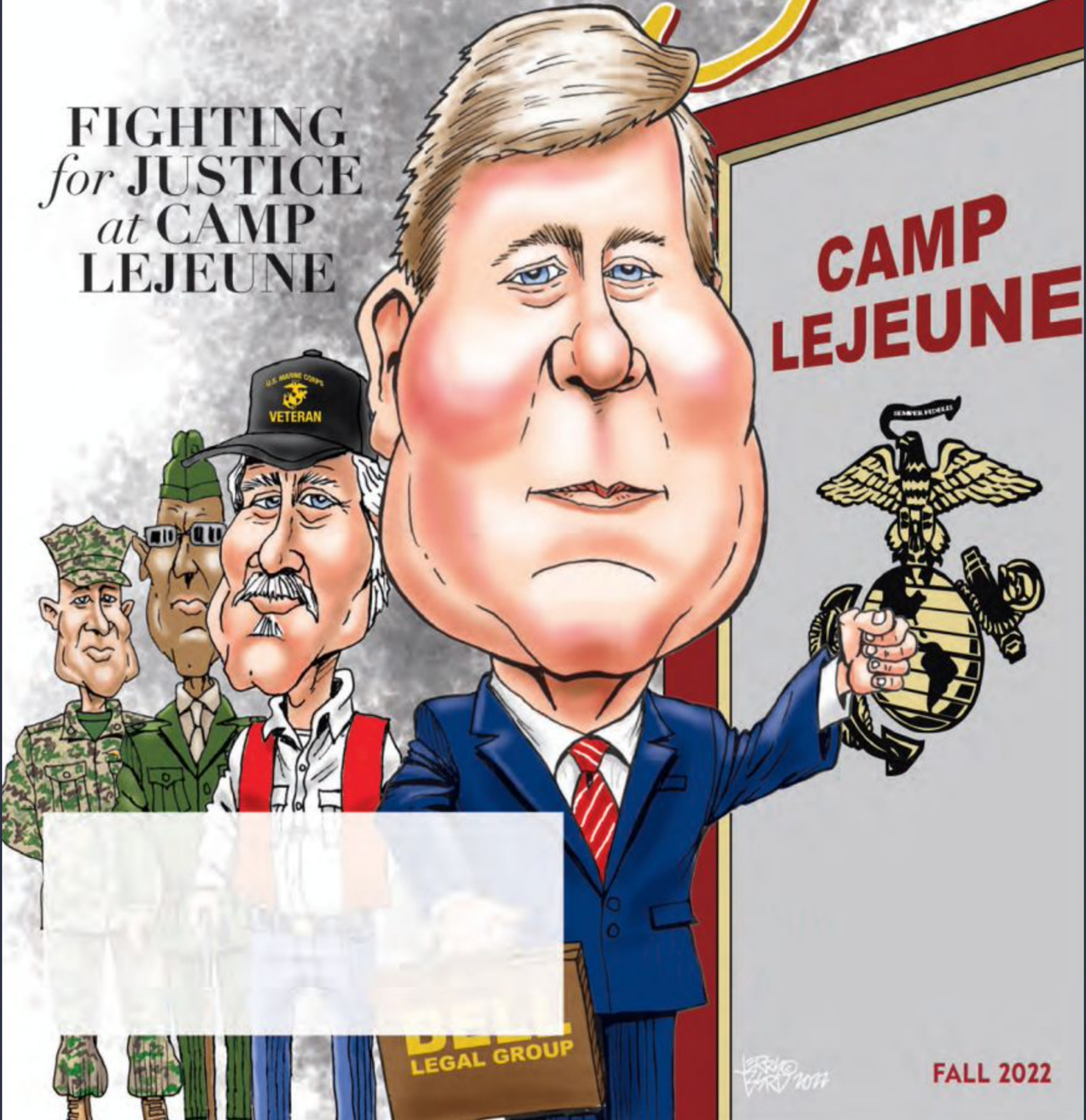


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SEO, AND PR WORK TOGETHER TO AMPLIFY YOUR MARKETING RESULTS

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According to the 2021 State of U.S. Small Law Firms, released by the Thomson Reuters Institute, lawyers surveyed reported they spent just over half of their time practicing law, with an increasing amount of time spent on recruiting new client business. Client acquisition and administrative tasks were the top two challenges reported by small firms. Regardless of firm size, signing new clients is essential to law firm business growth.

Most lawyers and laypeople are familiar with what's known as paid media—whether TV or radio commercials, paid social media ads, or that billboard you pass on your daily commute. Consumer Attorney Marketing Group has been running successful, efficient campaigns for over a decade. We are confident that

the paid media strategies of TV, radio, out-of-home, paid social, and paid search (SEM) are viable marketing law firm marketing tactics.

As effective as advertising is to help you acquire more clients, SEO, and PR work together to amplify your marketing results. This article explains how the trifecta works.

THE GOAL OF CLIENT ACQUISITION

The goal of acquiring new clients depends on spreading awareness of your firm. For decades, lawyers depended on word of mouth to get new clients, especially before 1977 when the U.S. Supreme Court struck down prohibitions against attorney advertising with its decision in *Bates v. State Bar of Arizona*.

Forty-five years later, we have access to a toolbox of strategies that work together to get your firm noticed by more prospective clients. When your audience needs your services, they'll know where to find you. The end result is more clients for your firm.

BRAND RECOGNITION

There's no doubt about it that the legal industry is a highly competitive space. Potential clients have hundreds of law firms to choose from. One challenge is positioning your firm with unique messaging that resonates with clients. What makes your firm stand out? We refer to this as branding, which goes beyond your color, font, logo, and tagline, although those are important.

SEO and PR are two marketing strategies that provide your firm with traction to position your firm and gain brand recognition, helping you eventually generate more leads and top-line revenue for your firm.

ONE PLUS ONE EQUALS THREE

Traditionally, SEO and PR were seen as separate marketing efforts. However, with the explosive growth of digital marketing, we recognize that efforts to spread brand awareness must work in tandem to get the best results. SEO and PR are greater than the sum of their parts.

SEO—HOW DOES YOUR FIRM RANK?

Joel is in a traffic accident on his way to the office. Later in the day, he does a Google search to find a personal injury lawyer near his office. He sees three law firms alongside a map, with reviews and buttons to visit a website or request directions. Odds are that Joel will contact one or more of these attorneys. He likely will not scroll past the first page. Where your firm ends up depends on your SEO or search engine optimization.

The two main factors in securing top search rankings are content and links. Content and links work together to

affect your search rankings. One way this happens is through keywords. Your content tells Google which keywords you should rank for; links show Google's algorithms how high you should rank. Done the right way, PR can support both content and links.

CONTENT IS KING

PR professionals spend a good part of their days generating and pitching news pitches or concepts to media outlets to generate coverage, with the goal of providing unique content to position your brand.

MENTIONS- LINKS

Quality links are the second component that can boost your SEO presence. Here's how it works:

1. Your firm is getting mentions in media outlets through the efforts of your PR team.
2. When your firm is mentioned in an online news site or a website features the content your PR team has pitched, reach out to make sure they're linking back to relevant content on your website.
3. Google's algorithms pick up these links and use them as one of many factors to rank your firm's website.

These links are extremely valuable, unlike purchased backlinks, which are considered a black hat strategy that can negatively impact your website's search visibility. The quality of links is far more important than quantity. Google considers how relevant the backlinks are to your content and the quality of referring websites for search ranking.

If the mentions derived from your PR efforts are not linking back to your website, you're missing a significant opportunity to boost your SEO ranking.

EAT—EXPERTISE, AUTHORITY, AND TRUST

A third important factor in search ranking is known as EAT—expertise, authority, and trust. Google wants to show its users brands, or in this case, law firms, that have demonstrated all three.

In addition to using algorithms, Google hires and contracts workers whose job is to review websites that rank highly for certain keywords. These workers assess whether your website demonstrates expertise, authority, and trustworthiness. Are your attorneys reviewing content? If someone Googles your firm, does it appear reputable?