

# Improve your SEO strategy with these basic yet effective practices

By [Laura J. Hauser](#)

An effective Search Engine Optimisation (SEO) strategy is a vital part of any professional services marketing plan, especially if you are looking to attract potential clients to your firm and boost more traffic to your website. A well-thought-out SEO strategy can help you achieve better organic search rankings and visibility (not paid) positions in search engines such as Google and Bing. The objective is to have your website appear and rank higher on Search Engine Results Pages (SERPs). SERPs contain a list of websites (search engine results) generated by a search engine website (like Google) after a user enters a search query. SERPs contain all the clickable and most relevant options for a query, and highly influence how much traffic will be directed to your website.

Below are some effective best practices to keep in mind when developing an SEO strategy.

**Choose relevant keywords:** Keywords are terms or phrases associated



with the content on your website. Having relevant keywords is a must in order to be found in organic search engine results pages. Keywords serve as the link between what users are searching for and the content you are providing to fulfill that need.

**Keep content updated:** Search engines favour websites that update their content regularly. Adding regular content also provides the opportunity to include additional keywords which enables search engines to recognise your website in relation

to your services. A critical part of content updating also includes fixing broken links and updating plug-ins.

**Be mobile-friendly:** More people tend to use their mobile devices over their desktops when searching the internet. Having a mobile-responsive website not only makes it easier for people to find you in online searches, it also plays a significant role in your SEO strategy. Google, Bing and other search engine algorithms favour mobile-responsive (friendly) websites in their ranking process.

**Optimise user experience:** Make your website easy for visitors to navigate and locate information. Positive user engagement directly impacts your page rankings since some search engines (i.e. Google) have algorithms that factor in how well visitors interact with your website, including the number of page views, page conversions and session durations. The better the user engagement the higher the ranking.

SEO is not an easy process to master, but when done correctly it can serve as one of the most effective components of your overall marketing and business development plan.

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