

AN INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

DCBA LAW PRACTICE MANAGEMENT
& TECHNOLOGY SECTION

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Search Engine Optimization (SEO) Basics for Attorneys

- **Search engine optimization (SEO) for attorneys** is a marketing discipline focused on increasing a law firm's website visibility in non-paid search engine results.
- **SEO** results are also known as "**organic**" or "**natural**".
- **SEO is important.** In general, when a site or a webpage is higher ranked on a **search engine results page (SERP)** and is listed more frequently on search engine listings, the greater the probability the site will receive more visits from users.
- The major goal of SEO is to have your website found for **relevant searches** that will encourage a search engine user to visit your site and make a decision to contact and/or hire you. SEO also increases awareness of your law firm.

Search Engines – What They Are and What They Do

A web **search engine** is a software system that is designed to:

- 1.) **Crawl websites** on the Internet.
- 2.) **Build an index** of websites.
- 3.) **Search its index** and provide search users with a ranked list of the websites they've determined are the most relevant every time a user conducts a search.

These listings are called **search engine results pages (SERPs)**. Search results can show webpages, images, videos, news, and more.

What search engines are most important? (display chart)

- Google, Bing, and Yahoo

Search Engine Usage Figures

January 2016 Searches

Search Engine	Search Percentage (%)	Search Volume
Google Sites	63.80%	11,156,000,000
Microsoft Sites	21.30%	3,717,000,000
Yahoo Sites	12.40%	2,165,000,000
Ask Network	1.70%	289,000,000
AOL, Inc.	0.90%	154,000,000
Total Searches	100.00%	17,482,000,000

Data from www.comScore.com

This is what a Google **Search Engine Results Page (SERP)** typically looks like when you type in a city and a service.

Search Term Example:
"Chicago Locksmiths"

There are a total of 10 organic listings (**the top 3 are shown** in this example) and an additional 3 advertisements under the organic results.

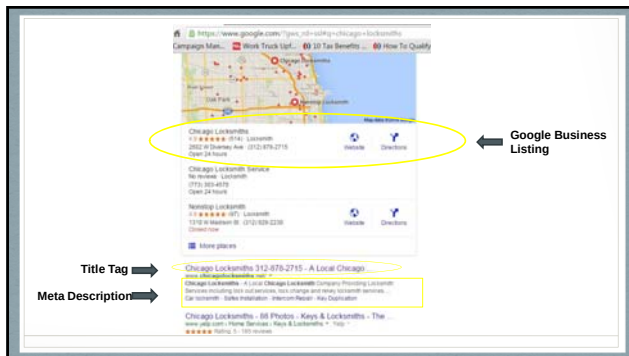
← **Google AdWords Pay Per Click (PPC) Advertisements**

← **Google Business Listings**

← **Google Organic Search Engine Results (SERPs)**

SEO Best Practices for Ranking - Creative and Technical

Creative	Technical
• Include original quality content that will encourage people to spend time on the website and view multiple pages. • Research and include relevant keywords in your content that you want to be found for. • Continue adding and updating content with blogs, articles, resources, FAQs. • Images, Videos, News and other vertical content.	• HTML – Titles, Descriptions, URL Structure. Headers follow SEO guidelines. (show examples) • Website ease of "crawling" • XML sitemaps • Avoid duplicate content • Mobile/responsive design (show example) • Fast loading speed • Interlinking

[illegible]



Responsive design websites automatically adjust to type of device – desktop, mobile, and mobile. Mobile search has taken over desktop search on Google.



Off-Site SEO Methods

Establishing links from other sites:

- Business Listings
- Legal Directories
- Social Media

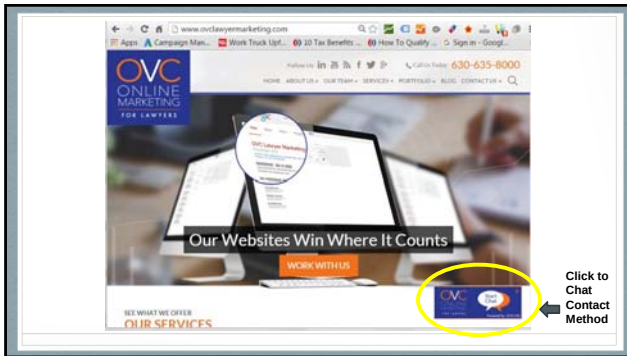


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Contact Response Time

- SEO is important for being found but the **timeliness** in which you respond to clients who contact you is a major conversion factor, **especially** for search engine users. (share example)
- **Contact methods** include phone calls, online chats, contact form submissions, and email. (opportunity to discuss)



Google Algorithm Change History Examples

- AdWords Shake-up — February 23, 2016
- Unnamed Update — January 8, 2016
- RankBrain — October 26, 2015
- Panda 4.2 (#28) — July 17, 2015
- The Quality Update — May 3, 2015
- Mobile Update AKA "Mobilegeddon" — April 22, 2015
- Unnamed Update — February 4, 2015
- 2014 Updates
- Pigeon Expands (UK, CA, AU) — December 22, 2014
- Penguin Everflux — December 10, 2014
- Pirate 2.0 — October 21, 2014
- Penguin 3.0 — October 17, 2014
- "In The News" Box — October 2014
- Panda 4.1 (#27) — September 23, 2014
- Authorship Removed — August 28, 2014

Audience Comments or Questions?

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