



## **SEO Warfare**

### ***Solution Profile***

LawClick's most aggressive search optimization solution is called SEO Warfare, for good reason. SEO Warfare incorporates all the features you receive from our Fundamental and Enhanced solutions, and much more. SEO Warfare pushes the competitive envelope. We leverage everything we know about SEO while using the most progressive tools in the market.

SEO Warfare has one goal in mind - achieve top position within Google, Yahoo! and Bing. To accomplish this feat we employ dozens of customized strategies collectively and incrementally enable law firms to achieve top position.

#### **With SEO Warfare, LawClick clients receive the following:**

- All Fundamental and Enhanced solution components
- Exhaustive research and analysis of competitors' websites
- Continuous monitoring, updating and site building
- Publishing of relevant material for re-publishing throughout the Internet
- Ongoing monitoring of competitors Internet activities

#### **Keywords Warfare**

While we can't affect the way people use search engines, we can measure and analyze their activity. Thus, we build websites and web pages based upon searching habits. SEO Warfare takes this practice to the highest level and as with all LawClick solutions, is return on investment responsible.

#### **Link Building Warfare**

The best way to amass large volumes of inbound links is to build rich and valuable content. Rich content inspires other webmasters to link to your site. We help law firms publish great content by utilizing one's own in-house experts. Content is generated in the form of blogs, opinions, white papers, articles, columns and other types of publications.

#### **Link Acquisition Warfare**

Not all inbound links are treated equal by the search engines. We focus on building the very best inbound links, while avoiding links that can be detrimental to your ranking. This is important, for the wrong links can give another firm that critical competitive edge.

LawClick, Inc.

2508 71<sup>st</sup> Ave Ct NW • Gig Harbor, WA 98335 ©2008 LawClick, Inc. – All Rights Reserved