



Trial Law Digital Publishes Guide To Attorney Search Marketing

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Trial Law Digital, a business in Birmingham, AL, has announced the launch of an ebook that serves as a guide to search marketing specific for law firms. This search marketing guide for law firms is now available through the company's website.

Carlton Smith from Trial Law Digital says: "When people need an attorney, they ask their friends and relatives for recommendations. And they search on Google. You don't have control over their friends and relatives. But with regards to having their firm show up on a Google search, that's something you can work on. The process of presenting your webpages so that Google will determine that your firm is one of the best candidates to present to people searching for your niche is called search engine optimization or SEO. Our new guide provides a full explanation on how to get SEO right for law firms."

Law firms have traditionally attracted new clients through word of mouth advertising and through their simple presence in towns and cities. They generally offer geographically local services, focusing on the community in which they are based. However, with the internet now dominating so many aspects of people's daily lives, it is vital that even law firms start to change their methods of working.

The new guide delves into all the important aspects of SEO for a law firm, including choosing the right keywords, where keywords should go, what content should look like, and how to build links. Using social media, according to Trial Law Digital, is a key element of this. To demonstrate, they point to their own Facebook page, used not just to communicate with their audience, but also to enable people to leave reviews.

"While most social media don't get you links that help directly (Google+ being the exception), if you have content worth sharing, you have a good chance of people linking to it," adds Carlton Smith. "Once you've written your great resource lists or other helpful and engaging pieces of content, share it on social media."

While the ebook suggests that LinkedIn as the most important social media resource for law firms, the company believes that others, including Twitter, should also be used, as should any other popular networks.

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