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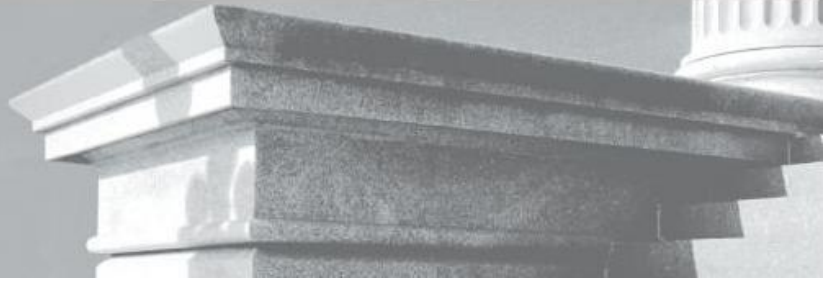
## **20 FREE Tips to Boost Traffic to Your Legal Website: For Lawyers. By Lawyers.**

Content	High Quality Well Organized Regularly Updated
Links	Lots of 'Em Well-Placed From Authorities



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### Introduction

Due to the popularity of my first eBook, “[4 Steps to Online Legal Marketing](#)”, I thought it would be helpful to follow up with a quick look at the **kinds of FREE marketing tactics you can use to boost traffic to your legal website**. Traffic to your website is like blood to your body. You need it to survive and thrive. Remember: these tactics all point towards two related goals: (1) you need to create good quality content and (2) you need to disseminate that content to create backlinks to your website.

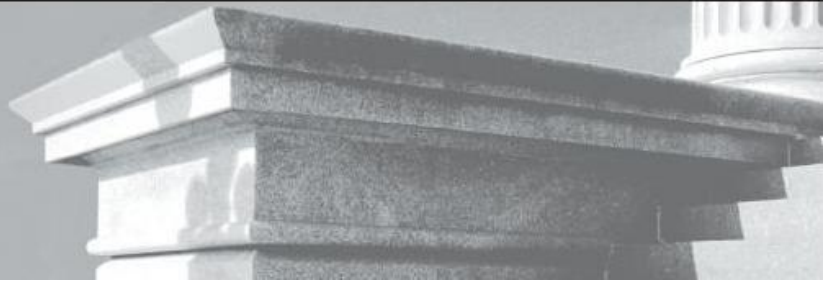
So what qualifies me to provide you with such advice? Well, as the founder / President of an online legal services website ([Dynamic Lawyers](#)), I have spent many months researching and trying various marketing tactics – some successful and some not. And this is where you’re about to get your money’s worth: I am going to pass along all of my experiences to you for FREE. Why would I do so? Three reasons...

First, when you finally decide to build an internet presence, you won’t have the time or energy to learn what I’ve learned or do what I’ve done. Indeed, you should be spending your limited time practicing law and billing clients. That is what YOU are good at and that’s where I come in. Once retained, I will help you select, deploy, and monitor the right online marketing tactics to help you achieve your plan. That is what I am good at and you can [e-mail me directly](#).

The second reason I’m giving away this information for free is because I want you to contact me about becoming part of the [Dynamic Lawyers](#) team to get new clients. We want what lawyers have: content in the form of blogs, videos, articles, etc. We have the ideal platform to promote lawyer services and we encourage you to take advantage of it.

Finally, giving away this information makes it easier for me to educate lawyers about online legal marketing; instead of having to sit down and explain all of this in person, I can simply tell lawyers to download and read this eBook on their own time and at their own pace. When lawyers need me to start planning and executing their online marketing strategy, I will be there!

So, without further adieu, here are **20 FREE tips to boost traffic to your legal website:**



### **#1: Get a Website**

Duh! You need a website for your law practice. You can write as many articles and participate in as many forums as you want, but you'll need a place to call home at the end of the day. You need to control the look and feel of your website (for branding purposes) and also help prospective clients find out about you. But it's not just any website that you need. I've seen my fair share of crap-tastic lawyer and law firm websites out there. They are more like skeleton brochures. They have little more to offer than contact information and the law firm's practice area. They probably get little or no traffic. They have no meaningful content and no one knows they exist unless they type in the URL into their web browser. Ouch!

The bottom line is that you need a website that looks professional, is optimized for certain keywords, and provides regularly updated and meaningful content to your target audience. For more information about how to make your website stand out, check out my FREE report entitled "[5 Ways to Make Your Website Stand Out](#)". For more information about developing and executing a search engine optimization strategy for your website, check out my popular eBook entitled "[4 Steps to Online Legal Marketing](#)".

### **#2: Have a Blog**

I'd recommend getting a Wordpress Blog and integrating it with your website. It's better than using Blogger or Blogspot for various reasons – as discussed by [Susan Cartier Liebel](#) and [Jay Fleischman](#). For starters, Blogger and Blogspot don't look as professional as having your own blog. Second, Google doesn't index Blogger more quickly than other sites just because it owns it. Third, if you host your blog on Blogger, you are giving Google "[the right to control and access your content and information](#)." They can even shut down your blog when they see fit to do so. You can [contact me](#) if you're looking for ideas on creating and integrating your blog with the rest of your website.

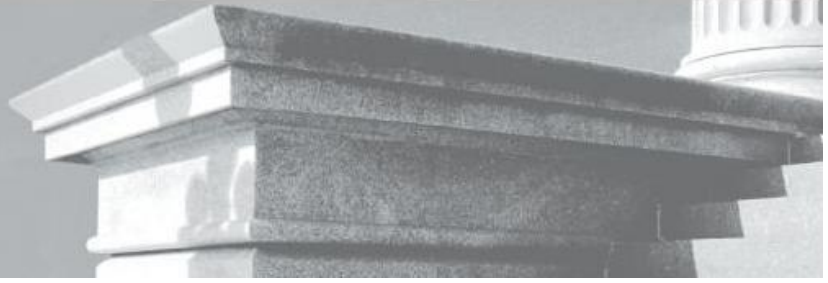
Now, there are a few things you may or may not have realized about blogs. First, search engines like Google and Yahoo astutely love them. That's because blogs are dynamic (not static) websites that are regularly updated, well-organized (e.g. by date, category, etc.), can display lots of different media (e.g. pictures, videos, podcasts, etc.), and are searchable. There are a ton of Plugins that you can install to make your blogging extremely effective (in terms of getting it "out there"). Blogs also allow for two way communication: it engages readers, who can leave comments and get a dialogue going. Blogs also help build your brand with respect to a particular legal area. You can always point out to prospective or actual clients that you have a blog and you've discussed a lot of things that are important to them in it!



So what should you write about? For whatever reason, this is something that troubles many lawyers. Instead of answering straight away, I ask lawyers in turn: what is the objective of your blog? Do you simply want to comment on things happening in the news? Do you want to share personal stories so that your family and friends know what you're up to? Do you want to make a connection with someone looking for a lawyer on the internet? Do you want to help influence prospective clients to pick up the phone and call you? Depending on your overall objective, you will employ different strategies. For example, I use the [DL Blog](#) to help drive traffic to [Dynamic Lawyers](#) so that people who are looking for lawyers can make a post. My readers crave legal knowledge and services. So I try to give them what they want. I don't blog about what I ate today or what I think about the Prime Minister's foreign policy. Other bloggers can do that. The bottom line is that, if you're not clear on why you have a blog, the people visiting your website won't be either.

### **#3: Write Articles**

So you've got tons of legal knowledge in your brain, do you? Well, why not empty it out in an article to build your brand as an expert in a certain legal area? I'm sure, as a lawyer, you've done your fair share of writing memos on interesting legal issues. So you can do a few things with that knowledge. First, take that content and blog about it. Second, take that same content and create a splashy .pdf article out of it. Then post that article somewhere on your website. Third, splash your blog and your article on various other places on the internet (which I will discuss in greater detail below). There are lots of directories out there for you to submit your articles to. You'll want to make sure that these directories allow you to create backlinks (in the body of the article, in a footer, in your bio, etc.). That way, people can follow up with more information about you. If you have a good header, footer, etc. template (you can contact me if you're looking for a professional-looking one), then you should be publishing your own articles in .pdf format and then submit them to places like [JD Supra](#).



### **#4: Write eBooks**

What do you do with all of those blog posts and articles that you've written on a particular topic? Simple: turn it into an eBook. There's not much difference between an article and an eBook other than size. eBooks are great because you can save time by not having to explain the law in a particular area to prospective clients: you can just e-mail them a copy of your eBook or tell them to download it. Now they can read it on their own time and you can get back to billing clients instead of hand-holding. You've given a taste of your knowledge to a seemingly large group of potential clients and, at the same time, you've given yourself a competitive advantage over your competition. If and when a prospective clients (who is now better educated) needs to retain someone, they'll probably come back to the person "who wrote the eBook" on the subject.

### **#5: Make Videos**

Google LOVES videos (and ranks them relatively higher in the search results). So make 'em! People like watching videos – probably more than reading. The videos SHOULD ABSOLUTELY NOT be you, sitting in front of a video camera with a bookcase of legal textbooks (you've never read) talking about boring legal stuff. No one will watch them. Shameless self promotion doesn't work. [Neither does this guy](#). [This guy actually scares me](#). My goal when making videos, for example, is often to educate and entertain at the same time. What message do you want to convey? If you're having difficulties here, you can [contact me](#). But here are some ideas to think about...Hull and Hull make videos about wills and estates matters. Justice Harvey Brownstone is going to host his own show ("Family Matters") to talk about family law. And me, well, I like making [parody videos](#) every now and then. Once you've made your videos, put them on YouTube and Google Video and embed them into your blog or elsewhere on your website. The good news is that you can use the space available on YouTube and Google Video to insert a title, tags (keywords), and a description with backlinks. Google Juice all the way...



### #6: Twitter

[Twitter](#) is a free service that allows you to micro-blog (i.e. tell your followers something in 140 characters or less). But who really has time to be tweeting all day long about things you see or read about in the news? Honestly? No one! And no one wants to read your tweets if they're just talking about crap you saw or did today. So how can you use Twitter effectively to market your law practice? Easy: read my blog about [integrating your blog and your Twitter account](#) and then you'll never need to think about tweeting again. Once you blog, a tweet will automatically be created. Your Twitter followers can now click on your Twitter link and go back to your blog. Voila! You can even integrate Twitter with your blog such that, when you tweet (e.g. using your blackberry), it ends up as a post in your blog. Pretty cool stuff, eh? The name of the game is to seamlessly disseminate your content to a wide audience. And social media websites (like Twitter) allow you to do that. Twitter also has other benefits, such as allowing you to follow (and keep up to date with) your peers, messaging people, and giving you ideas for creating your own content. So don't ignore the power of Twitter!

### #7: Facebook

It's probably a good idea to have a Facebook Fan Page for your law practice. We have a [FAN Page](#) which we invite Facebook users to join. This FAN page allows you to do things like upload pictures and videos, start discussions, integrate other content (e.g. your blog) and send messages to your fan base. Once again, the name of the game is to disseminate meaningful content to a broad audience and build backlinks to your website. Because Facebook (and other social media websites) have relatively high authority with search engines (called Google Page Rank), your content on their websites will tend to rank high. So if you end up disseminating your blog on Facebook, a person searching for certain keywords in Google may come across your Fan Page before your website! But that's o.k. so long as you've got lots of links on your Fan Page back to your website. One thing to keep in mind is that Facebook is predominantly used by young females (as per the articles I've read). So don't expect a mountain of traffic to come to your website from Facebook if this isn't your target audience.



### **#8: LinkedIn**

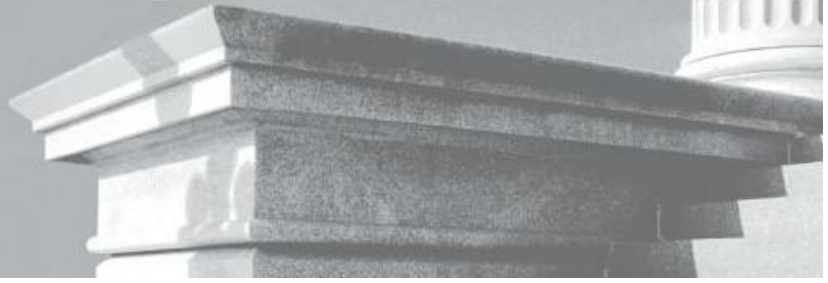
[LinkedIn](#) is kind of like Facebook but for professionals. It allows you to showcase your education, credentials, and position to a broad network of trusted contacts. Once again, you can integrate your website and seamlessly integrate your blog so you don't have to do much heavy lifting. You can also reach out to other professionals and prospective clients through groups (e.g. by creating your own group and inviting others to join).

### **#9: Classified Ads**

[Craigslist](#) and [Kijiji](#) are the big boys when it comes to online classifieds. But there are others too. You could always make a posting of your legal services with a backlink to your website. While I haven't really seen it, you could also try to put some of your knowledge (e.g. from a blog) into these online classifieds in the hopes of trying to distinguish yourself from the mass of other lawyer ads out there. Making a post requires that you have an account, which is free.

### **#10: Press Releases**

As with blogs, articles, and eBook, you can create press releases to go out to the world with backlinks. These may be announcements that new partners who have joined the firm. They may also relate to new initiatives (e.g. pro bono day, lawyers feed the poor, etc.) that your law firm is engaging in. These press releases can be put on your website in a "Media" section, posted on the website's blog, disseminated in social media, e-mailed out to clients, and (most importantly) sent to relevant media. Also, there are free and paid-for services on the internet that allow you to submit press releases and which will help you disseminate them across the web and newswires. If you're looking for a graphics designer to create a professional press release layout for you, you can [contact me](#). Here's an example of our last press release ([Legal Forms + Video Guides](#)).

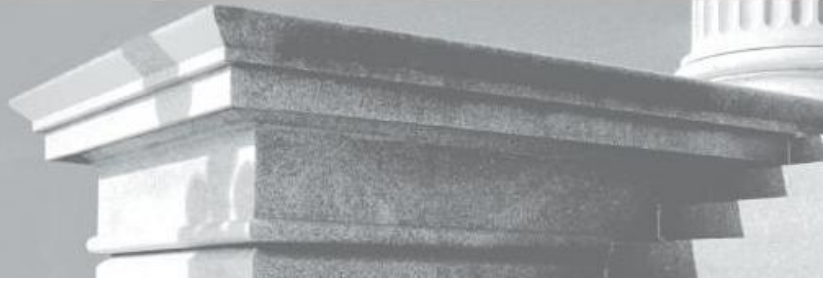


### **#11: Fellow Bloggers**

Since you won't be the only blogger in town, you should reach out and get in touch with other bloggers to promote your content. For example, I've written [profile reports](#) about lawyers and bloggers. Those same lawyers and bloggers will write about their profile reports and include backlinks. They may even do a quick blog about your website or law firm. That's how the relationship starts. Win-Win! Apart from other bloggers I have a rapport with, I get together with [Garry Wise](#) and [Omar Ha-Redeye](#) every now and then to talk about cross-promoting each other's content. We come up with cool ideas, such as [OMG! Law Talk](#). They also helped me spread the message about the need for [digital O.R.s](#). So why struggle in the water alone when you can get help from your peers? You'll learn a hell of a lot and your website will benefit from it!

### **#12: Media Attention**

People always ask me: "How do you get in the media so often?" Admittedly, since launching [Dynamic Lawyers](#), the [media attention](#) we've received so far has been tremendous. TV, radio, newspapers, legal trade publications, etc. Did this happen by itself and overnight? Nope. Does the media look for these stories? Sometimes. So what's the trick? Well, there is no trick really. If you are the right person at the right time who knows a thing-or-two (from all the content you've been disseminating on the internet), then you MAY be approached by the media. The better way to go about doing this is to ACTUALLY have a newsworthy story and then approach them. They are always looking for interesting stories. They WILL NOT shamelessly promote your law firm. I repeat: you must be doing something cool and different that's newsworthy. If you need help coming up with something, feel free to [contact me](#) for a consultation. I've developed relationships over the years with the right people in the legal-media industry and know what they're looking for. Getting media attention is great because it ads instant credibility, it costs next to nothing, and they have a very large audience. You should also know how to handle the media once they call!



### **#13: Squidoo and Hub-Pages**

[Squidoo](#) and [HubPages](#) allow you to create webpages on their sites, which are typically dedicated to a single idea. Squidoo pages are called lenses. HubPages' pages are called hubs. They are similar in that you can add content in the form of modules or capsules. For example, you can post text, videos, pictures and (importantly) backlinks to your website. You are limited in the number of backlinks you can create to one URL, but it's still worth taking advantage of. Here's an example of a Squidoo page I created to help promote a particular [Legal Form + Video Guide](#). Remember: Squidoo and HubPages are recognized by Google (and other search engines) as being authoritative. This means that if they are linked to your website, then you can benefit (through traffic and authority). The name of the game is to have high-ranking and relevant websites linking to your website to convince the search engines that you've got the good stuff.

### **#14: Search Engines**

Speaking of search engines, did you know that you can actually submit your website to them? Search engines use automated spiders to crawl the internet and record what they see. Some of them (like Google) do this every few minutes. Other search engines do this every few weeks. When someone goes on Google and types in certain keywords (e.g. "Toronto business lawyer"), Google returns a ranked list of websites that it has indexed as being relevant (primarily because of content and links). Now, if you don't want to wait for search engines to index your website, you can automatically or manually submit them.

### **#15: Website Directories**

Directories are old-school, but still worth mentioning. Basically, these are websites that amass website links and categorize them. These directories have lots of content and their lists are continually updated. Submitting your website to special interest directories is best. Once again, there is software that allows you to automate this. Sometimes, however, you'll need to pay a one-time or recurring fee to have your website included in the directory.



### [#16: Blog Directors](#)

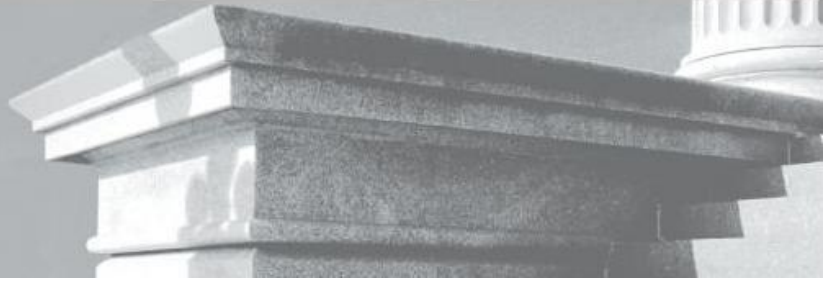
The [DL Blog](#) has been submitted to tons of blog directories. Each time I write a new post, the title and perhaps the first sentence or two ends up in a blog directory. As usual, there will be a backlink to my blog for readers to follow up. You typically only need to register for a free account, but some blog directories require that you pay. As usual, there is special software that allows you to automatically or semi-automatically submit your blog to these directories.

### [#17: Other Websites](#)

Why not reach out to other popular websites (that could compliment your own) and ask for a backlink. If they want something in return, you could offer a link on your website to theirs. Alternatively, you could see how much money they want to place a backlink in the form of a text or image. Most of the time, people who are not set up to insert links on their website will not feel comfortable doing so. It may seem like they're now recommending your website or it will somehow tarnish their own brand. That's why it's best to pick up the phone and engage in a conversation with them. Build a rapport. It's much easier to say 'no' in an email than it is in person or on the phone. Then, when you have that relationship, you can do things like blog about their website (with links), put a link on your website to theirs in various places (and vice-versa), and send them press releases so that they can help disseminate them. Remember: your network is only so big. The more people you add to it and the more genuine you are at helping them, the better off you will be. Also, treating them to the occasional dinner should help seal the deal!

### [#18: Forums](#)

Everyday people are hungry for answers. The problem is that lawyers may be reluctant (and for good reason) in giving away any type of advice over the Internet. Why? Well, because they need to meet the client, get retained, review the facts, research the law, provide an opinion and get paid for their services. It would be negligent of lawyers to provide such services without going through this process. There is a risk that recommending something could be taken out of context by a person who doesn't fully appreciate their unique situation (and all situations are unique). So, with that caveat said and done, legal forums are a good place to give some FREE LEGAL INFORMATION (not advice) and build backlinks to your website.



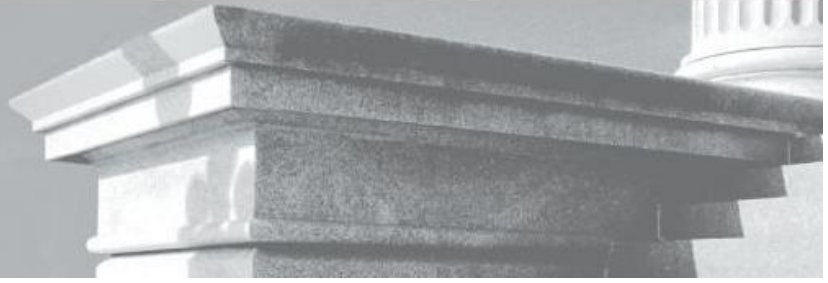
Here's a quick list of legal forums I am aware of:

- [AdviceScene](#) – law wiki, lawyer directory, legal forms;
- [Ottawa Divorce Forum](#) – forum dedicated to family law and divorce matters;
- [IsItLegalTo](#) – U.S. legal forum;
- [The Attorneys Forum](#) – another U.S. legal forum;
- [Free Advice](#) – yet another U.S. legal forum;
- [Expert Law](#) – yet again another U.S. legal forum;
- [Legal Chat Online](#): online legal forum by law firm Steigerwalt & Associates;
- [Expert Law](#): offering free legal help on hundreds of topics;
- [Free Advice](#): free advice legal forum;
- [Law Info](#): legal discussion boards; and
- [Slash Legal](#): legal information | discussion gateway for law.

Wow! There are lots of U.S. legal forums, but not that many Canadian ones! Even though there's a real hunger for legal information, you'd have to go to individual lawyer websites (assuming they provide answers or information) which could be hard to find as they are generally not search engine optimized (so you can't search for them online!). If you find a reputable and high-traffic forum (like [AdviceScene](#)), then you can respond to questions and put a link back to your website.

### **#19: E-mail Campaign**

Ah...The good old-fashioned e-mail campaign. Now, I'm not condoning spamming. Assuming you obtained your e-mail contacts through proper means (e.g. they registered to receive e-mail updates from you) and you allow your contacts to opt out of receiving future emails, then you're on the right track. I use email blasts to announce to key players or my target audience that I have something that may be of interest to them. It may be a new publication (e.g. [Business Organizations in Ontario](#) or [Wills and Estate in Ontario](#)) or innovation (e.g. [FREE Legal Health Checkup](#) or [Legal Forms + Video Guides](#)). Interestingly, there's some great software out there that will help you manage your e-mail campaigns. This software will tell you things like, how many users opened and clicked on the link in your e-mail. Typically, it's a pretty low percentage (e.g. 10-20%). But this information can help you know what works and what doesn't.



### **#20: Dynamic Lawyers**

Last but not least is [Dynamic Lawyers](#). Yes, we charge lawyers to be registered on our website to have the privilege of viewing, receiving (by e-mail) and responding to posts (by e-mail or by signing in). But we also welcome lawyers and law firms to contribute content to the [DL Blog](#) and the [Legal Areas](#). In return, we insert backlinks to their website – and those links get carried across many places. If you really want to take advantage of what we have to offer (online and offline marketing), I would suggest that you get in [contact with me](#). We've got some pretty BIG things planned for the future and, while they won't be free, they're bound to be a very good investment for you and your law practice!

### **About Us**

[Dynamic Lawyers](#) is a website that allows users to freely and anonymously post their legal issue(s) online and get free information and quotes from Ontario lawyers focusing on the legal area required. Multiple lawyers respond to user posts via e-mail and users can follow up with the lawyers of their choosing. [Dynamic Lawyers](#) also offers [Legal Forms + Video Guides](#), a [FREE Legal Health checkup](#), [FREE Statistics and Reports](#), and [FREE Legal Information on the DL Blog](#). Since launching in November 2008, [Dynamic Lawyers](#) has been featured in various [local and national media](#).



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**Note: All of [www.DynamicLawyers.com](http://www.DynamicLawyers.com)'s marketing materials are designed by Paris: 416-836-2008 or [parastou27@rogers.com](mailto:parastou27@rogers.com)**