

# INTERNET MARKETING FOR LAWYERS CHEAT SHEET



## Live Chat

Get more leads from your existing traffic by engaging visitors on your site 24/7.



## Content Marketing

Write blog posts, create infographics and shoot videos that educate, inform and address your prospect's needs.



## Reputation Management

Get five-star reviews and avoid negative reviews that can destroy your online reputation.



## Paid Search – Immediate Results

Appear in the ads at the top of the search results with a Google pay-per-click campaign.



## Legal Directory Listings

Some presence is necessary, but don't overspend on directories; you'll create more value by building the authority of your site instead.



## Responsive Website Design

- Start with an attractive website that is mobile-friendly, easy to navigate, and loads fast.
- Showcase your attorneys and practice areas.
- Prominently display your phone number in the upper-right hand corner.
- Include a call to action.



## Search Engine Optimization (SEO)

Drive qualified prospects to your website by ranking higher for search terms your clients type into the search engines.



## Retargeting

- Target and serve ads to people who visited your website on sites across the web.
- Bring interested prospects back to your site for a second bite at the apple.

Contact **Market JD** today at **312.970.9353** for a free, no-obligation consultation.