

How to rank my attorney website in Google local search?

Legal Services, attorneys, bail bondsmen and lawyer searches are one of the most expensive cost per click keywords in the industry. Thousands of searches are done every day in these areas. These active searchers are looking for specific legal terms like 'workman compensation Reno' or 'divorce attorney Reno'.

Most lawyers and attorneys, can expect to pay well over \$20 - \$50 a click to buy an ad on Google Adwords and other large search engines like Yahoo and Bing to rank at the top of the search engines using Pay Per Click/Adwords bidding services. The most expensive legal AdWords bid for CPC in the country is currently at \$670.44 a click for the keyword phrase "San Antonio car wreck attorney."

View infographic here. <http://www.webpagefx.com/blog/marketing/googles-top-100-most-expensive-keywords-in-2015/>

The average monthly PPC (pay per click) budget is well over \$10,000 a month if you were to keep your PPC campaign competitively at the top of the Google search results. And this is for just one keyword!

Last month the legal search phrase 'car accident attorney in Reno' hit an all-time high in Google search with over 3500 searches performed. Multiply those numbers with the average \$20 per click. With the average CTR (click through rate) for ad position #1 being a little over 33%, an attorney firm could expect to pay over \$23,000 a month to rank for this keyword in Reno.

When it comes to PPC management, law firms have their work cut out for them. **Keyword terms associated with attorneys and lawyers are among the most expensive keywords in Google AdWords.** Law firms "can easily spend \$50,000 to \$100,000 per month on PPC," according to Robert Ramirez, a senior SEO analyst at BCI who specialized in legal marketing for six years. Source: <http://www.bruceclay.com/blog/ppc-management-lawyers/>

How is a small legal firm to out compete some of the larger Lawyers and Attorney firms in Reno?

Organic SEO (search engine optimization) is the art and science of ranking a webpage from your website on the "free clicks" area of Google search results. Most Google SEO companies focus on ranking your website for LTK (long tail keywords). These are usually specific keywords that people use in the search box when they are specifically looking for something. These searchers are closest to a positive conversion than those generally searching for the keyword 'attorney'.

These LTK (long tail keywords) are the low hanging fruit of the SEO world. Most LTK have less than 500 searches per month, and some are not as competitive at the big fish keywords like 'divorce attorneys in Reno'.

Capturing the attention of a searcher who is searching for 'how to file for divorce in Reno' is a great opportunity for a small legal firm to really show their expertise in that area of the law. This LTK search is a great example of someone who is actively looking for a local attorney who can answer who question and ready to schedule their first consultation with a local law firm.

A good SEO company or expert can help rank a small legal firm's website within a few months or less for long tail keywords. The goal is to rank webpages within your website for hundreds if not thousands of these keywords.

"By targeting LTK, we can rank a website more than once on the first page of Google. Also positioning a legal website as a local authority on multiple networks, blogs and directories." Sandy Rowley Legal SEO pro @ RenoWebDesigner.com.

Bail Bonds Unlimited is a Reno Bail Bond company that specializes in treating their clients like family.

Although they were a busy bond company in Reno, their SEO rankings were lacking. The hired Sandy Rowley with RenoWebDesigner.com to provide organic SEO services and within one month of work, was ranking their website multiple times on the first page of Google. They are currently ranking for over 103 long tail keywords bringing in an average of \$24,000 a month in new leads.

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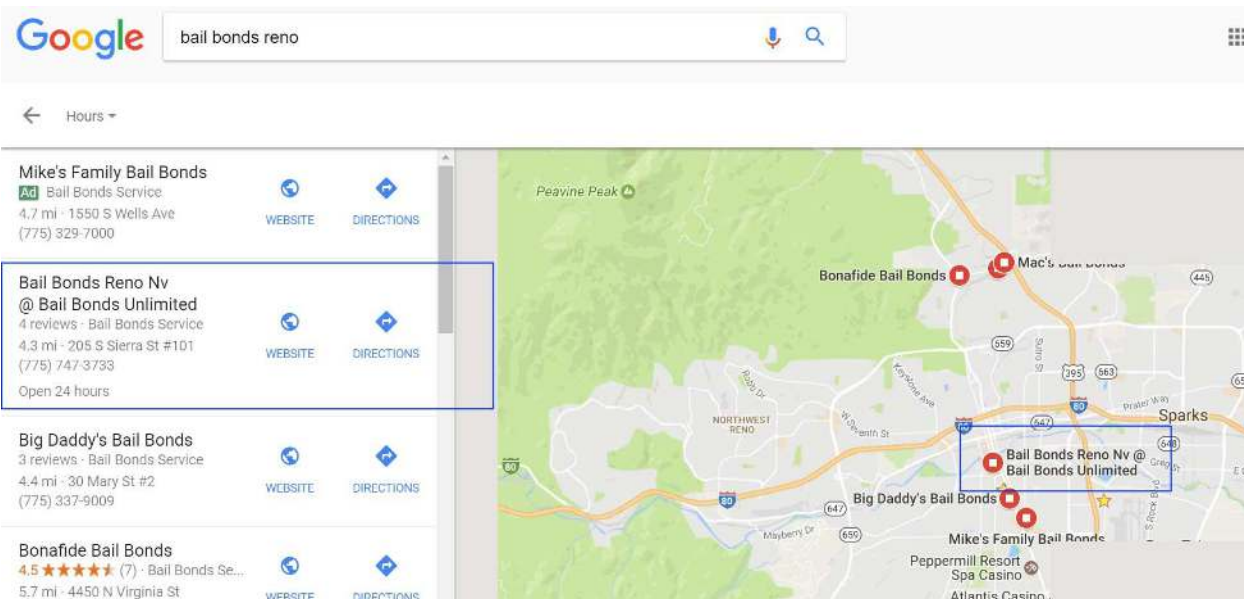
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With the money saved on straight PPC marketing, most attorneys or legal service providers choose to position their company website on a limited PPC, a set fee SEO organic plan and Google business maps listing optimization for optimum coverage of a given city and/or area.

A quality built website is critical for organic and PPC rankings. Google and other large search engines are giving mobile friendly websites more visibility than those sites who are outdated and un responsive.

Correct coding and design affect a websites ability to be indexed by the large search engines.

RenoWebDesigner.com has over 17 years' experience in creating highly optimized websites and mobile webpages for higher indexing in search engines.

Ranking for your ideal keywords is the first step in a successful internet marketing campaign. Converting those clicks into actual customers takes a little hard work and follow through.

Top 10 SEO Tactics that help convert visitor into a client:

1. Regular press releases covering new hires, client wins, client testimonials, charity work, events and on site workshops.
2. Regular 5 star reviews in Google, Yelp and FaceBook.com
3. Video F.A.Q's.
4. Professional and friendly photos of all staff and detailed profiles.
5. Helpful resource areas within your website that are on topic and up to date.
6. Instant chat features to capture viewers' attention and answer questions immediately on site.
7. Show membership status of local groups and organizations.
8. Mobile friendly website.
9. Fast loading website.
10. Offer events, classes and workshops.

Marketing is an ongoing necessity for a successful legal business. It is the life blood of all leading companies on and offline. If your legal business is slowing down, SEO is a quick way to drive quality leads in a relatively short amount of time. Most SEO work shows an increase in leads within the first month of

work. Although no SEO company can or should guarantee rankings, an experienced SEO expert is expected to show positive R.O.I within a few months of work.

Google.com shared a great blog post on how to find a quality SEO company or expert to work with. Source: <https://support.google.com/webmasters/answer/35291?hl=en>

A good SEO expert will help your firm with the following:

- Review of your site content or structure
- Technical advice on website development: for example, hosting, redirects, error pages, use of JavaScript
- Content development
- Management of online business development campaigns
- Keyword research
- SEO training
- Expertise in specific markets and geographies.

Be mindful of get rich or get rankings over night or too good to be true SEO services that are available all over the internet.

“While SEOs can provide clients with valuable services, some unethical SEOs have given the industry a black eye through their overly aggressive marketing efforts and their attempts to manipulate search engine results in unfair ways.” Google.com Admin

Any SEO company that offers to sell you back links or any of these items, is a clear warning not to engage in their services.

1. Send thousands or millions of visitors to your website in a very short amount of time.
2. Order thousands of fake back links to your website in one day, month or year.
3. Buy fake reviews for your business on Yelp, Google or Facebook.
4. Buy fake Likes for your social media accounts.

These are a few examples of the common pitfalls that some legal SEO companies deploy for fast but deadly SEO results.

“In the 17 plus years working in the SEO industry, one statement has held true throughout all the countless Google updates. Slow and steady wins the race.” Sandy Rowley RenoWebDesigner.com

Google’s latest algorithm update, Rank Brain, is all about websites providing useful and relevant content to their website viewers. Thin content will now become a waste of marketing dollars and time, as long post content with high user engagement will boost websites higher in Google search.

What are the highest engaged content pieces for attorney websites?

When a person searches for a keyword and clicks on your website link, they should find helpful and interesting content immediately on your website. If they click the back button more often than not, your website will start to drop in rankings.

Great examples of engaging content are:

1. Infographics that break down difficult content into easily digested information that is understood quickly with images.
2. Videos that share interesting stories, news and answer the top questions from your F.A.Q page.
3. Online quizzes and games.
4. Instant search bar asking “How can I help?” or “What are you looking for search bar?”
5. Pop up window with an irresistible offer.

The best practices in Lawyer SEO marketing is to instantly provide content that the searcher is looking for and then keep them on the website for an average of 3 – 10 minutes each visit.

Google tracks how many conversions your website has in a day, week or month.

Some examples of a conversion in Googles eyes are:

1. Sign up for email newsletter.
2. Click contact us page.
3. Buy something from your website.
4. Share your website on social media.
5. Bookmark your website.

You can learn more about Google standards and requirements for organic SEO best practices in this detailed PDF report here:

<https://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf>



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