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L A W P R A C T I C E M A N A G E M E N T

How to make your law firm's blog posts search friendly

By Mark Melago

You decided to start a blog – congratulations! You get it. You're part of a growing number of attorneys who understand the many benefits that blogging provides. From connecting in an authentic and direct way with legal consumers in need to building brand awareness for your firm, there's no doubt that regularly contributing to a blog can benefit your legal practice. But making the decision to start a blog is the easy part. Figuring out what to write and how to get people to find and read your law firm blog content are the real challenges. A big part of solving that riddle comes down to making sure you have a plan when it comes to search engine optimization (SEO).



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Prioritize SEO in your law firm blog content

If you're going to devote the time and effort it takes to develop and regularly contribute to a blog, you want to make sure you're doing everything you can so people can find it. And while the days of keyword stuffing and writing solely with search engines in mind are definitely – and thankfully – in the rearview mirror, there are still smart tactics you can and should employ to get search engines' attention.

1. Use keywords.

If you know anything about SEO, you know that keywords carry some weight. But how much? And how do you know which keywords to include? How many are too many? Don't worry. You don't need to spend hours building spreadsheets full of every legal keyword and synonym. To get started, think about the terms that are associated with a specific legal topic related to your practice. Then, use a keyword research tool (there are free versions) to see if your audience is searching for that same term. If the term has search volume, work to incorporate those words and related phrases.

2. Get organized.

There's no doubt that you have a lot of knowledge to share. That's why you're starting a blog! But it's imperative that you present information in an organized and easy-to-digest fashion. Don't make readers and search engines work too hard (because, frankly they won't – they'll just leave.) Organize your content in a way that makes it easy to scan, understand, and absorb. This means keeping sentences and paragraphs short and succinct (active voice works great), using descriptive

headers, and incorporating bulleted and numbered lists.

3. Provide context.

When you sit down to write, have a plan. Create an outline, jot down a few bullet points, or talk it out with someone at your firm. Make sure to really think about what you want to say, how you're going to say it, and why you're saying it. Why does this matter so much? Because search engines reward authoritative, quality content. And if you write a well-crafted blog post on an interesting topic that relates to your main practice area, they're likely to take notice.

Why do law firms have blogs?

Blogging is an excellent way to meet legal consumers' needs and raise awareness of your firm and the legal services you provide. Having a blog on your website is also one of the best ways to increase your law firm's online visibility and overall digital footprint – and a big part of your blogging strategy should center on SEO. Unfortunately, when it comes to making sure your content gets search engines' attention, there is no magic formula or silver bullet. But there are many things you can do to help make your content stand out, and the tips provided here are a great place to start.

For more advice on how to write a blog post for your law firm, download our guide today and take your legal blog to the next level. ■

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