

## Search Engine Optimization (SEO)

### Frequently Asked Questions

#### 1. What do I need to know about search engines?

They're here to stay. Google, Bing, Yahoo!, YouTube and others are where people go to find information, products and services. If your website is not sufficiently optimized to perform well in the search engines, then your firm will be lost in a sea of other non-performing websites.

#### 2. Why should our law firm invest in search engine optimization (SEO)?

Because search engines are where prospects are looking for your services. We are in the midst of a massive paradigm shift away from print and yellow pages to online directories and search engines. A relatively small SEO investment will lay the foundation for future returns by insuring new consults and clients continue coming to visit your online practice. If SEO is done right, it is worth every penny.

#### 3. How do you help raise my website's page ranking?

Search engines measure a website by employing complicated algorithms (rules) to arrive at a ranking score. We optimize this score by configuring your website in a way that Google, Bing, Yahoo! and the others will find valuable and relative to specific searches conducted by your prospects. Some of the tactics we employ to accomplish higher rankings are:

- Leveraging technologies that Search Engines find easy to index
- Configuring websites that the Search Engine's spiders can efficiently crawl and add to their database
- Strategically developing and placing relevant content that propels your website rankings
- Implementing White-Hat techniques like site maps, key-word file naming, and much more
- Insuring old techniques practiced in the past are removed thereby eliminating inadvertent Black-Hat penalties
- Developing and deploying long-term link building processes and Social Media activities

#### 4. What is the most significant thing you do to increase my website's ranking?

High rankings are the result of long term strategies implemented across several areas of focus. The two main focuses are on-site development techniques, and off-site popularity and linking practices. Together they form the foundation of successful SEO. The most significant way to achieve top rankings is to invest in building a great site with lots of relevant content, make it popular throughout the internet, and employ an SEO professional to oversee the process.

#### 5. What tips or tricks can be used to achieve quick results?

The days of tricking Search Engines into giving your website high rankings are over. Anybody who employs black-hat techniques will be sufficiently penalized by the search engines. The sophistication of the technologies employed today ensures only the best websites, with the most relevant content, achieve and maintain high rankings.

**6. How much does search engine optimization (SEO) cost?**

It depends on the job. We offer three levels of subscription services which include Fundamental SEO, Enhanced SEO and SEO Warfare. A small local site might only need a few hundred to a few thousand dollars worth of optimization if you have a limited service footprint. Conversely, a large attorney law firm may require thousands of dollars per month to reach its business and SEO goals.

In the final analysis, the price of an SEO campaign is justified by the results. Our focus is return on investment. We provide you executive level reporting to warrant any budget commitment.

**7. Do you offer exclusive SEO marketing arrangements?**

Yes, exclusive SEO marketing arrangements are available for certain markets because some clients wish to control a market or area of practice within their geographic footprint. We evaluate the competitive factors in each market before making any such commitment. We can only accept a certain number of clients within a given geographic and practice area.

**8. Do you offer a SEO maintenance plan?**

Yes. Each firm's goals and needs are different so we design a plan that meets your unique objectives. Obtaining a high listing does not mean that you can forget about your site's rankings and move on to something else. Top ranking sites will see competition nipping at their heels, and the algorithms employed by search engines are in a constant state of development and change. Therefore, your position should be evaluated a minimum of every 30 days. We track your rankings and tweak your site as needed.

**9. Do you report on my SEO results?**

Yes. We provide our clients with a detailed quarterly report that demonstrates our value. All our solutions are return-on-investment designed and driven.