

[Search Engine Marketing for Lawyers: Don't Forget The Basics](#)

By Stephen Fairley

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An [excellent post](#) today at [SearchEngineWatch.com](#) provides the eight basic SEO elements that should remain consistent on your law firm marketing websites to achieve a high Google rank, no matter how many times Google tweaks its search algorithms – which it does at least once a day!

Summarized, here are the rules of the road to higher rankings:

Basic keyword SEO rules – including your target keywords in your URLs, meta tags, titles and descriptions as well as in your page content.

High quality inbound links – creating high quality, unique content that others will want to link to and reference can have a huge impact on your website ranking.

Authority – build authority for your site through participation in social media, providing commentary and links to other authoritative sources in your space and quality inbound link building.

Quality user experience – Google rewards sites that are well designed, easy to navigate, load quickly and keep visitors engaged (low bounce rates).

Fresh content – creating new content and updating old content regularly boosts authority and news ranking.

Content diversity – Google prefers diversity in format and content, so include photos, videos and presentations wherever possible.

Feedback – syndicate, promote and provide people with an easy way to share feedback via a blog hosted or linked to your website.

Browser compatibility – your site needs to be compatible with the latest browser versions, including mobile.



Sept. 28 Webinar: How to Answer the Question, "Why Should I Hire You?"

One of the toughest questions attorneys get from a potential client is, "Why should I hire you?"

When faced with this question, most attorneys fall back on talking about the quality of their services, their experience and the size of their law firm.

Prepare to have your eyes opened to the truth when you attend our one-hour [How to Answer the Question, "Why Should I Hire You?": Creating a Unique Competitive Advantage](#)

webinar on Wednesday, Sept. 28 at 11 a.m. PT/2 p.m. ET:



- **Why quality does NOT matter!** (Yes, you read that correctly, quality does not matter when it comes to closing a prospect)
- The #1 reason **why prospects "shop you on price"**
- How most attorneys completely miss the point **when talking about their experience**
- The **4 biggest reasons to emphasize** when talking with prospects
- **Overcoming common objections** attorneys encounter
- Winning over skeptics by **focusing on the numbers of your practice**
- Case studies of **how top attorneys respond** when asked the ultimate question
- How to **overcome price objections** even before you meet with a prospect
- How to respond if someone says, **"Your price is too high" or "That's too much money!"**
- How to **get potential clients to stop making price an objection** once and for all
- And 8 more effective ways to **answer the question, "Why should I hire you?"**

To register online for the Sept. 28 webinar on Creating a Unique Competitive Advantage, [click here](#).



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 7,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC. He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.



After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching *Today's Leadership Coaching, LLC*, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 7,000 attorneys from virtually every state in the country and almost every practice area.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information or to purchase one of Stephen's law firm marketing products click here. <http://www.therainmakerinstitute.com/>
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