



LAW FIRM WEB MARKETING SELF-ASSESSMENT

There is a myriad of elements involved in managing a successful Web marketing campaign. BusinessCreator has identified 34 of the most critical components to generate consistent cases from the Internet. We encourage you to walk through this list to help ensure you have positioned yourself for ongoing success!

DESIGN, USER EXPERIENCE & ON-SITE FACTORS

- Responsive design for mobile-friendliness
- Passed Google mobile test
- Live chat option for visitors
- Custom photography of attorneys, staff and office that helps communicate your firm's unique value
- Prominently displayed text-based telephone number
- Quick contact form with 4 or fewer fields

ONSITE TECHNICAL SEO

- Proper title tags for each page of the site
- Proper meta descriptions for each page on the site
- Strategic URL structure
- Website loads quickly (Google page speed insights)
- Interlinking of pages for link equity flow and good user experience



NAVIGATION

- Logical visitor flow and analysis of issues within the process
- A reasonable number (no more than 6-8) options for users in any group of linked pages



OFF-SITE FACTORS

- Creating strong and healthy backlinks
- Leveraging community involvement/charitable activities



CONTENT

- Engaging, informative and valuable content
- Testimonials
- Individual bio for each attorney on separate webpage
- Calls to action in appropriate areas on pages
- Blog posts with unique and up-to-date content
- Evidence of your firm's success for its clients (verdicts/settlements, tailored & carefully considered)



LOCAL

- Google+ locations set up and verified
- Minimum of 5 Google+ reviews
- Ongoing process to collect reviews on multiple platforms
- Consistent profile in Google+, Yelp, and Avvo
- Ongoing efforts to build relevant citations
- Consistent firm name, address & phone number (NAP) listings



SOCIAL MEDIA

- Strategy for Likes/followers (engage not sell)
- Set up Facebook business page (complete all information)
- Set up Google+ Business profile (complete all information)
- Set up Twitter for business (complete all information)
- Social Media ad campaigns
- Consistency in posting to various platforms

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