



# SEO & Social Media in the Law Firm -Your Competitive Advantage-

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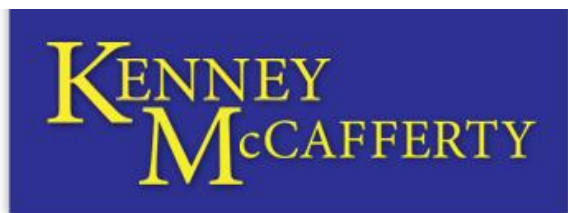
# Introduction

- Who We Are?
  - JoAnna Dettmann
  - Kaysha Kalkofen
- What is tSunela?
  - Digital Marketing Agency
  - Founded in 2006

# Our Services

- Search Engine Marketing
  - Search Engine Optimization (SEO)
    - Local SEO
  - Paid Search Marketing (PPC)
- Social Media Marketing
- Online Media Planning and Buying
- Web Analytics
- Digital Marketing Strategy

# tSunela's Clients



# Outline

- Introduction
- Explain the use of organic Search Engine Optimization for the law industry
- Explain the use of Paid Search to ensure your law firm's ads are placed at the top
- Details on creating a social media presence
- The use of social media groups to establish thought and industry expertise and create a dialogue about top-of-mind legal issues or cases popularized through mainstream media
- Measuring ROI on social media and SEO initiatives
- Q&A

# Legal Services and the Web

- Much like many professional services, the decision to invest in a lawyer/legal service is a considered purchase
  - This means that people thoroughly research the firm/attorney before they even pick up the phone. That's why firms nationwide invest heavily in search engine marketing and social media strategies to make their information readily available to prospects.

# Legal Services and the Web

- 3 out of 4 people in need of legal services use the internet to find attorneys and law firms
- 34% of all internet users go to search engines as first source for information
- Of the people who search for a lawyer on the internet, 44% will follow up with a call or an appointment

# Why We Love Digital Media

- Accountability/Measurable
- Integrated
- Dynamic

# Accountability/Measurable

- No matter which Internet marketing tactics you choose to use, they can be measured
  - Google Analytics – Free tool with very robust data sets
  - ‘Call analytics’ technology enables you to report if a website visit referred a phone call

# Integrated

- Digital media works in conjunction with all media types
  - Test messaging first online before utilizing it offline
  - Unique URL on traditional advertising
  - QR Codes
  - Call tracking phone numbers

# Dynamic

- Unlike billboards and print media, online messaging can be changed relatively quickly

# Digital Marketing Tactics Most Used by Law Firms

- Search engine marketing (SEM)
  - Search engine optimization (SEO)
  - Local search optimization
  - Paid search marketing (PPC)
- Social media
  - LinkedIn
  - Twitter
  - Facebook
  - YouTube
  - Blog

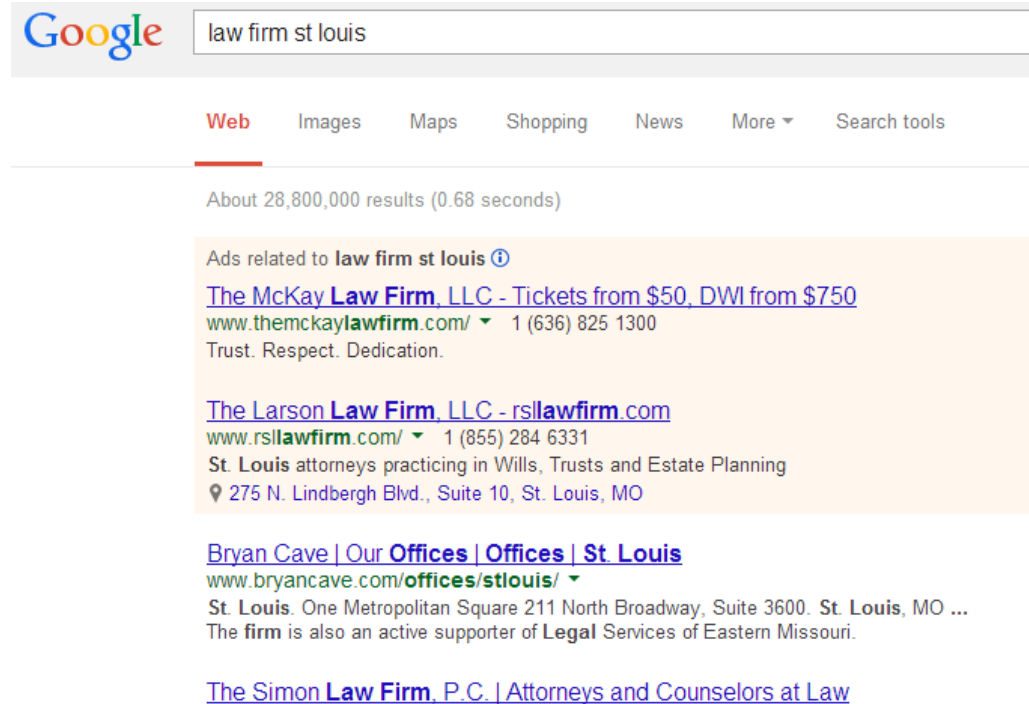


# Search Engine User Behavior

- Your business card is not your first impression; your Google listing is
- 75% of prospective clients will not look beyond the first page of results in search engines
- The top result in Google receives 27% of the search traffic for that keyword

# Search Engine Marketing

- Search engine marketing (SEM) involves the promotion of a website by increasing its visibility on search engine results pages (SERPs)



Google law firm st louis

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About 28,800,000 results (0.68 seconds)

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# Search Engine Optimization

- Search engine optimization (SEO) is the process of improving the visibility of a website's pages in search engines' "natural," or un-paid search results
- SEO strategy considers:
  - How search engines work
  - Website usability
  - What people search for – the actual keywords typed into search engines

# SEO Services Red Flags

- Guarantees
- Cookie Cutter
- SEO included as part of web design
- Quick fixes
- Lack of reports

# Law Firm - SEO

## Search Engine Visibility Report

### *Number of Listings by Position*

Rankings	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12
#1		0	4	4	6	6	4	30	41
<10		3	21	21	21	18	18	144	199
<30		9	29	29	29	27	27	229	309

### *Quantity of Top 30 Listings by Search Engine*

Search Engine	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12
Google		5	13	15	15	13	13	162	188
Bing/Yahoo!		4	16	14	14	14	14	67	121
Total		9	29	29	29	27	27	229	309

### *Average Listing Position by Search Engine*

Search Engine	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12
Google		19.8	6.6	7.8	7.7	6.6	8.6	9.2	9.1
Bing/Yahoo!		11.3	10.7	8.1	9.6	9.8	9.1	13.6	9.4
Overall Average		15.5	8.7	8.0	8.7	8.2	8.9	11.4	9.3

### *Number of Unique Keywords*

Unique Keywords	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12
# of Keywords		6	19	19	19	16	17	178	195

# Mobile Search vs. Local Search

- Local search results are considered those that are displayed on desktop searches
- Mobile search results are considered those that are displayed on mobile devices
  - Mobile search results are influenced by the search engines' local search indexes
  - Optimizing your website for local search will aid in your website being listed in mobile search results

# Local Search

- Local search is the use of search engines to conduct geographically-constrained searches
- Local searches exhibit explicit or implicit local intent
  - Explicit local searches:
    - "Manhattan hotels", "Dublin Hertz", "pizza 63105"
  - Implicit local searches:
    - "nail salon", "allergist", "dentist"

# Mobile Search

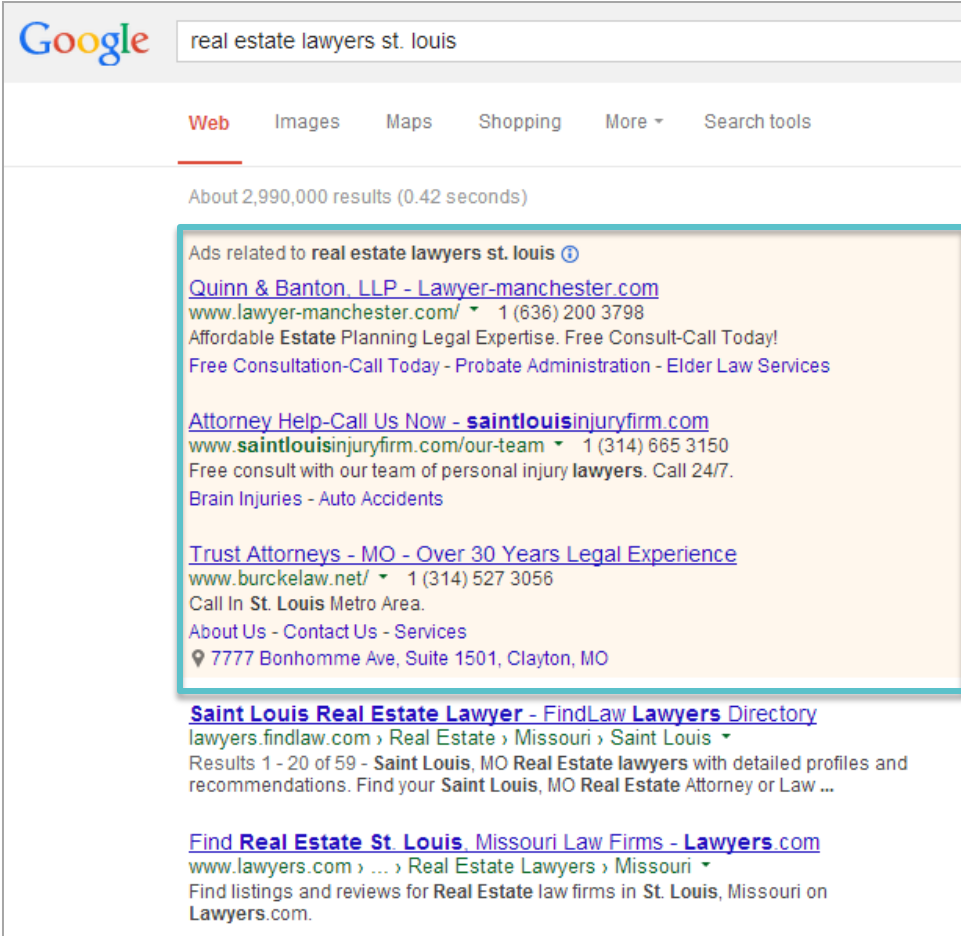
- For many individuals, their mobile device acts as a pocket PC that extends their desktop experience
- Search engines like Google are the most visited websites via mobile devices
- Mobile web activity accounts for 28% of total web traffic
- Google's algorithm now penalizes sites not optimized for mobile

# Local Search Best Practices

- Claim your Google Places listing and make sure all information is up-to-date and correct
  - If a Google Places listing does not yet exist for your organization, create one
- Claim/create listings in other local directories
  - Yelp, Yellowpages.com, Bing, Yahoo
- Claim/create listings in legal-related directories
  - findlaw.com, awo.com, justia.com, lawyers.com

# Paid Search Marketing (PPC)

- Paid Search Marketing (PPC) is an Internet advertising model where advertisers bid on keyword phrases relevant to their target market and pay-per-click



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# Marketing Value of Paid Search

- Control
  - Precise geographic targeting
  - Fixed budget
  - Start/end dates
- Immediacy
  - There is very little delay in campaign activation
- Measurability
  - A great deal of useful data

# Legal Industry PPC Campaign

## Performance by Month

Month	Clicks	Impressions	Cost	Contact Us TY
September	1,714	129,898	\$6,082.90	24
October	1,308	120,538	\$6,493.80	23
November	746	87,770	\$4,412.08	14
<b>Grand Total</b>	<b>3,768</b>	<b>338,206</b>	<b>\$16,988.78</b>	<b>61</b>

## November Performance by Campaign

Campaign	Clicks	Impressions	Cost	Contact Us TY
Service National Search	587	65,387	\$3,860.25	11
Service Mobile Search	140	21,057	\$518.32	2
Service 2 National Search	19	1,326	\$33.51	1
<b>Grand Total</b>	<b>746</b>	<b>87,770</b>	<b>\$4,412.08</b>	<b>14</b>

Number	Caller	Campaign	Date/Time	Duration	Lead Status
555-555-5555	John Doe	Campaign #1 PPC	4/26/2012 18:36	0:00:20	
555-555-5555	John Doe	Campaign #1 PPC	4/27/2012 11:14	0:02:57	
555-555-5555	John Doe	Campaign #1 PPC	4/27/2012 13:59	0:04:29	
555-555-5555	John Doe	Campaign #1 PPC	4/27/2012 14:41	0:01:11	Lead
555-555-5555	John Doe	Campaign #1 PPC	4/30/2012 10:19	0:04:42	
555-555-5555	John Doe	Campaign #1 PPC	5/1/2012 16:20	0:00:16	
555-555-5555	John Doe	Campaign #1 PPC	5/1/2012 16:21	0:40:54	Lead
555-555-5555	John Doe	Campaign #1 PPC	5/1/2012 23:46	0:00:44	
555-555-5555	John Doe	Campaign #1 PPC	5/3/2012 12:55	0:01:26	Lead
555-555-5555	John Doe	Campaign #1 PPC	5/4/2012 10:25	0:02:31	
555-555-5555	John Doe	Campaign #1 PPC	5/4/2012 11:03	0:01:48	

# Social Media Marketing

- Social media marketing refers to the process of gaining website traffic or attention through social media sites

# Social Media Statistics for Law Firms

- 77% of law firms use at least one social media network
- LinkedIn is the most used social media site for lawyers

# How the Legal Industry Uses Social Media

- Interact with clients/prospects/colleagues
- Reputation management
- Drive traffic to website
- Network with other law professionals
- Nurture referral sources (testimonials)
- Q & A – Become a resource
- Discussion Groups
- Monitor industry

# What's Wrong Here?



# What's Right Here?

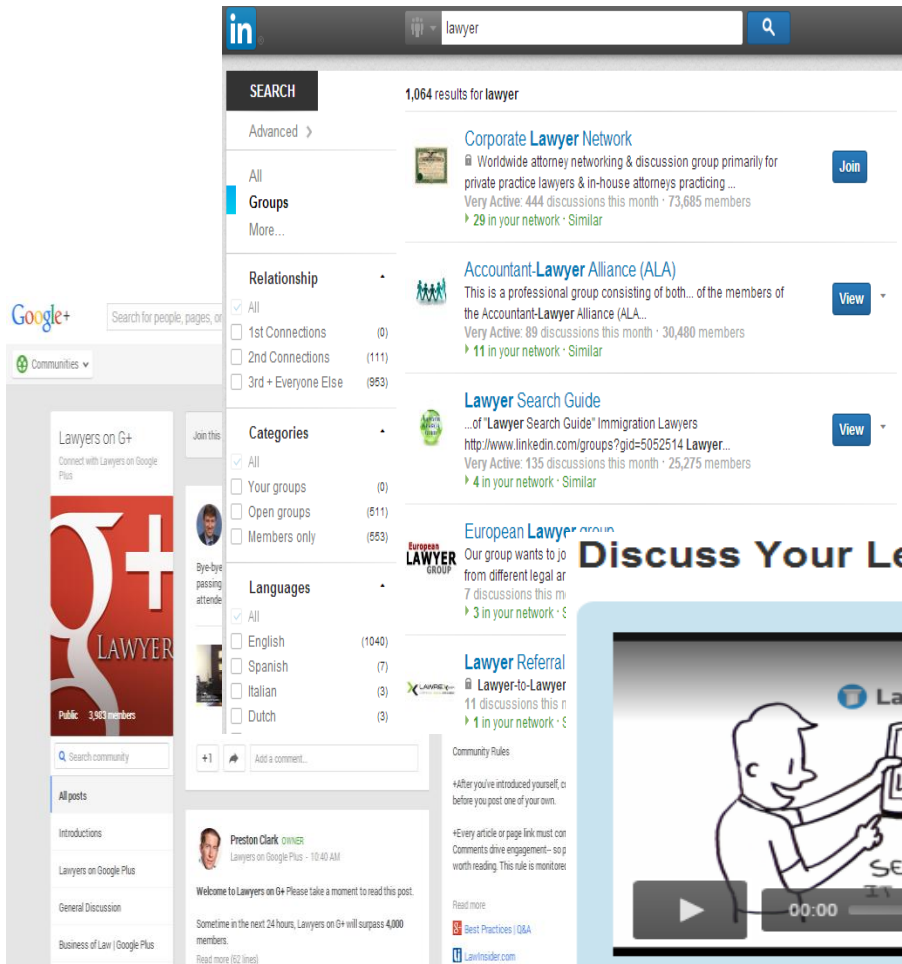


A screenshot of a Facebook profile page. The header shows the Facebook logo and login fields. The main content area features a blue banner with the text "May the magic of the holiday season stay with you throughout the coming year" and a large blue gift box. Below the banner, there are several redacted areas. The page shows a profile picture, a cover photo, and a bio. The "About" section is partially visible, showing "Pacific, Europe and the Middle East." and "Throughout the Americas, Asia". The "Photos" section shows a photo of a person and a "2,841" likes count. The "Highlights" section is visible, showing a list of posts. The "Likes" section shows a list of pages liked, including "The Prince's Trust Organization", "DLA Piper US Legal Careers", "Venture Pipeline Consulting/Business Services", and "DLA Piper UK Graduates".



A screenshot of a Facebook post. The post is dated "December 9, 2013". The text of the post reads: "The Lawyer magazine have named [redacted] as having the world's largest litigation practice by fee income in this year's Global Litigation Top 50 report." Below the text is a link to an article: "Exclusive: DLA Piper takes top spot in \$24bn global litigation market | News | The Lawyer www.thelawyer.com". The article snippet reads: "The world's top 50 litigation practices generated a record \$24.3bn (£14.9bn) last year, exclusive new data produced by The Lawyer for this year's Global Litigation". The post has 27 likes and 1 comment. Below the post is another redacted area, followed by a date "October 16, 2013 near Chicago, IL". Below that is a video post titled "Can Jay-Z Make a Play as a Sports Agent?: Video www.bloomberg.com". The video post has 11 likes and 1 comment. The video thumbnail shows Jay-Z and a woman.

# Social Media Groups



- Build Trust and Credibility
- Network
- Actively Participate

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# In Summary

- Content is key
  - Content should be written for all phases of the “buying” cycle
  - Content must include keyword phrases, both on the website and on social media posts
  - Write content with the end user in mind and with the goal of interaction
- Measure
  - Have a goal
  - No matter which digital marketing tactics you utilize, measure them and use measurement tools to tie online marketing tactics with offline results
- Management
  - Content must be regularly updated and reviewed, both on your site and on your social media channels
  - Utilize a person or firm with experience specific to digital marketing

# Q & A

- Please ask any questions at this time

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