



**Full Funnel
Marketing
for Law
Firms** 

**Law Firm Guide -
Content Marketing**



Law Firm Guide - Content Marketing

Content Creation - Best Practice Guide

In today's legal landscape, simply existing online isn't enough.

A stagnant online presence is like a silent billboard in a bustling city. You need to:

- make noise,
- engage your audience
- showcase your prowess,

and this is best done with a deliberate and focused content marketing strategy.

By creating valuable, informative content (think blog posts, videos, infographics) as well as extremely well crafted descriptions of your services and your attorney, you will attract potential clients who are actively seeking solutions.

Content marketing isn't just about website traffic, it's about **building trust and brand awareness**.

By guiding clients through challenges and demonstrating your expertise, you transform from a firm name into a trusted advisor, the go-to expert they turn to in times of need. This doesn't just attract new clients – it fosters loyalty and retains the ones you already have, a vital advantage in a fiercely competitive market.

This ebook unveils the transformative power of content marketing for law firms. Inside, discover effective strategies, engaging formats, and SEO tactics specifically tailored to your industry. We'll equip you to measure your impact and witness your law firm flourish in the digital age.

Are you ready to unlock hidden potential and build unwavering trust online?

We'll also show you how to measure your success and watch your law firm thrive in the digital age.

Ready to unlock potential and build trust online? Let's go!

Content Types - Overview

The diagram below shows the three most important types of digital content: EVERGREEN, TIME-LIMITED and attorney profiles. This ebook is focused on the first two areas as most law firm websites have already addressed attorney profiles.



There are basically two types of written content:

EVERGREEN- persistent, non-changing well written and keyword focused. Designed to organically move up the search rankings over time. This content includes:

- **Practice area service descriptions** - what you do, who you serve
- **Lawyer profiles** - one of the most frequently visited pages on a website, and
- **Pillar content** - longer form, highly relevant content that visitors regularly want to download to save and read offline - often takes the form of e-books, FAQs, explanatory how-to guides, etc.

TIME-LIMITED - specific trending topics that are “newsworthy”, or high-volume keyword focused that link back to the evergreen topic pages. This content keeps your website updated with new content and supports efforts to move other pages up the search engine rankings. This content includes:

- **Blogs** - Shorter, interesting content often used for newsletters.
- **Webinars and Videos** - Great option to provide information in a non-written format and is preferred by search engines
- **Newsletters** - Often sent on a monthly basis, directly to clients and potential new clients ensuring your firm stays top of mind.

Content can also be created in a range of media formats, namely videos, podcasts, and graphics. This content done correctly can be very engaging and well received by visitors to your website. Most importantly, recent algorithmic changes by google, not only supports this format, it encourages it from a search engine optimization perspective.



Content Creation At-a-Glance

If you read nothing else, read this.

While you are encouraged to read this document in its entirety, here are a few helpful tips, each of which is shared in more detail below.

1. Before writing, be sure to think critically about the audience you are writing for.

- Our favorite approach is to write using the **wii.fm** principle - step into the reader's shoes and consider what's in it for me (the reader)? Ask yourself:
 - Why would a reader want to read your content?
 - What are their concerns?
 - What valuable piece of information or insight are you imparting?
- Do not use legalese, except when absolutely necessary, or when you are specifically addressing the legal community (as an audience)
 - Simplify, simplify, simplify
 - The rule of thumb is to write at an eight grade level

2. Use keyword research when considering your topic

Our favorite approach is to analyze competitor websites that regularly appear higher in search engine results. The best steps include:

- Use any of a number of tools that will allow you to review websites. A free tool that can be used for this purpose is [ahrefs](#).
- Develop a list of keywords that have high monthly volumes of searches and a low difficulty rating.
 - Difficulty rating is a score between 0-100 and is an assessment of how difficult it will be to move up search rankings
 - A good rule of thumb is to choose terms with a difficulty rate of 40 or less whenever possible.

3. Decide what type of content you want to create - **EVERGREEN** or **TIME-LIMITED**?

Remember there are two types of content - **EVERGREEN** and **TIME-LIMITED**, adjust the time that you spend on a particular type of content accordingly.

But how do you decide which type is right for this piece of content?

- Are you writing about a topic that has a known audience with an appetite to do a deep dive to learn as much as they can? **EVERGREEN**
- If unsure about readership, perhaps start with a simple piece which can be further developed over time **TIME-LIMITED**
- Are you writing about a new development and you want to be the first to write about it? **TIME-LIMITED**

Most of the content, whether **EVERGREEN** or **TIME-LIMITED**, should be approximately 600-1,000 words in length.

Why?

It needs to be an appropriate length to be deemed authoritative for search engines while at the same time not off-putting to the end-user, your potential new client. Some things additional items to consider:

Pillar Content, also known as long-form content is longer. As we described, this is content that is written in e-book or downloadable content. Pillar content is typically between 4,500 - 10,000 words long.

When creating this type of content, be sure to:

- Break up the piece by using section headers,
- Include bulleted lists,
- and/or visual aids, and
- Add a sense of urgency when possible - in other words, “here’s why you need our help.”
- Use the targeted keyword multiple times throughout your written piece.
- Add synonyms into the mix

4. Linking strategy is very important, both internal and external.

Internal links, links to other pages in your website, are important. Some ways that they are used include:

- Link to other articles to help describe a more in-depth topic that is tangential to the piece you are writing.
- ALWAYS link to the appropriate service page description.
- Whenever possible link to a partner or team member profile.
- Never link to the contact us page or over time it will become the highest ranked page on your website.

External links are even more important than internal links. They signal to search engines that your site is referencing other websites which indicates that your content is more considered and should be ranked higher. Our approach is to consider how to introduce external links in a way that doesn't have readers immediately clicking off your site. Some ways to do this include:

- The use of wikipedia, to provide more thorough definition of an element in your content
- A link to a news site that references the topic

Other Considerations

Here are a couple more types that you should consider when doing content marketing:

- Be sure to share your written piece on social media multiple times.
 - A good piece of content can be shared multiple times on social media.
- Consider using different images, callouts, highlighting key facts
- Convert information into infographics

If this sounds too difficult for your team to implement, consider using our services. Your FullFunnel law firm marketing team can do all of the heavy lifting for you - doing the keyword research, identifying blog topics, writing draft content for your review.

We use the same principles written above when creating website content.

Service Page Content - Evergreen

Perhaps the most important evergreen content on your website is how you describe the practices or the services. No doubt, your website has these pages, but:

- Are they created in a way in a way that draws potential new clients to them and
- Do they engage them in the way that they could?

The illustration below explains how to create or modify a service page to both enhance google ranking and make information provided most relevant for potential clients that are searching for a legal service.

Service Page Creation Topography



At a minimum the top two sections (Description of Service and Why You?) must be available before uploading a new page. The bottom two sections can be added over time as the information becomes available.

Ideally there should be a one to one relationship between the way that a service is described and the intended audience. Sometimes it helps to create “personas” for each audience as a way of creating concrete attributes for them. For example, the way that you would describe your service to a potential referring lawyer should be very different from describing that same service to a buyer of the service. You will be much better served to create language specific to each audience as the way that they search for and consume the information provided will differ.

Remember this is content that we want to continue to rise up in search engine rankings over time (long-tail) so the content needs to be relevant.

Service Description Pages

First and foremost write your service description for your audience - explain your service as simply as you can. The general rule of thumb is to write for an 8th-grade audience., Of course, on service pages written expressly for lawyers, this generality **does not apply**.

Typically there is a top level service page, for example, transactional services or litigation where the service is described at a macro level with specific service pages built for the sub-services underlying the macro level. For example, there may be over 30 services included in litigation. Your firm may not want to create a page for each, but it may want to have pages for commercial, intellectual property, civil, and environmental law.

Below is the detail to be included on each service page.

A. Service Description Detail

Write for audience - if there are multiple audiences isolate and write for specific one each time (WII.FM).> Here are some of the things that should be included in your service description:

- Keyword research is essential (lawyer vs. attorney)
- Keep it simple
- Use bullets
- Why this area of law is important to them
- When /How to engage
- FAQ's

B. Why Your Law Firm

Potential new clients have almost an endless selection of law firms to choose from. You need to put your best foot forward and explain in simple terms why yours is far and away the best one. Typical items to be included in this section include:

- Experience?
- Geography?
- Quality of service
- Price
- Attorney Bio links
- Results

As with every other section using the wii.fm technique is best practice. What makes your service unique from your potential clients perspective?

C-D. Proof of Your Service

Quality

This is almost the most important part of the page with regard to the decision-making process. The most common items to include are:

- Case studies,
- Reviews,
- Testimonials, and
- Videos providing evidential proof of your capabilities is the final step in creating a best in class practice area page.

Oftentimes it is this area that is the most underdeveloped on law firm websites. It is also the area that requires continual upkeep and maintenance to accurately reflect some of your recent successes.

Partnering for Progress:

Why FullFunnel Marketing for Law Firms is Your Ideal Ally

Congratulations! You've taken the first step towards harnessing the power of content marketing. Now, let's discuss how **FullFunnel Marketing for Law Firms** can help you translate your expertise into an impactful online presence.

Experience You Can Trust:

We're not just marketing generalists; we're a team of legal marketing specialists. We understand:

- the nuances of your industry,
- your target audience, and
- the unique challenges and opportunities you face.

This deep understanding ensures our strategies are not only effective but also tailored to your specific needs and goals. Have a [free consultation](#) to learn more about our law firm marketing content services.

Full-Spectrum Expertise:

Our comprehensive suite of services covers everything you need to succeed in the highly competitive law firm digital landscape. From crafting engaging content and optimizing your website for search engines to managing social media campaigns and measuring your ROI, we're your one-stop shop for a seamless and integrated approach.

Data-Driven Decisions:

We're not believers in guesswork. Every recommendation we make is backed by data and insights. We track your progress, analyze results, and continuously refine your strategy to ensure you're maximizing your return on investment.

Transparency & Collaboration:

We believe in open communication and close collaboration. You'll be involved throughout the process, from initial brainstorming to implementation and beyond. We'll keep you informed, address your concerns, and ensure you're fully onboard with every step.

Dedicated Account Management:

You won't be lost in the shuffle. We assign a dedicated account manager who becomes your primary point of contact, deeply familiar with your firm and goals. They'll answer your questions, address your concerns, and be your partner in achieving success.

Ready to Experience the FullFunnel Difference?

We're confident that FullFunnel Marketing for Law Firms can be your trusted partner in navigating the dynamic world of content marketing. Schedule a **free consultation** today and let's discuss how we can help you:

- **Attract your ideal clients:** Create content that resonates with your target audience and positions you as a thought leader.
- **Increase website traffic:** Implement effective SEO strategies that drive qualified leads to your site.
- **Boost brand awareness:** Leverage engaging social media marketing to build a strong online reputation.
- **Nurture leads and convert them into clients:** Design captivating content that guides clients through the legal journey.

About the Author - Genie Lutz



Genie Lutz is a highly accomplished Managing Director and Senior Chief Marketing Officer at FullFunnel with extensive experience in developing and executing comprehensive marketing strategies across a wide range of industries with the last decade focused on law firm marketing, both consumer and business practices.

A notable aspect of her work is her tenure as a partner at PricewaterhouseCoopers (PwC), where she was instrumental in online strategy and knowledge and innovation solutions working across the globe.

Her achievements at PwC include developing brand guidelines and implementing SEO strategies, fostering a collaborative team environment, and driving significant behavioral changes throughout the organization. Her skills encompass strategic multi-year planning, business plan consulting, account-based marketing, portfolio management, data analysis, team management, and communication strategy. Her career reflects a strong expertise in brand positioning, market research, competitive analysis, and multi-channel campaign development.

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