

HOW TO CREATE AN ACTIVE CONTENT STRATEGY

Search engines like Google, Bing and Yahoo love active content. Why? Because that is what they index on websites. The content on most websites is relatively static and requires reindexing less frequently than active content such as news, blog & Facebook postings and tweets. Because of this, search engines tend to index and treat active content differently than standard website content.

Questions Every Attorney Should Ask About Social Media

With the growing number of social media vehicles such as blogs, Facebook, Twitter, LinkedIn and the like, attorneys continue to struggle with questions such as:

- What social media tool should I be using?
- How do I most effectively manage all of these tools?

These questions are answered through the creation of a social media strategy. Since active content is at the heart of your social media engine, we have devised a system that allows you to create an integrated social media network that derives all of its content from one simple location: your blog.

Potential Active Content Strategy Benefits to Attorneys

- Increased visibility & exposure to referrals, other attorneys and clients
- Attracting new in-house counsel work
- Enhanced networking and new business generation
- Improved website performance and visibility in the search engines

How to Get Started

The following three pages provide an outline and best practices guide for successfully setting up and implementing a new active content strategy for your law firm. The major tools discussed on these pages include:

- Blog/s
- Facebook Pages
- Twitter & LinkedIn

DID YOU KNOW?

LinkedIn had 2 Billion people searches in 2010

Facebook has 650 Million users - 155 Million in the US alone

Half of all Facebook users access the system each day

27% of in-house counsel now considers blog research as "most important"

65% of people now start their search for an attorney online

There are over 4500+ attorney blogs in use today

93% of social media users believe a company should have a presence on social media

Need Help? Contact Us...

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HOW TO CREATE AN ACTIVE CONTENT STRATEGY: **BLOGS**

1. **Create a Blog** for your firm and/or high-value practice areas
 - the more targeted, the better it will compete
2. **Optimize Your Blog/s**:
 - Create a unique URL address for your blog/s
 - Use keywords & phrases in important areas and optimize similar to a website
 - Create textual inbound links into your blog/s
3. **Post to your blog from 1-3 times a week**:
 - Create at least one textual link in each blog entry to your website (deep links), videos, social media, etc.
 - If you do not have the time, hire somebody to post regular blog posts for you
4. **Promote Your Blog/s**:
 - Auto-populate your Facebook pages with content from your blog/s (add “Social RSS” App)
 - Add Facebook page “like” buttons to all of your blog posts and prominently on your design
 - Guest blog and invite other attorneys with blogs to post on your blog (reciprocal)

Helpful Resources:

- <http://developers.facebook.com/docs/reference/plugins/like> (to generate Facebook “Like” Button code)
- <http://www.seoconsultantfirm.com> (nav: “blog SEO”)
- <http://www.seolawyermarketing.com> (search: “blog”)

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HOW TO CREATE AN ACTIVE CONTENT STRATEGY: FACEBOOK PAGE/S

5. Create a Facebook fan page for your firm & the attorneys in your firm

6. Optimize Your Fan Pages:

- Use keywords & phrases in your page titles
- Create effective page image (170w x 500h)
- Create textual inbound links into your pages
- Complete info page & add custom tabs

7. Auto-populate your Facebook pages with content from your blog/s (add “Social RSS” App)

8. Promote Your Facebook Page/s:

- Add page “like” buttons to all marketing properties: website/s, blog/s, newsletters, emails, etc.
- Generate at least 25 fans so you can brand name your page
- Offer useful information & promotions on your page/s
- Best time to post on wall: mornings & weekends
- Become a fan (like) other Facebook pages, post there and encourage others to do the same on your page/s

Helpful Resources:

- <http://www.seoconsultantfirm.com/> (Nav: “Facebook SEO”)
- <http://www.seolawyermarketing.com> (search: “facebook”)

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HOW TO CREATE AN ACTIVE CONTENT STRATEGY: Linkedin & Twitter

9. Create a Twitter account for each Facebook Page:

- Create a branded user name and complete your bio
- Auto-populate your Twitter Page/s directly from your Facebook Pages: <http://www.facebook.com/twitter/>
- Promote your Twitter account in all media including: websites, blogs, email signatures, newsletters, etc.

10. Create a LinkedIn account for each attorney:

- Create a “Company Page” for your law firm
- Auto-populate your LinkedIn account directly from your blog (add APP: “Blog Link” by TypePad)
- Join & participate in LinkedIn Groups (search by practice area)
- Proactively make/accept link requests to other attorneys and/or referrals and write many recommendations – especially for referral sources
- Leverage linked contacts to reach other people “get introduced”

Helpful Resources:

- <http://developers.facebook.com/docs/reference/plugins/like> (to generate Facebook “Like” Button code)
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