Houston Attorney Marketing Firm BSP Legal Marketing Explains the Importance of SEO in Legal Marketing

July 19, 2022

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Houston attorney marketing firm BSP Legal Marketing releases a new article (https://bsplegalmarketing.com/attorney-marketing-houston-texas/) explaining the importance of SEO in firm Marketing. The firm?s founder and owner, Viktoria Altman, says that the competition between attorneys in Houston can be intense, and expanding a lawyer?s practice means that they need to give their law firm more exposure.

According to the Houston attorney marketing firm owner, ?Our team doesn?t have a Juris Doctorate and, chances are, you probably don?t know much about search engine optimization for your firm. And this is what business relationships are all about. Because each one of us can?t be an authority on every topic, we rely on experts in other areas to support us and to help us grow.?

Ms. Viktoria Altman says that the National Law Review says that 96 percent of people seeking legal help will use search engines. 74% of those people will go to the website of a company for more information. Search engine optimization is a solid way to drive potential clients of a lawyer towards their website.

SEO (search engine optimization) is a highly-technical digital method that allows search engines to locate a company. The tool will display the exact location of the company to users once it has found the relevant business. Google ranks user relevance as the most important factor in its search engine results. Potential clients can find legal offices online by using this method. An SEO campaign for legal services can help bring in more potential clients than advertisements.

Ms. Viktoria Altman also adds, ?The larger your web of authority, the more importance Google gives your website. This, in turn, improves your page rankings. Thus, organic or natural? search engine optimization enables your website to build on itself and connect to other well-regarded sites to support your improving authority.?

BSP Legal Marketing has a team of professionals who may be able to help a client boost their law firm?s online presence. It is important to seek the help of an experienced legal marketing firm no matter if a lawyer is just starting out.

About BSP Legal Marketing

BSP Legal Marketing is a full-service internet marketing company devoted to serving top Houston area law firms. They know, understand, and love legal SEO. And more importantly, their results speak for themselves. For a case study or to speak with a customer, contact them today at (929) 470-062.

BSP Firm

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BSP Firm

As an attorney, you are busy. You know the law. You are great at what you do. But you probably don?t know anything about internet marketing. That?s okay.

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