

# MARKETING GUIDE

FOR FAMILY LAWYERS

**Marketing Planning  
for Success**

**Generating Clients Using  
Pay-Per-Click Advertising**

**Poor Online Ratings  
and Fake Reviews**

**Does Your Website  
Get You Clients?**

**Why Bother with Branding?**

**Personal Branding**

**Video Marketing**

**Podcast Marketing**

**Technical SEO & New  
Google Ranking Factors**



[www.DivorceMarketingGroup.com](http://www.DivorceMarketingGroup.com)

# Our Clients Strongly Recommend Divorce Marketing Group for:



## 1. Strategic Thinking

“They will help you grow your business into the future before you even know what the future is.”

– Joy Feinberg, Feinberg Sharma, P.C., Chicago



## 2. Website Designs for Family Lawyers

“You’ve been extremely patient, responsive, and knowledgeable.”

– Melanie K. Reichert, Broyles, Kight & Ricafort, P.C., Indianapolis



## 3. Resources to Promote Family Lawyers

“Their marketing products and services are 100% focused on the subject of divorce.”

– Patricia Carter, Carter Morris LLP, Houston



## 4. Videos for Family Lawyers

“I highly recommend the DMG video team: they are very professional and will distinguish you from the rest of the crowd.”

– Mary Ann Burmester, NM Divorce & Custody Law, LLC, Albuquerque



## 5. Reputation Enhancement & Management

“The exposure we and our peers get through DivorceMag.com, *Divorce Magazine*, *Family Lawyer Magazine*, etc. has been tremendous.”

– Randall Kessler, Kessler & Solomiany, Atlanta



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# Table of Contents



- 4** Marketing Planning for Success



- 6** Generating Clients Using Pay-Per-Click Advertising



- 9** Poor Online Ratings and Fake Reviews



- 11** Does Your Website Get You Clients?



- 14** Why Bother with Branding?



- 16** Personal Branding for Lawyers



- 18** Video Marketing Your Family Law Firm



- 21** Technical SEO & New Google Ranking Factors



- 24** Podcasts: The Perfect Practice Promotion Tool

## About This Marketing Guide

Since we started Divorce Marketing Group 25 years ago, marketing for family lawyers has grown exponentially. In 1995, most family law firms did not have a budget for marketing; today, our clients are spending 5% to 12% of their revenue on marketing.

This fourth edition of our popular *Marketing Guide for Family Lawyers* is a reflection of the growing interest in marketing among attorneys.

We created this *Guide* to help you stand out from your peers, generate regular referrals, attract quality prospects, and convert those prospects into clients. We offer tips and strategies to help improve your marketing results, get you on track, or get you started if marketing is on your firm's agenda for the first time.

Top family law firms have trusted us to handle *all* their marketing needs. As the only marketing agency 100% dedicated to promoting family lawyers and other professionals serving the divorce market for more than 25 years, we are eminently qualified to offer this advice.

In the "Divorce Marketing Group Insights" sections of the articles, we share the best and most practical ways to implement our suggestions based on our collective experiences from having worked with family law clients across the country.

We hope you benefit from the expert advice you find in this *Marketing Guide*. Please contact us to explore how we may help you grow your practice.

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# Marketing Planning for Success

Failing to plan is planning to fail. Rapid changes in technology are generating a multitude of new marketing options – which makes marketing more complicated, and planning more important. Here are tips for growing your business in 2017 and beyond.

By Martha Chan, Family Lawyer Marketing Expert

## Marketing Has Changed. Have You?

Fifteen years ago, when we first told family lawyers they needed websites, they looked at us as if we were from Mars. Ten years ago, when we told them they needed to be on social media, many family lawyers told us that they would not be caught dead on Facebook. Eight years ago, when we started shooting videos for clients, most family lawyers didn't see the need. There were a handful of lawyers who embraced new ideas about marketing, and they have continued to reap the benefits from being an early adopter.

Things have changed among family lawyers. Today, most agree that having a website is a must, and most have cautiously (or eagerly, in some cases) started using social media, especially LinkedIn. And – like it or not – videos are the dominant force on the Internet, accounting for 70% of all traffic.

In short: if you don't have a website or a social media presence, you are pretty much viewed as a dinosaur. If you have podcasts and videos, then you are seen as more progressive and relevant. Guess what? This matters to your prospective clients.

And there are seemingly endless opportunities to promote yourself on local directories, directories of lawyers with ratings, or to become selected as a SuperLawyer or Best Family Law Firm, just to name a couple of examples.

## Marketing Under Pressure

Many of our clients first came to us for websites because their competitors had websites. Others needed to have their existing websites redesigned because theirs were terribly outdated in looks and technology. Many of them did not realize their

content desperately needed updating as well. Some lawyers came to us when they discovered that they had been paying far too much for far too long for their website hosting or maintenance. Some dipped their toes into marketing when their business was not doing well, asking for a Facebook page or to place some advertising.

### Ad Hoc Marketing

Many family law firms practice “ad hoc marketing”: they try out different things once or twice sporadically. These efforts include pay-per-click advertising (PPC), magazine advertising, search engine optimization (SEO), writing blog posts, advertising on YellowPages.com, etc. Mostly, they try something because a salesperson contacted them or they received a seemingly irresistible email offer from an unknown person (normally from India or the Philippines) telling them they could be on page one of Google search results within two weeks.

When there is no game plan, success is unlikely. Scattershot marketing efforts – thrown together with no strategy or vision – usually provide poor results, proving that whatever they were sold was not worth it and not to be repeated. Sometimes lawyers have been ripped-off because they don’t know how to screen for legitimate and effective providers.

### So You Have a Website...

Many family law firms think that once they have a website, their work is done and they do not have to worry about it anymore. There is no strategy for growing traffic to the website or updating the content on a regular basis. Google does not like unchanging websites, and visitors don’t like to navigate through outdated websites either. If you have a website, then you need a plan to add new content to it frequently – and with today’s digital world, reading articles is being replaced by watching videos and listening to podcasts.

### How’s that Facebook Post Coming Along?

Many of our clients ask us to build them a corporate social media page but do not invest in continuous posts on their Facebook, LinkedIn, or Twitter accounts. They believe they can handle it in-house – but 90% of the time, the posts stop soon after the pages are up. This, too, is part of ad hoc marketing.

### Invest in Creating Your Marketing Plan for Your Law Firm Every Year

There is a saying: “Failing to plan is planning to fail.” This is especially true today when rapid changes in technology generate a multitude of new marketing options – which makes marketing more complicated, and marketing planning more important.

When you create a marketing plan, you need to:

1. **Define the prospective clients you desire.**
2. **Compose your marketing positioning statement.**
3. **Develop your strategy.**
4. **Define and implement your action plan.**

More and more of our clients have taken our advice to do two- and three-year marketing plans. Why? So they can allocate their marketing budget effectively and cover more bases.

We love it when our clients have a marketing person that we can work with on strategy and execution. That’s where we see the most results and growth for the law firm. Unfortunately, that happens less than 5% of the time. Most often, we work with the lawyer, their assistant, or a paralegal. While we usually manage to execute their programs, we are often met with delays as we wait for information or feedback from the client. For example, we tried to launch a website with a former client for more than three years!

We highly recommend you work with a marketing firm who can offer advice for how to take advantage of the latest marketing techniques and technologies – and then put the plan into action for you once you have determined a strategy. ■

## Divorce Marketing Group Insights

### Few Law Firms Have a Marketing Plan, Budget, or Department

Let’s be honest: creating a marketing plan is probably not an “A” priority for you – even if you think it’s a good idea. You need help from marketing professionals.

We’ve been in the business of helping family lawyers plan and execute marketing plans for 25 years. We only work in the divorce niche, so we can share “insider information” about how successful family law firms across the country are securing high-quality divorce cases with our clients. Since 1995, we’ve also been providing information and resources for divorcing people through our *Divorce Magazine* and websites, [www.DivorceMag.com](http://www.DivorceMag.com) and, more recently, [www.DivorcedMoms.com](http://www.DivorcedMoms.com) and [www.TheDivorceSchool.com](http://www.TheDivorceSchool.com).

### Focus on Your Practice. Trust the Marketing to Us.

We guide our clients through the marketing planning process in the same way you guide your clients through the divorce process: one step at a time. Just as someone could get divorced without the help of a lawyer, you could design your own marketing plan – but in both cases, the results would likely be sub-par.

We know your top priority is taking care of your clients. Even if you find the time to create your own marketing plan, you’ll hit roadblocks when it comes time to execute it. For example, you might be able to identify what distinguishes your firm from the competition, but have no idea how to powerfully articulate those differences, choose images and words that will attract your ideal clients, or determine the best way to get your message out to the world. We can help: we have been doing this work every day for 25 years. ■



# Generating Clients Using Pay-Per-Click Advertising

When executed properly, Pay-Per-Click advertising is a cost-effective way for family lawyers to generate clients. However, the technical sophistication Google Ads has to offer requires knowledge, marketing expertise, and time in order to produce the best return on investment.

By Martha Chan, Family Lawyer Marketing Expert and Atif Nadeem, Digital Marketing Specialist

## What Is Pay-Per-Click Advertising?

Pay-Per-Click (PPC) advertising allows family law firms to connect, in real time, with prospective clients who are looking for their services. Advertisers only pay when someone clicks on their ad, which can generate a call to the law firm or a visit to their website or landing page that encourages the visitor to set up a consultation.

PPC advertising gives advertisers a lot of control over how much, where, and how they want to spend their advertising budget. In addition to this, PPC ad campaigns can be highly cost-effective, fully targeted, measurable, and customizable. For those who know how to use its features effectively, PPC is likely to provide a good return on investment.

Although there are many different platforms offering PPC advertising, we are going to focus on how to use Google's PPC advertising on their search result pages. Google is the most-used search engine and is also the most dominant advertising platform – and most family law firms do not have a big enough budget to spread effectively across multiple platforms.

## Do Pay-Per-Click Ads Work?

It is increasingly clear to us that PPC advertising is an important part of a family law firm's marketing plan even if you have search engine optimization (SEO) in place. Even AVVO.com and Justia.com, who rank high on Google, have PPC ads.

From our experience in managing ad campaigns for

family law clients, PPC ads have proven to be a cost-effective way for family lawyers to generate leads, drive traffic to their websites, and create brand awareness. Our PPC clients often have prospective clients contact them the same day their Google ads appear. That being said, PPC ad campaigns have to be executed properly in order to reap the maximum benefits – and where there is competition, the cost will be higher.

## Types of Google Search Ads

There are many different kinds of ad formats available. We use the following three types of ads most often for our clients.

- 1. Text Ads:** These ads appear on desktop computers as well as mobile devices. They typically have a title followed by text. Searchers can either click and land on your web page, or click to call you if they are on a smartphone.

Desktop

### Top-Rated IL Divorce Attorneys | Getting a Divorce in Illinois?

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Is your divorce contested or uncontested? Do you know the difference between the two? We help settle your divorce, custody, property division, alimony, and support issues.

Top Rated Family Lawyers • Cost-effective services • Uncontested divorce cases • Service catalog: Child Custody, Visitation, Alimony, Child Support, Property Division, Domestic Violence

Child Custody Lawyers  
Post-Divorce Actions

Prenuptial Agreements  
Spousal Support

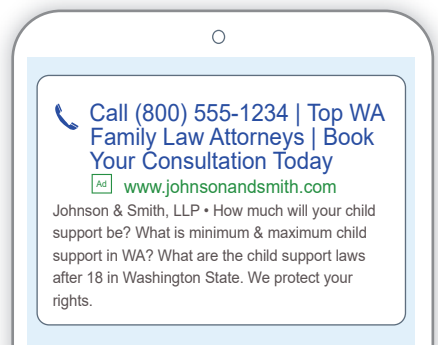
- 2. Dynamic Ads:** Dynamic ads also show up on desktops and mobile devices. The titles on these ads change depending on the search term used. For example, if someone Googles the term “child custody lawyer in Chicago” the ad will include this term as part of the heading, which will read “Child custody lawyer in Chicago.” This encourages the person to click on the ad.

[Dynamically generated headline]

[Ad] [Dynamically generated display URL]

Schedule consultation with our Chicago child custody lawyers for negotiation, ...  
arrangements are available to parents - unmarried, separated, or divorced in IL.

- 3. Call-Only Ads:** These ads are for smartphones only. When a prospective client clicks on the ad, they will be given the opportunity to call your law firm. A second click will ring through to your firm.



Our experience shows that more divorcing people call than submit a form online. This is likely because they feel a sense of urgency to speak to a family lawyer, particularly when they have a smartphone in hand. Despite the fact that Call-Only Ads are highly effective, most family law firms are neither aware of nor use this option.

### Where Technology Meets Marketing Expertise

Google has developed a highly sophisticated, targeted, and efficient advertising system that family lawyers can use to help generate the type of business they desire. You can select specific geographic locations (down to cities or counties), language, devices used, and keywords your prospective clients search with. Such sophistication offers both benefits and challenges when setting up a PPC ad campaign properly. For one thing, we need to research the search volume of various keywords to help us determine which keywords we should include – and which to exclude.

All Google ads have limits as to how many words can be used, which requires the skill to write succinct and powerful ads that represent who you are, what you do, showcase the benefits you provide, and offer a great call to action to entice the right prospective clients to contact you.

### Test Your Way to Success: Ongoing Adjustments to Your Ad Campaign

As part of the technological sophistication Google Ads offers, we have access to an abundance of statistics that can help fine-tune your ad campaign. We need to invest considerable time to create, test, and refine a PPC campaign in order to attain your business objectives. We can measure the effectiveness of your PPC campaign in real-time – but first, we need to decide what parameters to turn on and measure. We can measure the following:

- 1. Cost:** How much did you pay Google to run your ads.
- 2. Impressions:** The number of times Google showed your ads.
- 3. Clicks:** How many times a prospect clicked on your ads.
- 4. Clickthrough Rate** The number of clicks divided by impressions.
- 5. Cost Per Click:** How much each click costs you.
- 6. Number of Leads:** The number of phone calls and submission forms you received.
- 7. Cost Per Lead:** How much each phone call and submission form costs you.

We have seen family law firms that only receive reports showing items 1 to 5. If your goal is to generate leads, it is crucial to measure items 6 and 7. The ultimate measure is how much your family law firm is spending compared with how much revenue your firm is generating using these ads. Since only your office knows who became clients and what your billing is, you will have to do that comparison yourself.

One of the keys to success is to set up tests, compare the results, and invest in the winning ads. This allows you to have a more effective ad campaign that produces a higher ROI than if you invested in PPC ads without testing.

### Do-It-Yourself vs. Outsourcing to a Pay-Per-Click Expert

Anyone can attempt to create a PPC ad campaign, but such an endeavor will likely result in the loss of time and money with no new clients to show for it – particularly if the competition has hired a PPC expert to run their ad campaign.

Google Ads is a sophisticated system that allows those who know how to use it to make informed decisions towards generating desirable leads for less than you would think. But in order to do this, you must have the expertise, the inclination, and the time to make full use of all the available features. It would be a shame to conclude that PPC does not work without giving it a fair chance.

When it comes to PPC, what you don’t know *can* hurt you. We strongly recommend that family lawyers hire a marketing firm with expertise in managing successful PPC ad campaigns so you can maximize your ROI and focus on delivering exceptional legal service to your clients. ■



# Top Family Law Firms Trust Us To Handle ALL Their Marketing Needs



## A One-Stop Agency with 25 Years of Experience Marketing Family Law Firms

- As the publisher of *Family Lawyer Magazine*, we know the marketing needs of family law firms inside out.
- As the publisher of DivorcedMoms.com and *Divorce Magazine*, we know the divorce market inside out.
- We offer a wide range of products and services to help lawyers to attract quality clients.
- We know you love your work and often put in 60+ hours a week. Marketing is neither your first love nor your area of expertise; you do it at the expense of your billable hours.
- Marketing can get confusing. Too many options, too little time. Let us take care of it for you.

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A man with short brown hair, wearing a dark suit jacket over a blue and white striped shirt, is pointing his right index finger down towards the text. He has a serious expression.

# Poor Online Ratings & Fake Reviews

Your online reputation may not match who you really are. It can also be destroyed in just a minute by some anonymous person who might have never used your service. Here's how to manage your online reputation.

By Martha Chan, Family Lawyer Marketing Expert

Just about everyone who wants to hire a family lawyer will do some research online, even if your name was given to them by someone they trust. In fact, 84% of consumers say they trust online reviews just as much as they would trust a recommendation from a trusted friend or colleague. If you are not convinced that reviews are crucial to your business, consider these statistics <sup>1</sup>:

- 75% of prospects said they used online resources to research attorneys
- 70% of them would consider going to an attorney in an inconvenient part of town if they had better online reviews than one closer to home.
- On average, *one* negative review can cost you up to 30 clients!

When a prospective client searches for you or your firm's name online, you hope the results will encourage them to contact you; unfortunately, that is not always the case.

## Google Your Name and See What You Find

To avoid your search results being biased by your search history, you need to clear the history on your browser. Don't know how? Just Google it!

Do you show up on page one of the Google search results? Better still, do you *dominate* page one? Is there any "bad stuff" about you on that page or on the next page? You may be surprised to see that you show up on many websites and directories – including city directories, [www.FindLaw.com](http://www.FindLaw.com), [www.Lawyers.com](http://www.Lawyers.com), [www.DivorceMagazine.com](http://www.DivorceMagazine.com), or [www.DivorcedMoms.com](http://www.DivorcedMoms.com).

You may also be listed on websites that encourage consumers to "rate" and leave reviews about you, such as [www.Yelp.com](http://www.Yelp.com), or [www.LawyerRatingz.com](http://www.LawyerRatingz.com). There are other websites that rate you, as a family lawyer, based on public information they have gathered about you, such as [Avvo.com](http://Avvo.com).

## Negative Ratings and Fake Reviews Remain Online Forever

You may think that if you are an excellent family lawyer, your online reputation will also be excellent. Unfortunately, online, you are your search results.

The unflattering information about you could be the work of a disgruntled individual who may have never used your service, such as the ex-spouse of your client or a former employee. They may post negative reviews or comments about you anonymously on multiple websites – including your firm's Facebook page. Justified or not, this negative information is online for everyone to see, forever. It is hard to prove that slanderous

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<sup>1</sup> [www.broadly.com/blog/online-reviews-for-lawyers](http://www.broadly.com/blog/online-reviews-for-lawyers)

**You want to dominate the first page of Google search results, and you want those results to be overwhelmingly positive.**

reviews and comments are fake, and most websites will not remove them.

### **What If You Cannot Be Found Online?**

Depending on how much “Google power” your website has, it may not show up on the first few pages of search results. Or, you may have a very common name such as “John Smith” and other John Smiths have done a better job at marketing themselves online. When this happens you can be hard to find, and prospective clients will be unaware that you exist, see other law firms that interest them and stop looking, or (if they eventually find you) they may conclude that you are behind the times. There is no doubt that online invisibility will hurt you. You may never even know you have lost a great client because they never place an initial call to your office.

### **How to Enhance Your Online Reputation**

Today, most law firms have websites. If you do not have a good website, however, you need to get one right away. Just having a website does not help you dominate the Google search results. Web pages with negative reviews and ratings may show up immediately following – or even before – your website. Directory listings with incomplete or dated information about you may also show up on page one.

Ideally, you want to dominate the first page of Google search results,

and you want those results to be overwhelmingly positive. To achieve that, you have to be proactive and create great content that you market online. This way, Google search results can show the content you control and reflect your excellent reputation.

Here are some tips on how to be proactive in managing and enhancing your online reputation:

- 1. Create social media pages for yourself and your firm.** Start with the free and most powerful ones: we recommend LinkedIn, Facebook, Twitter, and Pinterest, where you can post and update your information at any time. Make sure you do a great job when completing your profile. State your experience, cases you have handled, and why visitors should choose you over other family lawyers. The more active you are on your social media pages, the better the chances of them showing up on page one under your name.
- 2. Complete and update your listings.** Find the top 10 web pages that show up under your name; if they are directories with listings about you, make sure you claim them, complete your profile, and correct any dated information.
- 3. Create videos and promote them online.** Create a series of short videos on divorce and subjects that your prospective clients are searching for, then promote them for free on [www.Youtube.com](http://www.Youtube.com), which is the second-most visited website after Google. These videos can feature you answering simple FAQs, which you can also add to your social media pages and your website.
- 4. Enhance your ratings on lawyer rating websites.** Learn their rating system and supply the information that favors you. To learn more, read “What’s in an AVVO Rating?” at [www.familylawyermagazine.com/articles/whats-in-an-avvo-rating](http://www.familylawyermagazine.com/articles/whats-in-an-avvo-rating).
- 5. Encourage your satisfied clients to review you.** Build up your five-star ratings by regularly inviting your happy clients to review you. This way, one bad rating out of 20 will not have as much impact. Also, the latest ratings are usually displayed at the top of the page, pushing the unfavorable ones out of sight.
- 6. Respond to reviews.** Do not let poor reviews sit there without offering a professional response that invites them to contact you so you may further understand their issues. Certainly you should thank clients who give you a positive review. ■

## **Divorce Marketing Group Insights**

After we perform reputation audits for our family law clients, many of them are shocked to find poor reviews about them; in one case, someone had built a dedicated website just to bad-mouth them. Some clients had incorrect phone numbers, or were listed as working for a family law firm they left several years ago.

Most of our clients tend not to worry about a problem until they have one. However, we believe that it pays to have someone conduct an online reputation audit for you so you can determine whether you need to take action to ameliorate a poor reputation or ranking.

Although the work to enhance your online reputation is not rocket science, it is tedious and time-consuming – but highly beneficial. The bottom line is this: your online reputation is important and deserves your attention. The alternative is simply too costly. ■



# Does Your Website Get You Clients?

Does your family law firm's website deliver on your business objectives, or does it merely look good?

By Dan Couvrette, Family Lawyer Marketing Experts

**A** lot of family lawyer websites have sizzle but no steak, because with today's technology it is relatively easy to have a website that looks good or even dazzles visitors with all its bells and whistles. But does it deliver what you really want?

## Questions to Ask Yourself:

1. Does my website reflect my branding and marketing positioning of my practice properly? (Read "Why Bother with Branding?" starting on page 6 to learn more about this.)
2. Did I get any appointments or business from my website? What is the traffic to my website and how do they come to my website?
3. Does my website offer useful information and resources that visitors can use to help them make decisions during separation and divorce?

Consider the following factors as you prepare to (re)design your website.

## Hire the Right Firm to Design Your Website

Before you start the process of creating your website, make sure you hire a firm that understands family law as well as your practice, business objectives, desired prospective clients, positioning statement, and branding strategy. Most website designers are designers first; as such, your business objectives will take a back seat. Be sure to discuss what elements you need to include on your website to generate business.

## See Your Website Through Your Prospective Clients' Eyes

Contrary to common practice, your website should not only be about your law firm and lawyers – it should also be about serving the needs of visitors and prospective clients. Prospective clients are interested in more than reading a firm overview and the lawyers' biographies. They want to know whether

they'll feel comfortable with you and your firm, and whether you can deliver their key objectives. Most divorcing people are prone to making emotional decisions during this highly emotional time. The graphics, pictures, and text displayed on your website must address what a tough time this is – appealing to their hearts as much as their heads.

## Post Plenty of Top-Quality, Relevant Content

Improve your visitors' lives by easing their pain of going through a divorce. Include a "Resource Centre" on your website, adding relevant and easy-to-consume content regularly in these formats:

- **Videos** – This is the most powerful way to give prospective clients an idea of what it would be like to work with you.
- **Podcasts** – This is a simple way of



providing useful information that costs less than videos.

- **Text and Video FAQs** – Divorcing people have lots of questions and want them answered now.
- **Monthly eNewsletter** – A good way to demonstrate your knowledge and keep in touch with your referral sources.
- **Blog Posts** – Another great way of educating visitors and letting them know you in a more personal and informal manner.

Providing the above will accomplish the following business objectives:

- Bring more people to your website.
- Increase the chances of them returning to and sharing your website with others.
- Increase the chances they'll contact and retain your firm.
- Enhance your image as a thought leader and authority in family law.
- Improve your search-engine ranking if the content is optimized for search engines.

### Make Your Website Visitor-Friendly

Visitors to your website need to be able to see immediately where they should go to get what they want. Keep in mind that website surfers are generally impatient. Use conventional navigation so they do not have to learn how to use your website. Make sure the navigation buttons are self-explanatory, not hidden or laid out differently from page to page.

Your prospects and clients are not lawyers, so keep unnecessary jargon off your website. Use “we” and “you and your spouse,” instead of “the parties” and “the file.”

### You Need a Responsive Website

With approximately 60% of people viewing websites on mobile devices, you need to make sure you have a mobile-friendly website that adjusts itself and displays well on smartphones, tablets, laptops, or TV.

### Make Your Website Search-Engine Friendly

Search Engine Optimization (SEO) is

a big topic – much too big to handle as part of this short article. You need to deal with website designers who understand this subject inside and out, as it is complex and ever-changing. At minimum, you need to:

- **Optimize your web text and images.** When using key phrases, consider long-tail key phrases and voice searches for answers to questions such as, “How long will my divorce take?”
- **Use best practice for meta tags.** Don't focus on just “Family Lawyers” or “Family Lawyers in New York”. Each page has to have its own unique title and description that will entice people to click on your website from their search results.
- **Optimize the speed of your website.** When more people are visiting websites on mobile, the speed of delivery matters to them and to Google.
- **Get backlinks from relevant and authoritative websites.** This will improve your website's value in the eyes of Google and other search engines. Don't fall for any scams that get you 1,000 backlinks from one website; that is a red flag for Google.

### Make Full Use of Calls to Action

If you are interested in generating business from your website, invite visitors to contact you, and make it easy for them to do so. Some visitors prefer to call right away or set up a time to call and some prefer to do it by email. You have many options, including:

- A submission form on every page above the fold, so visitors can see it without scrolling down.
- Showing your phone number right on the top of your website on every page.
- A pop-up that asks if they want to schedule an initial consultation by phone or in person.
- A chat service.

Make sure potential clients can call or email you with one click – and without having to hunt for contact information. ■

## Divorce Marketing Group Insights

### Having a Great Website Is No Longer Optional

No matter what you do or don't do to market your family law firm, almost all of your prospective clients will visit your website. We work exclusively with family lawyers, so we know how critical it is to distinguish our clients from all other competing family lawyers, and how important it is for them to connect with prospective clients.

### We Know How Hard You've Worked to Get Your Designations and Awards

If you are a “Certified Family Law Specialist”, or have been recognized as a “Super Lawyer” or “Best Lawyer”, we'll be sure to highlight these and build the confidence a prospective divorcing client has by telling them they are being represented by a seasoned professional who is able to better protect their interests, understand their concerns, and help get them their desired results.

### Top Issues Facing Divorcing People – and What Sells Them

Divorce Marketing Group launched *Divorce Magazine* and DivorceMag.com 25 years ago, so we know the needs of divorcing people and how lawyers can satisfy those needs. Other website design firms who don't understand divorcing people often highlight the wrong features and miss the opportunity to clarify the benefits the lawyer or their firm offers to their prospective clients. ■



# We Build Better Websites for Family Lawyers. Period.

## We Only Build Websites for Family Lawyers and Divorce Professionals

We will create an effective and resource-rich website that enhances your credibility and image. To ensure visitors will return to your website, we can write the text and enrich it with videos, podcasts, our top-notch divorce articles, *Divorce Guides*, and a monthly divorce eNewsletter.

## Fixed-Fee Pricing – with No Surprises

If you are paying hundreds or thousands of dollars a month for your website, give us a call. We can save you thousands of dollars a year, every year.

## Our Clients – and Their Clients – Praise Our Websites

“I am very pleased with the services I received from the Divorce Marketing Group. I had never been given the opportunity to play such a large role in the creation of my new website and I was grateful for the assistance and guidance. My website looks great and reflects my personality as well as the services that I provide. I would highly recommend the Divorce Marketing Group.”

~ Laurel Black Rector, Attorney

Law Office of Laurel Black Rector, [www.laurelrectorfamilylaw.com](http://www.laurelrectorfamilylaw.com)

“I just wanted to tell you that our website looks really nice and I appreciate all of your hard work on it and your patience with me and Melanie!” “I second that. You’ve been extremely patient, responsive, and knowledgeable – all things that are a big plus for two type-A attorneys with zero marketing savvy.”

~ Nissa M. Ricafort and Melanie K. Reichert, Attorneys  
Broyles Kight & Ricafort, P.C., [www.bkrfamilylaw.com](http://www.bkrfamilylaw.com)

“Thank you for sending me the link to your Firm’s website. It is very reassuring to read about your accomplishments and affiliations... in reading through the Family Law page, I really appreciated the Firm’s policy on actually focusing on reducing emotional stress and financial burden. I am terrified, to be honest, because divorce is a major change. But I now have a great deal more confidence in my selection of representation.”

~ M., a California client’s client



Family Law Firm in New Jersey



Family Law Firm in California



Family Law Firm in Texas



# Why Bother with BRANDING?

Branding is a way of declaring who you are to the people that matter: your clients, your prospective clients, colleagues, judges, the community that you service, and the public.

By Martha Chan, Family Lawyer Marketing Expert

**B**randing helps you attract the kind of clients and cases you want in your practice. Do you want complex divorce cases, high-asset or high-conflict clients, or collaborative cases? Do you want to attract men, women, or both? Military divorce cases? Custody cases?

## 4 Key Elements of Branding

- 1. Business Objectives and Marketing Positioning.** Branding is a way to accomplish your business objectives. Are you interested in growth? Changing your company's direction? Securing more cases from the same kind of clientele – or expanding to include a wider range of cases? Branding must also address the marketing positioning of your firm, so you need to know exactly who your target audience is and what kinds of cases you want to attract.
- 2. What Sets Your Firm Apart?** Why should prospective clients choose your firm rather than another one? You have to differentiate yourself from other lawyers in such a way that your ideal client thinks that you'll be their ideal lawyer.
- 3. Determine Your Main Message.** What is the primary message you want people to know about you or your firm? If they were to visit your website, can they tell within a matter of seconds

what services you offer, whether your outlook and ethics are compatible, and why they should hire you? According to HubSpot.com, 55% of visitors spend fewer than 15 seconds on a website that doesn't appeal to them. You must distill your main message down to a clear, concise statement so visitors can see – right away – whether or not your firm is right for them.

- 4. Manage Your Online Reputation.** Your branding is not limited to your own website or marketing materials: it includes everything that is available online, whether you like it or not. You may be a great family lawyer with a strong reputation among your peers, but online, you are your Google results. Have you performed an online reputation audit recently? If not, the simplest way to start is to Google your name and the name of your firm. If the results are unflattering, it is time to take control of your online reputation.

## The Branding Process

### Step 1: SWOT Analysis

When you are branding yourself and your firm, you need to be aware of who your competitors are. Many of them may be colleagues who refer business to you – but some are also competitors

who can take business away from you. Perform a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to help you determine what you, your team, and your practice might need to compete successfully for desirable clients and achieve your goals.

First, you need to be clear about what your business and personal goals are; then you need to do an honest review of yourself and your practice to determine how your current SWOT will impact your goals.

You also need to decide whether you are branding yourself or your company. If you are a sole practitioner, then your personal and corporate branding could be fairly similar. But if your firm has multiple attorneys, then you must establish your corporate branding first, and then, within that corporate brand, each attorney's personal branding could be different.

### Step 2: Marketing Positioning

Questions you need to answer regarding positioning your firm include:

- Who are your primary and secondary prospective clients?
- What is your unique value proposition (UVP)? Your UVP describes the benefits you offer clients, how you solve their problems, and what distinguishes you from the competition.
- What position do you own now – and

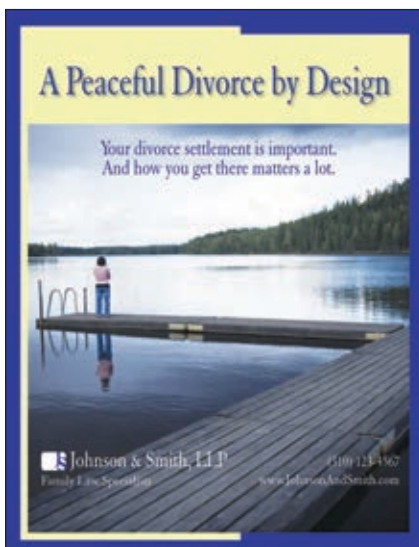
## Website



## Blog



## Firm Brochure



## eNewsletter



## Advertisement



- what position do you want to own?
- Who will you be competing with?
  - Can you match or surpass your competitors?

## Step 3. Execution

Apply your answers from the above exercise when you're creating or reviewing your marketing materials – including your logo, tagline, business card, the design of your website, advertisements, videos and brochure, the text that you use to describe your practice, and your image choices.

Many law firms do not have logos – and that's a mistake, because a good logo can say a lot about you. It can be ultra-modern or traditional, brightly colored or conservative, and it should be consistent with your marketing positioning. ■

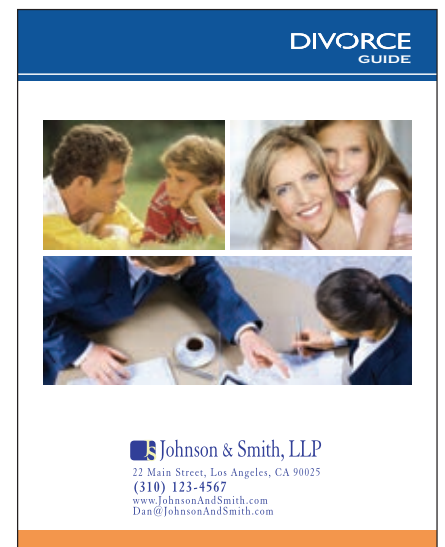
## Podcast



## Video



## Divorce Guide







# Personal Branding for Lawyers

How to make personal branding and company branding work synergistically at family law firms.

By Martha Chan and Dan Couvrette,  
Family Lawyer Marketing Experts

**F**ew family law firms go through the essential marketing exercise that is branding. It is almost unheard of for attorneys within a family law firm to market themselves through personal branding – unless it is a solo practice and the firm *is* the attorney. Even though promoting individual attorneys rarely happens at most family law firms, we want you to consider the benefits of personal branding so that your firm can make an informed marketing decision.

## **Personal Branding Needs to Align with the Firm's Branding**

Simply put, branding for a family law firm is a way of letting the world know what you do, who should hire your firm, and why. Branding is a deliberate



process to create a reputation so you may differentiate your firm from other family law firms and attract the kind of clients and cases you want. Done properly, branding will also help reduce the amount of time you spend on inquiries from the kind of prospective clients that your firm does not wish to take on; after spending a relatively short time on your website, visitors will realize that you are not the lawyer or law firm for them.

A family lawyer's personal branding works much the same way. It's a way for you, a family lawyer, to let the world know what you do, who should hire you, and why they should choose to work with you and your firm. The focus is on you, and your personal brand can be somewhat different from your firm's brand. However, it must align with and include the firm's overall branding; if the two don't align, then you have a bigger issue.

### The Synergy of Dual Branding

Some clients choose to work with a family law firm based on what they know about the firm, while others choose to work with a particular attorney – especially if the attorney is a rain-maker, a partner, or someone known for their expertise in the issues the client is facing. When branding and marketing are done correctly, both the family law firm and the attorney will benefit, and this means more business for the firm.

For example, your passion and expertise may be dealing with child custody disputes. When implementing personal branding, you will state that your law firm handles a wide range of family law issues and that you are the go-to attorney for child custody cases. Or you might be an exceptionally skilled lawyer and mediator at a family law firm that offers various divorce options including litigation, mediation, and collaborative law. By highlighting your mediation skills in your personal branding, you draw attention to the fact that your firm includes lawyers with a skill-set

that goes beyond that of a traditional litigator.

### Promoting Individual Lawyers Beyond Your Firm's Website

Most family law firms understand the benefits of promoting all of their attorneys on their websites, and they usually devote a page to each attorney. Unfortunately, for the majority of these firms, that's where the personal branding of their attorneys begins and ends.

For branding to achieve its maximum impact, you need to promote the firm and the individual attorney(s) beyond your firm's website. Many attorneys already have their own social pages or blogs, pages on directory websites such as Lawyers.com or AVVO.com; this is where they can make their personal branding consistent with their bio page on the firm's website. If you want to be known as a custody lawyer, it would make sense that you blog about custody and/or post articles about it on LinkedIn. You should also join and provide comments on LinkedIn or Facebook groups about custody, seek speaking opportunities, publish articles in relevant publications or websites, and highlight these articles on your firm's website and newsletter.

### Your Personal Attorney Website

Family lawyers almost never have personal websites – unless they are solo practitioners whose websites are really about them. However, we have successfully employed this personal branding tactic for ourselves and for a few of our clients.

The obvious domain name for your personal website would be your name: [www.MarthaChan.com](http://www.MarthaChan.com), for example. If you want to be known for custody, and you practice in Los Angeles, your domain name could be [www.custodylawyerLA.com](http://www.custodylawyerLA.com) or [www.LAchildcustodylawyer.com](http://www.LAchildcustodylawyer.com), for example. This only needs to be a mini-website of three to four pages – one of which should present the firm you work at in a way that is consistent with your firm's branding. Make sure

you rewrite your bio and any articles that have already been posted on your firm's website to avoid being penalized by Google for using duplicate content. Don't forget to include links back to your firm's website on your personal attorney website!

There are a number of benefits – for you and for your firm – associated with your having a personal attorney website. The top three are:

**1 Being found on page one of Google searches.** When someone Googles your name because you have been referred to them, your personal website will likely show up on the first page of Google's search results. To give you a sense of how powerful this is, if you Google "Martha Chan", you will get 875,000 results – and [www.MarthaChan.com](http://www.MarthaChan.com) has consistently been on the first page for the past 10 years.

**2 Online reputation enhancement.** This tactic is particularly useful if there are web pages with bad reviews about you showing up on the first page when someone Googles your name. This will help push down the bad page and reduce its prominence.

**3 Bring traffic to the firm's own website.** A personal attorney website can increase the number of visits to the firm's website.

While there are valid concerns regarding encouraging a firm's attorneys to promote themselves through personal branding, the positive impact of personal branding on the overall law firm is undeniable. Besides, dual branding likely already exists due to the personal webpages attorneys already had before they joined your firm. When your firm takes on dual branding deliberately, you will be able to objectively and openly address any changes that need to be made. We hope you find the benefits of deliberate personal branding too great to ignore. ■



Videos need to be a part of your marketing strategy *now*. Learn how to ensure you have the best quality videos for your family law firm.

By Martha Chan and Dan Couvrette, Family Lawyer Marketing Experts

**M**ore than 1.9 billion users visit YouTube each month, watching more than a billion hours of video and generating billions of views each and every day. According to Cisco, internet video streaming and downloads are taking an ever-increasing share of bandwidth, and will grow to “more than 82% of all consumer Internet traffic by 2022.”

59% of senior executives agree that if both text and video are available, they prefer video (Hubspot), and 74% of marketers say videos are better than text for generating leads (Databox).

There’s no question about the potential of videos to bring people to your website and to engage their interest once they’ve found you; the only question is whether you will take advantage of this growing trend or be at its mercy.

Prospective clients who visit your website have one thing in mind: should they hire you as their lawyer? Before making that decision, they want to learn more about you, your expertise, your firm, if you can solve their problems, and how much it will cost. Subconsciously or not, they also make that decision based on your personal style – especially when choosing between two similar law firms or lawyers. You are in a competitive market; in order to stand out and be remembered, you need to have videos on your website.

### Videos Help Convert Visitors to Clients

Aside from an in-person meeting, the most compelling way to demonstrate that your firm is the right fit for a potential client is through informative videos on your website featuring you and/or other attorneys from your law firm. If a picture is worth a thousand words, then a video is worth a hundred thousand words.

Well-produced videos can dramatically increase your chances of being contacted by website visitors. These videos should be engaging, informative, and create a great first impression of your firm. Videos also provide a lasting impression that can be far more effective than text or still photos. Divorcing people have a lot of questions, and they’re often confused about what to do and what they need. Offering the information they are seeking in short, accessible videos will appeal to them – and possibly end their search for the right lawyer!

What you say, how you say it, and how you present yourself in the videos will help prospective clients decide whether or not you are the right fit for them. The right kind of video will help you attract the right kind of clients – and help to reduce the time spent on unproductive phone calls and initial consultations.

Videos can be optimized for search engines (Google, Bing,

etc.) so that they show up in search results. They also enable you to broaden your Internet exposure because you can feature your videos on YouTube, Facebook, and on other websites in addition to your own.

## Pre-Production Planning Is Crucial

The saying “Anything worth doing is worth doing right” was never truer than for video production. Poorly-produced videos are likely to create the exact opposite result to what you are hoping for, and most are a waste of time and money. We recommend you create a “firm overview video” and an “attorney video” that helps prospective clients understand why they should choose your firm and/or you. A set of videos answering FAQs about divorce in your state (or even city) – geared towards the type of clients you want to attract – will support and reinforce *your* firm and attorney videos.

### Firm Overview Video: Branding at Its Best

This video should clearly state who you are, the type of clients you represent, what distinguishes you from other family lawyers, and how the client will benefit from retaining you. Consider the following two examples and you’ll see which type of client each one would attract:

- **Example 1.** “For the past 30 years, our firm has been helping business people and their spouses through complex divorces. We’re known for handling high-stakes divorce, and for keeping our clients’ divorce cases private.”
- **Example 2.** “For the past 30 years, I have been helping families achieve amicable divorces – while ensuring that my clients receive their fair share.”

### Attract Your Target Clients by Choosing the Right FAQs

Divorcing people are searching for information that will help them through the process from beginning to end, so the more information you provide, the better. Like your firm overview, the questions you answer should be determined by the type of clients you want to attract. Are you looking for high-asset clients, business owners, celebrities, high-conflict cases, or mediated or collaborative divorces? Answer questions based on the needs/wants of your target clients.

### Scripts and Teleprompter

Write and rehearse what you are going to say. Experience has taught us that many lawyers are much more nervous in front of a camera than they are in court! Very few people can “wing it” well. Having a script and putting it on a teleprompter allows you to focus on your tone and delivery and come across like the expert that you are; it also reduces the number of takes, which saves time and money.

### Tone and Manner

No matter what type of client you are trying to attract, you should present the most professional image possible. You need to *look* the part and *be* the part, ensuring that your message and delivery are consistent with each other. You do not want to come across like you charge \$600 per hour and that you only

work with professional athletes if you actually charge \$300 per hour and work with middle-income families (or vice-versa).

## The Video Shoot Location

Let the videographer help determine the best location in your office; he/she will factor in lighting and sound before deciding where to shoot. The space needs to be as quiet as possible: fluorescent lights and office equipment can create a surprisingly loud hum or buzz that is clearly audible on your videos.

### What to Wear

In terms of outfits, most solid colors are good. Make sure what you wear is not distracting: avoid loud colors or big patterns. You should also avoid shiny or jingly jewelry. If you will be using a green screen, do not wear anything green.

### What You See Is What You Get

Once the camera is set up, take a look at what you can see through the viewfinder. Is your favorite painting or sculpture showing up the way you want? Are your Best Lawyers or Super Lawyer plaques in the frame? Are there fingerprint or coffee mug marks on your desk?

## Marketing Your Videos

Once you have your final videos, share them! In addition to featuring them on your website, you can upload them to your social media pages, YouTube, and select divorce-related websites. You should also feature them in your newsletters and press releases. These kinds of videos – professionally executed, and with the right topics and scripts – are highly effective in terms of having your next ideal client find and book a consultation with you. ■

## Divorce Marketing Group Insights

### We Know the Divorce Market – Inside and Out

When it comes to producing videos for our family lawyer clients, we have an advantage because we understand what divorcing people are looking for and how family lawyers want to be portrayed.

Pre-planning is the key to success, but we also need to be able to think on our feet to take advantage of everything that could make the videos better for our clients. That means we:

- Assess all possible locations for the shoot within the client’s office plus outside the office (i.e., courthouse, landmark buildings, etc.).
- Use awards and plaques in shots to make the point – but not so many that they become distracting.
- Make adjustments on the fly when one of the attorneys is not at their best or unable to get through a script as well as they were hoping to, ensuring that they’ll be thrilled with the final product.
- Work with scripts, storyboards, and teleprompters to make the video process as stress-free as possible. This enables us to create the best videos possible. ■

# Video Production and Marketing for Family Law Firms



## You Need Videos. Here's Why:

### A. Video Viewership Has Been Exploding

Videos will account for 82% of all consumer Internet traffic by 2022.<sup>1</sup>

### B. Website Visitors Watch “Explainer Videos”

96% of people have watched an explainer video<sup>2</sup>, and 85% of executives prefer explainer videos to all other content types when learning about a product or service.<sup>3</sup>

### C. Short Videos Win over Text

68% of people prefer to learn about a new product or service by watching a short video; text-based articles were a distant second at just 15%.<sup>2</sup>

### D. Videos Help You Secure Clients

Your potential clients need information and many prefer videos to text. If they do not find videos on your website, they will seek them on your competitors' websites. The right videos could make the difference between losing business and being retained.

<sup>1</sup> Cisco, <sup>2</sup> WyzOwl.com, <sup>3</sup> The Economist

## Let us produce them. Here's Why:

### A. 25 Years of Supporting the Divorce Market

We own and publish *Divorce Magazine*, *DivorceMag.com*, *DivorcedMoms.com* and *FamilyLawyerMagazine.com*. No other video production company has our knowledge and experience in divorce and family law.

### B. We Will Help You Script Your Videos

Our experience enables us to minimize the time you need to spend on creating your videos and maximize the value you receive from them.

### C. We Have Been Producing Quality Videos for Family Lawyers for 15+ Years

We have scripted, shot, edited, and promoted countless FAQ, attorney, and family law firm videos for our clients – as few as 10 and as many as 60 videos for each client, depending on the client's goals and budget.

### D. We Will Promote Your Videos to 3,000,000+ Divorcing People

Your videos can be added to the three family law focused websites we own. No one else can offer you this!

See Our Sample Videos Here:

[www.DivorceMarketingGroup.com/video-samples](http://www.DivorceMarketingGroup.com/video-samples)





# Technical SEO & New Google Ranking Factors

If you have looked into marketing your law firm's website, then you have probably heard about the importance of Search Engine Optimization (SEO). Not all website designers are skilled at SEO, especially technical SEO.

By Atif Nadeem, Digital Marketing Specialist

Every family law firm wants their website to be found on the first page of Google and other search engines. Many lawyers are now aware of the term Search Engine Optimization (SEO). Many understand it as a way of optimizing a website to gain more organic traffic, rank higher in Search Engine Result Pages (SERPs), and ultimately generate more business – but few understand the complexity of SEO, the skills required to perform it, and the value of paying for this expertise on either a one-time or ongoing basis.

## SEO Best Practices Are Constantly Changing and Evolving

The technical complexity of search engines grows as new ways of searching (such as voice search and geo-located-mobile search) gain ground. Search engines have become more sophisticated. They are using increasingly complex algorithms to index website pages, and a wide range of different factors to rank those pages. SEO has also evolved; it has become part art and part science, and it requires advanced skills, in-depth knowledge of current search engine preferences, and a thorough understanding of modern website technology.



## Not All Website Designers Understand Technical SEO

Many law firms assume that their website designer knows how to perform all aspects of SEO. If you are getting a quote to design or redesign your website, ask about their SEO services, and whether those services include the four types of SEO described below – and then be prepared to pay for it. If you are redesigning your website, take the opportunity to overhaul your website's SEO – and be aware that your website traffic can tank if your designer does not know how to preserve the traffic your existing website has built up.

## The Four Main Types of SEO

Each aspect of SEO focuses on optimizing different elements of a website, including on-page, off-page, local, and technical SEO. All of these factors are crucial for websites that want to rank higher in search engines; however, new guidelines issued by Google in terms of site speed, user experience, page load time, and website security leave no question that technical SEO deserves much more attention than it typically receives.

This article focuses only on technical SEO, but I have summarized the other three types of SEO in the sidebar (found on page 15) to provide some context.

## Technical SEO

Technical SEO is the process of optimizing a website for search engine crawlability and indexability without any technical roadblocks. This is a vital – but often overlooked – step in the whole SEO process. Technical SEO is more relevant to search engines than to humans. If there are serious issues with your website's technical SEO, then you will not achieve your desired results – no matter how much work you put into your on-page, off-page, and local SEO efforts.

Technical SEO has become increasingly important over the years as users started to surf the Internet on a host of devices with a myriad of operating systems and browsers. Although you

must optimize the content to attract the right visitors, you must also attend to all the technical issues that can affect a website's visibility in search engines – and usability on various devices from a five-year-old laptop to a cutting-edge smartphone.

## Technical SEO Factors

Some of the critical factors in technical SEO include crawlability, HTTPS encryption, site speed, and mobile usability.

### 1. Crawlability



Crawlability reflects how easily search engine crawlers can access a website and index its pages. Generally, a search engine like Google consists of a crawler, index, and an algorithm. The crawlers crawl through web pages by following links, and then index those pages in the search engine database.

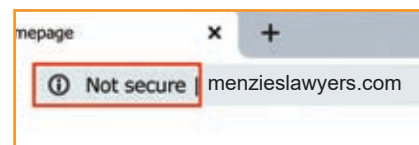
A webmaster must ensure that the crawlers can easily crawl and index all web pages without any issues. You can find issues by logging in to Google Search Console, which can also be used to submit a sitemap for the website. Your webmaster should configure the "robots.txt" file following best practices – including suggesting which pages to crawl and index and which pages to block from being indexed in search engines. Your webmaster must ensure that there are no issues before submitting your sitemap.

There are several factors that can have a devastating impact on a website's crawlability, including:

- site architecture,
- website speed,

- internal link structure,
- redirects,
- server errors,
- crawlers' access,
- sitemap,
- robots.txt,
- unsupported scripts, and
- web technology.

### 2. Secured Website/HTTPS



## Encryption

Google has been encouraging website owners to secure their websites by installing an SSL certificate, giving ranking preference to secured websites. In July 2018, Google's Chrome browser started marking non-HTTPS websites as "Not Secure."

HTTPS (Hypertext Transfer Protocol Secure) is a communication protocol that ensures the protection, integrity, and confidentiality of data between the user's computer and the website. Encryption makes the Internet communication fully secure between the user and the website, ensuring no one listens to the conversation, tracks multiple page activities, or steals the user's information. Data integrity remains intact during transfer over the Internet as HTTPS rules out the possibility of any data modification or corruption.

### 3. Site Speed



Website speed plays a crucial role in driving more organic traffic, helping search engine crawlers crawl website pages faster and easier, reducing bounce rate, improving user experience, and generating more leads. Technical SEO demands advanced skills to reduce page load time.

Google recently introduced “Speed Update,” and it has made site speed a significant ranking factor for mobile searches. Modern web apps require highly dynamic and powerful resources to operate properly; if not optimized correctly, these resources can render-block and slow down the site. (In this context, “render” means “load”. A render-blocking resource keeps a page from loading as quickly as it should – sometimes leaving the user staring at a blank page for several critical seconds.)

Google PageSpeed Insights Tool provides recommendations to optimize your web pages for speed. The recommendations can include

the optimization of various website resources, including:

- images,
- JavaScript, HTML, and CSS files,
- content visibility, and
- browser caching.

You can improve site speed by fixing website structure and architecture; cleaning up old content, posts, and pages; redirecting old URLs; and choosing a robust hosting platform for your website.

#### 4. Mobile Usability



Today, more people are surfing the Internet on their mobile devices than on their desktop computers.

A mobile-friendly website has become a necessity for all kinds of businesses. Google has rolled out its mobile-first indexing features, which uses only mobile content for all search rankings. This means that mobile pages will determine how the website will be ranked on both desktop and mobile.

If your website is not mobile-friendly, it can affect your content page rankings in search engines. Google’s Mobile-Friendly Test Tool (<https://search.google.com/test/mobile-friendly>) tells you if your website has any mobile-specific issues, including what resources (e.g., images, CSS, script files) cannot be loaded properly on the mobile version of your website.

The most common reasons why resources fail to load are the speed of the website, missing resources, and blockage of resources in the robots.txt file. There are many different mobile-usability errors, but the most critical errors include flash usage, viewport misconfiguration, and small font size. ■

## Other Types of SEO



### ON-PAGE SEO

On-Page SEO plays a critical role in optimizing a website to generate more organic traffic. It can be achieved by tweaking website content, using relevant keywords, providing a better user experience, and making the content more relevant for visitors. On-page SEO includes many elements such as meta keywords, titles, and descriptions; URL structures; image optimization and alt-text; text formatting; headings and header tags; word-count; page speed; mobile responsiveness; internal links and the content value; authority; and freshness.

### OFF-PAGE SEO

Off-page SEO helps establish website authority with search engines. A website with more backlinks, social media mentions, and bookmarks yields more power in terms of search engine rankings. Off-page SEO can give your

website a sharp increase in search engine rankings and exposure because a website with a higher position in SERPs will get you more backlinks, visits, social mentions, and bookmarks. There are many ways to get backlinks – including listings on directories (lawyer, article, and local directories); publishing blog posts and articles on websites other than yours; social media posts and comments; and link exchanges.

### LOCAL SEO

With a precise focus on a local marketing approach, local SEO is becoming a popular way to market a business online to local clients in real time when they actually need these services. Local SEO involves a wide variety of online marketing strategies such as listings in business directories like Yelp, Google My Business listing; Bing Places for Business page; content optimization by using local keywords; and local online reviews. ■

# PODCASTS

## The Perfect Practice Promotion Tool

Armed with only a microphone, a laptop, and an interesting topic, you could soon be building credibility for your personal brand – and attracting new clients to your office.

By David Pizarra, Family Lawyer

**“Y**ou talk a lot. Some of it’s even good. You should do a podcast.” So began my adventures with podcasting. I had no idea what a podcast was, or why anyone would do or even listen to one, but my friend Mark was sure I needed one, and I trusted him.

In typical lawyer fashion I did my research on what a podcast is: essentially it’s on-demand radio. Most podcasts are audio, although there are some video, which is a growing format in popularity. Imagine being able to listen to your favorite radio show – whether it’s *This American Life*, *A Prairie Home Companion*, or *Planet Money* – any time you wanted. That’s the benefit of a podcast.

If you have a smartphone (and who doesn’t these days?), there are free apps that come either preloaded or that you can download for listening to a podcast while you commute, workout on the treadmill, mow the lawn, or do the dishes. I’ve used the Podcasts app, Podbean, Overcast, and Stitcher to enjoy the 10 shows I subscribe to, and I’ve found they all have different benefits and aspects I like and dislike.

### Podcasts: the Ultimate 24/7 Marketing Tool

As a lawyer, you have knowledge and experiences to share with the world (read “your future clients”). The beauty of this listening flexibility is that once you put out an episode, it remains there to be found 24 hours a day, 7 days a week.

I write from a place of experience. My “Men’s Family Law” podcast (available on iTunes, Stitcher, and [www.MensFamilyLaw.com](http://www.MensFamilyLaw.com)) has been live for a few years now so I have a track record of downloads and email comments from listeners. They tell me their decision to hire me was based at least partly on the benefit of the information that I gave away to them. My show is very simple: it’s 3 to 10 minutes of me talking about some aspect of family law and how it will be implemented by a judge, then I usually interview someone of interest to my listeners. My guests have included dating coaches, personal trainers (for that post-divorce “gotta get in shape” segment), psychologists to talk about parenting plans, parental alienation experts, forensic accountants, forensic psychologists, other lawyers who specialize in complementary areas, and fathers who have inspiring stories of how parenthood changed them.

From an investment perspective, my show has cost me approximately \$750 and I can trace more than \$300,000 in revenue back to it. That makes for a fantastic return on investment!

### Increased Credibility and Faster Client Conversions

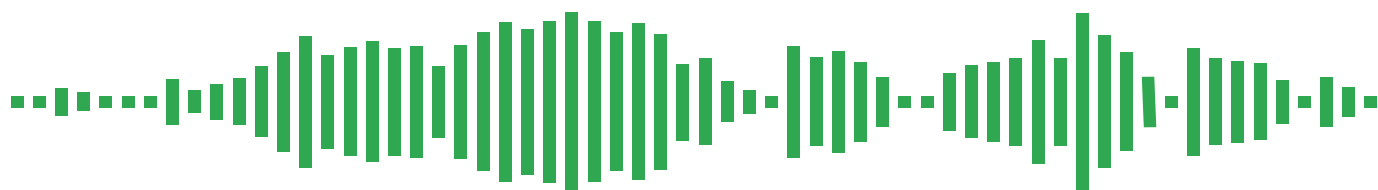
I am not a celebrity, but hosting a podcast increases my credibility with potential clients and automatically makes me an expert on whatever I’m talking



about. Since I create my own show, I can highlight and examine the issues my future clients will be facing. I am educating and entertaining my prospective clients while they come to know, like, and trust me – all before they step foot in my office. Imagine being able to have your prospects already know your answers to the top five questions that every prospect asks – what a time saver!

When someone comes in for a consultation, and they've already listened to my podcasts, it makes the conversation more beneficial to both of us since I'm not going over all the basics. They feel more empowered and engaged with me, which makes them a better client.

Another great benefit to having a podcast is that it opens doors when I want to interview someone who might become a future friend, colleague, or referral source. When I send an email asking someone to be on my show – and let them know that it is a 20-minute Skype, Zoom, or phone call – they're eager to say yes. I've only had one person reject me, and in retrospect, I'm glad: they would have been an awful guest.



## Getting Started: from Show Design to Distribution

To get started with podcasting, you need a microphone, a computer, and something to talk about.

Podcasters use many different types of microphones – from those earbuds that came with your phone (not recommended) to a super-expensive, professional quality mic (not recommended for first timers). I started with a \$79 Blue Snowball that connects by USB to my laptop. It's been a true workhorse of a mic for me, and I continue to use it today.

My computer was a three-year-old Apple MacBook Pro that came with GarageBand. Here are the steps I took to create my first podcast:

- Step One: Open GarageBand.
- Step Two: Hit record.
- Step Three: Start talking.

Granted my first episode was horrible, but that was operator error. I'm not a trained radio personality so I had to learn to put more energy into my presentation. Being more dynamic is crucial to having an interesting show. After my debut, each show was better than the last, and today, I can handle anything that a guest throws at me.

Figuring out what to talk about was the next step, so I created a content calendar on a spreadsheet with the episode number, topic, and a potential guest. I made a list of things I found interesting and/or thought my clients should know before they came to me, then worked my way down the list. Making my list, I realized that I had many topics to chat about – and you will, too, if you are well-versed in your field of law.

Funny side note: I was chatting with a friend as we developed her show, and she thought she had nothing to say, so I asked a couple of questions and in two minutes she had enough topics for 20 episodes! You know more than you think you do, and your listeners know almost nothing about your topic (and what they *think* know is often wrong), so make your list and start talking!

Marketing ourselves and our law firms is always a difficult task because lawyers are not trained to promote ourselves. With a podcast, you can demonstrate your knowledge, personality, and ability all from the comfort of your home or office. Expect your first podcast to be

terrible; just do it, learn from it, and throw it away. Your second one will be better.

Podcasting has taken me around the world both in the reach of my show and in person. I spoke last year at the Global Speakers Summit in Auckland New Zealand, and then in Johannesburg, South Africa on "Podcasting for Professionals". Last October, I was in the United Kingdom leading a workshop on developing a podcast for the UK's Professional Speakers Association.

For the cost of a dinner at your favorite Italian joint, you can become a podcaster, find new clients, open doors to people you want to meet, and maybe find a fun new hobby. I know I did, and I'll always be grateful to Mark for that. ■



*David Pizarra is a Los Angeles family law attorney who focuses on men's and fathers' rights. He offers trainings for other lawyers across the nation for Thomson/Reuters on topics as diverse as family law for men, international child custody, domestic violence, and podcasting for professionals. [www.TheLegalMastermind.com](http://www.TheLegalMastermind.com)*