



## [Law Firm Marketing: Why Attorneys Should Care About Google+](#)

[Link to Blog: http://bit.ly/oQRGxT](http://bit.ly/oQRGxT)

by Stephen Fairley

I only need three little letters to explain why attorneys need to care about – and participate on – Google+:

**S-E-O.**

Here's why your law firm needs to have a business page on Google+:

- Google is the #1 search engine in the world
- A vast majority of people use search for products and services
- If you are not in the top 10 search results, those people are highly unlikely to find you, making a top rank critical
- Google now places extra weight on social media links in search results
- Sites on Google+ tend to be indexed more quickly
- Receiving +1 links (that's Google+'s "like" button) helps push your rank higher in search results
- The more people you interact with on Google+, the better your SEO

This infographic does a good job of explaining the business and SEO benefits that a Google+ business page can provide:

# GOOGLE+ FOR BUSINESS



[ Google+ has been around for several months now, but most people are **not using the social network to its full potential**. Even if you have the basics down, it might be time to take a second look at this rapidly growing network. ]



With more than

**90 MILLION**

users, **Google+** is definitely worth paying attention to. [1]



# WHY GOOGLE+ IS THE PLACE TO BE

New social networking sites pop up all the time, and you'd be wasting your time if you jumped on all of them.



## SO WHY IS GOOGLE+ A GOOD BET FOR BUSINESS?

### IT'S INDEXED BY GOOGLE



+ Using Google+ can help customers find your business faster and easier.



+ Creating a business page can help you increase visibility as well.

### GOOGLE+ OFFERS A CLEANER EXPERIENCE



+ Easier to share and rank other people's posts and comments



+ Variety of sharing options [ video, posts, photos, etc. ]



+ Personalized circles  
+ Follow who you want to follow and no one else

### IT'S HOPPING!



+ A whopping 60% of Google+ users log in every single day.



+ 80% engage on a weekly basis. [1]



+ In comparison, just 50% of Twitter users log in daily. [2]

**IT'S NEW  
AND  
ALREADY  
GROWING  
RAPIDLY**



+ As previously mentioned, Google+ already has more than 90 million members, making it a good-sized network that is worth participating in.



+ But Google's strong network of users doesn't matter...



**IT'S MORE ABOUT HOW YOUR BUSINESS CAN  
BENEFIT FROM THIS HUGE NETWORK.**



**SHARING IS THE KEY**



The entire purpose of a social network is to connect and share. . .Google+ makes this very simple if you understand the basics.

**HOWEVER, GOING BEYOND JUST SHARING A LINK OR  
TWO IS WHERE THINGS START TO REALLY HAPPEN.**



**SHARE INFORMATION TO ENTERTAIN**



## SHARE INFORMATION TO ENTERTAIN AND INTEREST YOUR AUDIENCE



- + Your business isn't of high interest in most cases.
- + What people really want is more of YOU and your interests.



- + You are what you share, so be consistent with your desired image.



- + Share information that benefits readers but builds your brand, too.

## WHAT INFORMATION SHOULD YOU SHARE?



- + Other people's links and tips



- + Your ideas



- + Educational information



## THINK OF A MAGAZINE



- + Providing original information is good, but more importantly, SHARE other people's ideas!

**THROUGH GOOGLE+,  
YOU ARE CURATING  
INFORMATION, MUCH  
LIKE A MAGAZINE.**



+ Remember, when you share something, you are endorsing it, putting your brand behind it.

**★ TIP FOR SUCCESS:**  
Aim for an on-topic/off-  
topic ratio of 80/20.



+ Post several times a day to ensure that you reach followers around the world in different time zones.



## INTERACT WITH YOUR FOLLOWERS



**BUILDING UP TRUST IS WHAT  
SOCIAL NETWORKING IS ALL ABOUT.**



+ If someone you trust shares a link, you are far more likely to check it out because you know they give you good information. . .

**BE THAT PERSON TO YOUR FOLLOWERS.**



+ Comment on your shares.



+ Respond to other people's comments.



+ Use Google+ to +1 people's posts and comments.



## GETTING IT ALL DONE

**HOW CAN YOU BE ACTIVE ON GOOGLE+ WITHOUT WASTING TIME?**

**HERE ARE A FEW QUICK TIPS:**



**+ 15 MINUTES**  
Look for info your circles would enjoy outside of Google+



**+ 15 MINUTES**  
Engage in conversation on a post



**+ 10 MINUTES**  
Read posts by others and comment



**+ 10 MINUTES**  
Comment on your own posts



**+ 5 MINUTES**  
Share a new post



## **BUSINESS PAGES**

**TAKE NETWORKING TO THE NEXT LEVEL**

While many people are using the networking side of this social site, you're missing out if your business doesn't have a page there.



**BUSINESS PAGES ALLOW YOU TO ENHANCE YOUR BRAND BEYOND THE BASIC NETWORKING LEVEL ON GOOGLE+.**

## EDUCATE FOLLOWERS



+ Let your circles know more about your brand.



+ The more they know, the easier it is to determine if yours is the product or service for them.



+ Video hangouts can help consumers know how.

## CUSTOMER SERVICE



+ Make sure your customers are kept happy by responding rapidly to their questions and complaints.



+ Offer videos or other media options to help resolve common issues quickly and easily.

## BUILD A COMMUNITY



+ Give fans a place to talk and share their experiences.



+ Tailor the community to your location and your business.

**FOR EXAMPLE,**  
a diapering company could host a forum on parenting.

## SHARE MEDIA

+ Add media to add interest and provide value.



### LOOK FOR USER-CREATED CONTENT AND CURATE IT.



eBooks



video



reports



photos



# GOOGLE AND GOOGLE+: WHAT IT MEANS ?

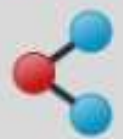


SEO is always a consideration, and with Google+, the search engine giant is making it easier than ever to find social media links and information with searches.

## POTENTIAL FACTORS FOR GOOGLE



+ Search results are affected by the people you are friends with on Google+.



+ Social connections may hold more importance than links.



+ Sites on Google+ tend to be indexed very quickly.



+ +1 links may rank higher in search results.



## QUICK TIPS FOR GOOGLE+ SUCCESS



Business pages allow you to enhance your brand beyond the basic networking level on Google+. While many people are using the networking side of this social site, you're missing out if your business doesn't have a page there.



### BUILD A RELEVANT AUDIENCE

+ Look for people who are relevant to your business.



+ Define your audience by demographic:



Location



Topic



Wealth, etc.

## [ THEY SHOULD BE USEFUL TO YOUR BUSINESS AND HELP YOU REACH YOUR GOALS ]



### QUALITY OVER QUANTITY

+ While you need an audience, circle only those who:



+ Enrich the networking experience



+ Add value to the experience



### CREATE A CAMPFIRE

+ A campfire is a shared goal or interest that draws people in and gives them a reason to gather.



### BE CONSISTENT

experience experience



### BE SELECTIVE

- + Don't accept anyone and everyone.
- + Set up your own criteria for choosing circles. Then follow it.



### BE CONSISTENT



- + Keep your offline and online business presence the same.
- + Provide continuity so your clients always know what to expect.

## WE ARE WHAT WE SHARE.



Google+ has a lot to offer, and we've only just touched on a few of the great reasons to use it here.

If you're serious about boosting your business through social media, this is where you need to be.



BlueGlass



CHRIS BROGAN

### SOURCES:

- + [1] <http://www.pcmag.com/article2/0,2817,2399108,00.asp>
- + [2] <http://mashable.com/2011/10/17/twitter-costolo-stats/>
- + [3] *Google+ for Business*

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### Learn How to Get Your Law Firm to the Top of Google at May 16 Webinar

Getting to the top of Google for any term related to the legal industry is highly competitive!

Attorneys spend millions of dollars every year on Pay Per Click (PPC) and banner advertisements, trying to drive more traffic to their website. Far too often it comes down to how much money a law firm has to spend on PPC to outbid their competition.

## How are small law firms and solo practitioners supposed to compete when attorneys are spending \$20 to \$100 per click for keywords?

If you're thinking, "there must be a better way!" then this webinar is for you!

You will discover a little known secret of how hundreds of attorneys are **rapidly increasing their website rankings in 90 to 120 days** through building targeted links back to their websites.

### Join us and discover:

- What an **"inbound link"** is and why **Google loves them**
- One of the fastest ways to get your **website blacklisted by Google** (make this mistake at your own peril)
- The lowdown on **link building on a shoestring budget**
- The benefits of being at the **top of the search engine rankings**
- The ongoing debate between **"quality" and "quantity" links**
- Selecting the **right keywords** to go after with your search engine efforts
- Which **directories are worth paying for**...and which ones are not
- The top 5 questions you must ask before you **hire any link building company**

This one-hour webinar will be held on Wednesday, May 16 at noon PT/3 pm ET. Even if you cannot attend the live webinar, you can still get all this information delivered to you so you can watch and learn at your convenience. Just sign up to receive a recording of my one-hour webinar.

Register by clicking on this link now for the [Getting to the Top of Google: The Power of Link Building for Lawyers](#) webinar on Wednesday, May 16 at noon PT/3 pm ET.



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/>

<http://www.rainmakerretreat.com/>

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