



2016 Primerus Global Conference **October 13 – 16, 2016**

Digital Marketing Trends: Local Edition

Friday, October 14, 2016 (10:00 a.m. – 11:00 p.m.)

Presented by:

Seth Price – Price Benowitz LLP (Washington D.C.)

1. Register Your Business with Google
 - a. If its's missed, this simple task can be disastrous to your competitiveness and visibility with clients
2. Citations, Citations, Citations!
 - a. Also known as NAP, NAP, NAP, the most important thing when submitting your listing is CONSISTENCY!
3. Check Your Local Rankings Frequently
 - a. Massive local shakeup from update on September 1-2
 - b. Local changes frequently
4. Local Ads
 - a. Google now has advertising options for local results, making the well-known "3-pack" more of a "2-pack" in those cases
5. Choose Your Model
 - a. Volume or Quality? Do you want to be a thought leader, or continually have fresh content? Both works too. Choose the model that is right for you.
6. Choose a Niche, be the Thought Leader!
 - a. Become the go-to authority on a niche topic relevant to your business.
7. Choose a CMS that Gives you Options
 - a. Your choice on what content management system to use will have long-lasting impacts. Choose a platform that can be transferred easily.
8. Have an Independent Viewer Try to Navigate your Site
 - a. An outside eye can more easily spot things missed by your team, and see any glaring issues with site navigation. Attorneys can try themselves or have some of the non-marketing staff try it.
9. Optimize your Page Structure
 - a. Internal linking should make sense to the average user.
10. 500 Words to a Page!
 - a. Pages under 500 words may be considered "thin content." It is okay to go a bit over.



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11. Optimize your Graphics
 - a. Make sure your graphics have relevant ALT text.
 - b. Compress your images.
 - c. Images get indexed too!
12. Make Use of the Expanded PPC Ad Copy
 - a. The meta description for PPC Ads is now larger, be sure to take advantage by building out those descriptions!
13. Pay to Play
 - a. Paid Social Promotion
14. Make Trust Symbols Visible on your Site
 - a. Including trust symbols is an easy and clear way to communicate your experience and accomplishments at a glance.
15. Send Newsletters and/or Client Alerts
 - a. Make sure your clients and contacts know you are still around and what services you offer.
16. Diversify your Link Portfolio
 - a. A healthy website will have a diverse link portfolio with backlinks from .edu, .govs, and other domains beyond lawyer directories.
17. Keep up with Review Schema Rules
 - a. Local review schema markup is important, but the rules are constantly changing. New Review schema rules came out recently.
18. Server Side Compression
 - a. Make sure that whoever handles your web server utilizes compression in order to increase page speed.
19. Duplicate Suppression
 - a. Suppressing duplicate listings cleans up what Google sees and improves your local rankings, reinforces consistency.
20. Get Amped For Amp
 - a. Accelerated Mobile Pages and higher load speed is the future.

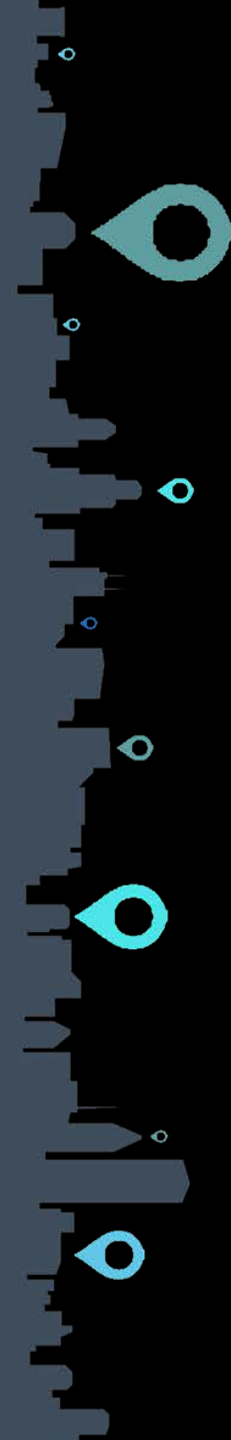
DIGITAL MARKETING FUNDAMENTALS FOR LAWYERS

BLU SPARK
DIGITAL

Seth Price

LOCAL SEARCH

What you need to know
about local search



1. REGISTER YOUR BUSINESS WITH !

- If it's missed, this simple task can be disastrous to your competitiveness and visibility with clients.

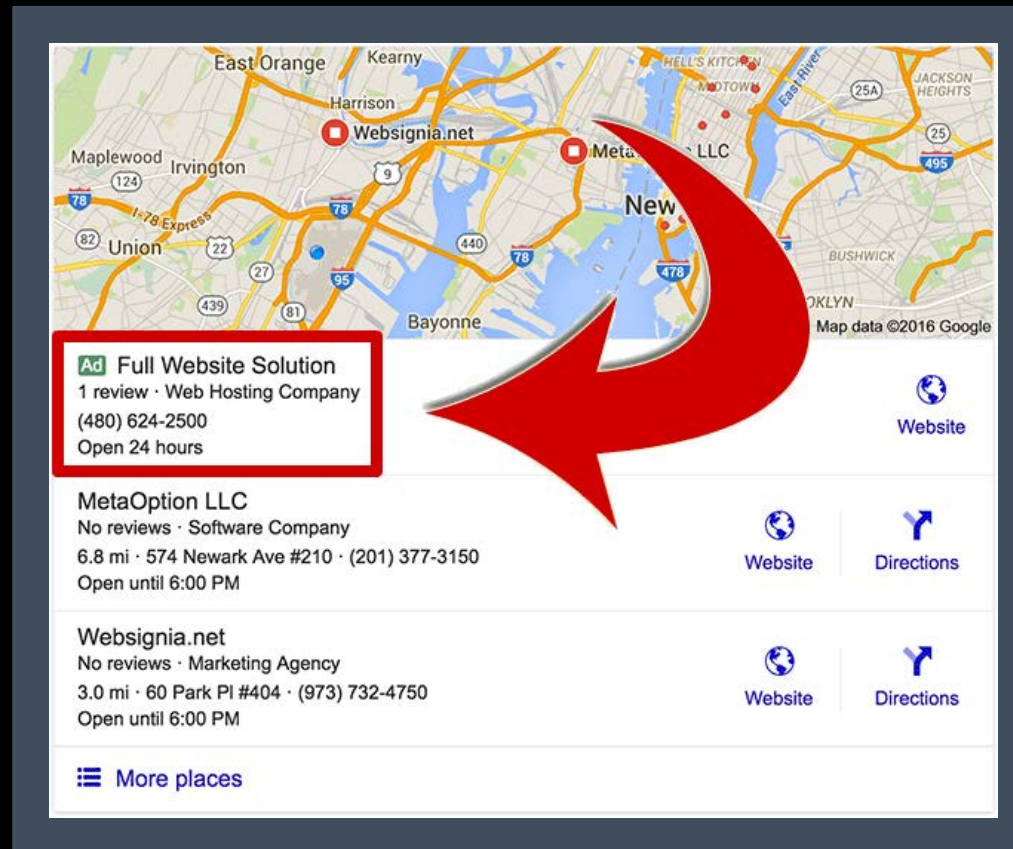


2. CHECK YOUR LOCAL RANKINGS FREQUENTLY

- Massive local rankings shakeup from September 1-2 update
- Local changes frequently

3. LOCAL ADS

Google now has advertising options for local results, making the well-known "3-pack" more of a "2-pack"



4. CITATIONS, CITATIONS, CITATIONS!

- Also known as NAP, NAP, NAP, the most important thing when submitting your listing is CONSISTENCY!



5. DUPLICATE SUPPRESSION

- Suppressing duplicate listings cleans up what Google sees and improves your local rankings, reinforces consistency.

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TRADITIONAL SEO

Tips for on-site
optimization.





WORDPRESS



Drupal



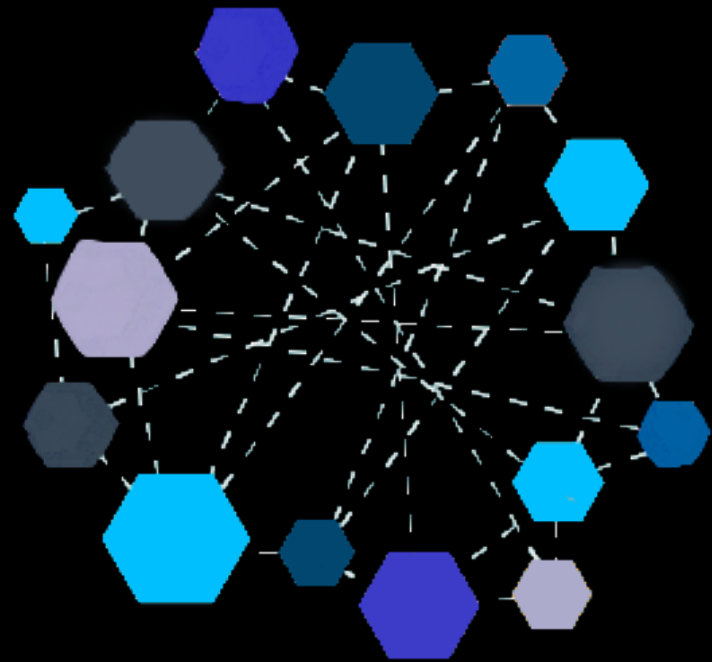
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1. CHOOSE A CMS THAT GIVES YOU OPTIONS

- Your choice on what content management system to use will have a lasting impact. Choose a platform that can be transferred easily.

2. OPTIMIZE YOUR PAGE STRUCTURE

Internal linking should make sense to the average user



3. DIVERSIFY YOUR LINK PORTFOLIO

- A healthy website will have a diverse link portfolio with backlinks from .edu, .gov, and other domains beyond directories.



4. KEEP UP WITH SCHEMA RULES

- Local review schema markup is important, but the rules are constantly changing. New Review schema rules came out recently.



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★★★★★ Rating: 5 - Review by Michael Strong

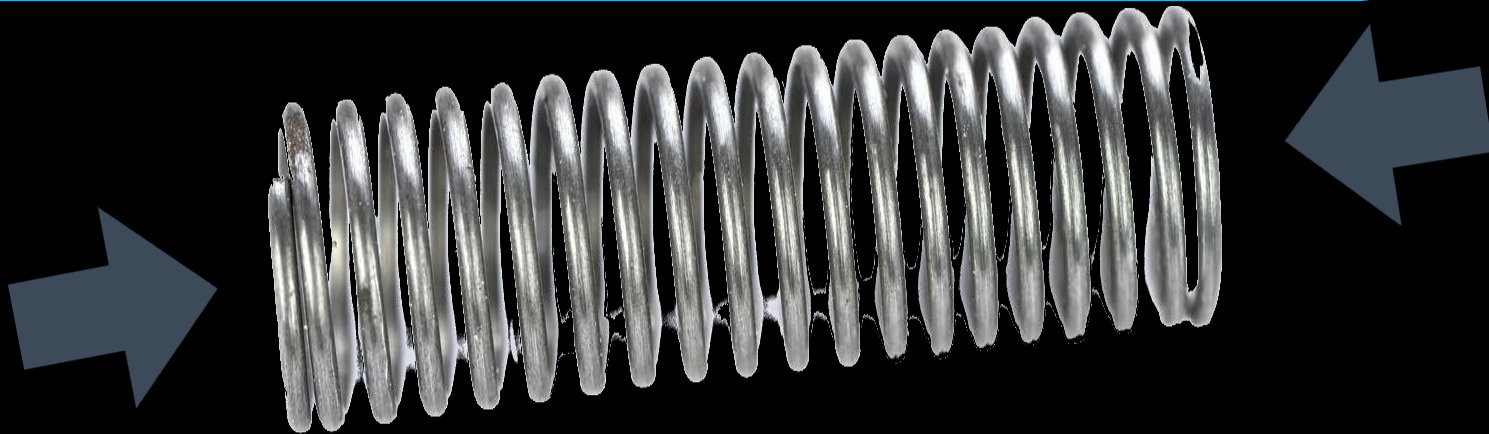
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Los Angeles divorce attorney Michael H. Nathans provides representation to clients for a variety of family law issues such as divorce, child custody, child support ...

5. GRAPHIC COMPRESSION



- Make sure that whoever handles your web server utilizes compression in order to increase page speed.
- Compress your images and make sure to include relevant ALT text!



Food for Thought

1. CHOOSE YOUR MODEL

- Volume or Quality? Do you want to be a thought leader, or continually have fresh content? Both work too. Choose the model that is right for you.



- If you want to be a thought leader, choose your niche and become the go-to authority.

2. MAKE USE OF THE EXPANDED PPC AD COPY

- The available character limit for PPC Ads is now larger, be sure to take advantage by building out those descriptions!

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3. PAY TO PLAY

- Paid Social Promotion.



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4. NEW FAVORITE THINGS

Pay directly through apps



99designs



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