

Search Engine Optimization (SEO)

eLawMarketing

eLawMarketing offers the following SEO services for existing law firm websites and blogs, and new law firm websites and blogs under development:

SEO Audits

A critical first step towards improving the search engine visibility of an existing law firm website is an SEO audit. The purpose of the audit is to determine the site's "status quo" in SEO performance categories such as search engine and referral traffic, and to assess compliance with SEO "best practices" such as site meta tags, URL structure, and internal linking.

Once a site's status quo and compliance is determined, we can implement appropriate strategies to address any weaknesses and improve search engine visibility.

SEO Consulting

Once the status quo of a firm's website is determined with an SEO audit, we offer the following ongoing services on an à la carte basis designed to monitor, maintain and maximize a site's search engine visibility:

- **Building** inbound links to your website (as well as blogs) from third party websites and blogs
- **Researching** projected effectiveness and efficiency of various keywords
- **Directing** ongoing development of firm content that highlights key areas of expertise
- **Publicizing** new firm content via search-engine optimized press releases
- **Facilitating** sharing of firm content via online resources such as JD Supra and social media networks such as Twitter, LinkedIn and Facebook
- **Monitoring** analytics tools to check progress towards goals of increased inbound links and search engine and referral traffic

Get Started Today

To get started optimizing your law firm's website and blogs for search engines, please contact us today at 866.833.6245 or sales@elawmarketing.com.

Maximize Visibility. Boost Traffic.

Law firms seeking to maximize the number of leads generated by their websites should follow SEO "best practices."

"Thank you for the excellent SEO work you provided to our law firm client. All of your recommendations were explained thoroughly and clearly. The results speak for themselves: we quickly jumped to the top of Google for several targeted keywords, and at least one potential significant new client found the firm through Google shortly after we implemented your recommendations. You are consummate professionals."

– *Merry Neitlich, Principal, Extreme Marketing*

