

## Why Search Engines Love Blogs. And You Should Too.

Research shows that journalists and business executives turn regularly to Google and other search engines to locate experts on particular topics.

And blogs rank highly in the search engines because they deliver what search engines want: targeted content that is regularly refreshed with lot's of inbound and outbound links.

Which makes blogs the perfect tool for developing the reputations of your attorneys for expertise and thought leadership with their peers, the media, and prospective clients. When audio or visual elements are periodically added to a blog as podcasts or online video, the impact can be even more powerful.

## eLawMarketing's Blog Services

Our blog design and development services include:

- **Designing** a custom blog template that visually communicates the blog's focus.
- **Ensuring** compliance with **SEO best practices**, including use of (i) CSS-based layouts with a low code-to-content ratio to maximize search engine visibility, and (ii) plugins to compose unique meta title and description tags, publish posts at search-engine friendly URL's, and deploy an XML sitemap.
- **Maximizing** distribution potential with trackable RSS and email subscription options, social sharing buttons, and trackbacks.
- **Facilitating** interaction with moderated comments.
- **Enabling** multi-author blogging with multiple roles (Admin, Editor, Author, etc).
- **Training** attorneys on using the blog management system to create, edit, categorize and publish posts that comply with SEO "best practices."
- **Providing** "ghostwriting" services using former attorneys as needed to supplement your own attorneys' efforts, thereby helping your blog achieve the "posting frequency" necessary for high search engine rankings (all "ghostwritten" posts may be subject to attorney approval).

## Get Started Today

To get started with a blog, please contact us today at 866.833.6245 or sales@elawmarketing.com.

“Working with eLawMarketing on our domain name blog was a great experience. They combine strong technology with outstanding service and keen insight into how to use the Internet to develop new business and promote expertise.”

– Alan Hock, Esq., Partner,  
Moritt Hock Hamroff & Horowitz

“Many influential readers have picked up the RSS feeds to our blogs, resulting in journalists using our blogs to develop stories, and an industry award for our insurance coverage blog.”

– David Bruns, Chief Marketing  
Officer, Farella Braun + Martel

“eLawMarketing explained how blogging can help a firm develop thought leadership in a specialized area of law. We were sold, and launched our own blog, PomTalk, with eLaw's help, and are very pleased with how the blog has helped reinforce our firm's expertise representing institutional investors.”

– Jeremy Lieberman, Esq.,  
Partner, Pomerantz, Haudek,  
Grossman & Gross

