

How Law Firms Can Succeed at SEO: Experts Share Their Insights

March 23, 2022

March 23, 2022 - PRESSADVANTAGE -

A new article titled "SEO for Law Firms" has been published on the website of Blake Smith, an international digital marketer and search engine optimisation (SEO) consultant from Australia.

In the article published on blakesmithy.com, Blake explains the benefits of SEO for lawyers and how these legal service providers can measure and value their investment in their marketing campaigns. Blake also reiterates what law firms can do to maximize the effectiveness of their SEO campaigns.

"Law firms succeed at SEO when they understand what searchers are looking for when they are looking online for legal services," said Mr Smith.

"Identifying the specific legal terms that are often used when people are looking for a type of legal service will help optimise your website for a range of potential keywords. By structuring your website based on the full range of services and potential keywords users are searching for, your law firms will get more traffic, leads and cases. Individual lawyers, attorneys and solicitors can also benefit from publishing this type of content to showcase their individual expertise. Just as law school is and studying for the bar is an investment time and effort, SEO is an investment too" he continues.

According to the SEO guide published on clearwaylaw.com, law firms should be aware of data that demonstrates the importance of the digital marketing. An iLawyer Marketing study included 1040 participants from the United States. They were asked to imagine a situation of being in a car accident that wasn't their fault and looking for a personal injury lawyer. According to the research "86 percent responded that they would use Google".

A Google algorithm update to the local search results in Google Maps may also have a significant impact on law firms. The official Twitter account for Google Search Central recently tweeted out "Our November 2021

local search update has concluded. It began Nov 30 and ran through Dec 8. It involved a rebalancing of various factors we consider in generating local search results." SEO experts theorise this could have a significant impact on local search results and firms that rely on Google Maps for leads, forcing the firms to diversify their lead generation campaigns.

Law firms may be able to improve their traffic from Google by publishing more long-form content. An article published at legalsites.com.au claims "Long-form content compliments other Google ranking factors. Including time-on-page, attracting more backlinks, outbound links, keywords, heading tags and more."

Blake is available for SEO and digital marketing projects. Blake's specialties are digital strategy, SEO, content marketing and paid media campaigns.

Any law firms interested in improving their digital presence and generating more leads and sales online, can call Blake Smith or visit his website at blakesmithy.com for more information. Blake offers complimentary discovery calls and offers obligation-free quotes for all projects.

###

For more information about Blake Smith SEO Consultant, contact the company here: Blake Smith SEO Consultant
Blake Smith +61 02 84136405
press@blakesmithy.com
Sydney, Australia

Blake Smith SEO Consultant

Blake Smith is an Australian Digital marketer, Domain Name Expert, and SEO consultant.

Website: <https://blakesmithy.com/>

Email: press@blakesmithy.com

Phone: +61 02 84136405

