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Search Engine Optimization For Lawyers: Utilize SEO To Get New Clients Today



Synopsis

Are you looking to improve your law firm's search engine visibility to get new clients? If you are looking to get a competitive advantage, to get your law firm's website to the first page of Google, Yahoo!, and Bing search results, then look no further. Search Engine Optimization for Lawyers is geared specifically towards attorneys, providing SEO tips specifically for law firms seeking to increase their search engine visibility. In this detailed guide, Andrew Cabasso walks you through all the steps you need to take to get your law firm website to appear more prominently in search engine results. Andrew takes the time to explain how SEO works, so you can better understand how you need to market your website to be more appealing to search engines. The guide then explores the different elements of SEO, from on-site optimization to keyword selection and analytics. You will learn exactly what free online tools you can use to monitor your law firm website's search rankings and how you can use these tools to further improve your website's visibility. Search Engine Optimization for Lawyers is perfect for any attorney, whether it be a solo practitioner, small firm, mid-size, or large-size law firm. These tips will ensure that anyone, from the beginner to the more advanced, will learn some valuable law firm SEO techniques. Hiring an SEO firm can be expensive. With this ebook, we will give you the tools to be able to improve your law firm's search engine visibility yourself, or help you know what to look for when hiring an Internet marketing company.

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Customer Reviews

The author does an excellent job of explaining SEO tips and tools. Hyperlinks reinforce the application of the tools - providing the reader instant feedback.

Andrew does a great job of explaining SEO in this short book. It's an easy read and a good primer on online advertising.

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