
- ✓ Smile. Laugh. Share your personality.
- ✓ People hate to be sold, but they **LOVE TO BUY**. Let your prospect come to his own conclusions.
- ✓ Strive to be the best possible human being you can be. If you do this every day, you will never need to "sell."

For more great resources, go to <http://AttorneyMarketingIdeas.com>