

# Top SEO Tips for Lawyers, Attorneys and Law Firms

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EINPresswire.com/ -- If you want to bring clients to your law firm, then the easiest way to make that happen is to use Google to your advantage. About 95 percent of people looking for legal advice do so by using a search engine. Moreover, about 75 percent of legal consumers go to a law firm's website after they have made a decision to take action.

So, is law firm success as simple as getting people to visit your website? Well, sure. But getting those visitors is not simple at all. And in the legal industry, every law firm is trying to achieve that same goal. So, competition is extremely stiff in the legal space.

Indeed, most if not every law firm is investing heavily in its website and Search Engine Optimization (SEO). That means that you not only need to join the [SEO for law firms](#) game – if you have not already – but you need to leverage your digital marketing better than the competition.

To help you on that path, we at Oamii are providing this blog as a way to give you some helpful insight and hopefully save you some time.

At Oamii, our specialty is leveraging technology to provide SEO for law firms. That way we can help law firms market themselves. We have been around the block a few times helping law firms with their digital marketing/SEO strategies.



If you would like more help with SEO without having to do all the tech work and go through the learning curve yourself, we invite you to give us a call. You can reach out to us through our online contact form, or call us at 561-228-4111.

While you consider whether you should outsource your SEO approach, here are 10 SEO for law firms tips.

### 1 – Rank for those Aggregator Sites

You likely have heard of Avvo, Justia, and Super Lawyers. They are aggregator sites that collect information on law firms and provide that to visitors to their sites. When you do a Google search for, say, “Personal injury lawyer, Palm Beach,” you will likely see Avvo or another aggregator site appear at or close to the top of the search results. While those sites are competing for coveted search result space, it might be better to work with them than against them. Optimize your profile on the aggregator site, so you can be found – and the aggregator site has done lots of the work for you.

### 2 – Keyword for Intent

When putting keywords in the content of your website, be sure that the keywords you choose capitalize on the “intent” of the potential client. If a user is looking for your services, have keywords that match the intent. For example, if someone wants to hire a Palm Beach personal injury attorney, then a good keyword (or phrase) would be “Hire a Palm Beach personal injury attorney.”

### 3 – Have a Site that is Easy to Use

An easy to use the site is not only good for the user’s experience, but also for rankings. Try your best to group content, navigation, and URL structures into organized buckets. It will reap Google search result benefits.

### 4 – Don’t Forget Local Searchers

You want to optimize your site for local search as well. To do that, get familiar with Google My Business and setting up a Google+ Business page. Be sure to verify and optimize that page as well.

### 5 – Reviews

Overall, star ratings are what we call a business opportunity. Why? Because so few websites have them. It is a quick and easy way to set you apart. Moreover, getting a [website star rating](#) attached to your site is not that difficult. It begins with ensuring that you have reviews online that you can pull from.

## 6 – Create Helpful Content

One of the main drivers that bring people to your site is the content on the site. We cannot emphasize enough that SEO success hinges on the ability to create and distribute content. And your content should not be just words – it needs to be helpful information that Google will note as rank-worthy.

## 7 – High Power Links

Have other sites link to your website. That is the best way to increase your favorability with Google algorithms. For example, the question and answer site Quora allows people with knowledge to respond to users' questions. If you go on that site, answer a question or two (careful not to give legal advice), and then include a link to your site. That is how you begin to create a host of sites that all point to your website.

## 8 – Guest Blog

Guest blogging means writing blogs that appear on other sites. That builds more interest in your work, and you can have that blog link back to your website – another high powered link.

## 9 – Track Results

As you can see there is a considerable amount of time and effort that goes into getting organic traffic to your website. Once your digital SEO strategy is up and running you can use Google Analytics to see how many visitors are coming to your site through search engines and learn if the traffic is meaningful, such that real clients will come out of it.

## 10 – Get Help from the Pros – Call Us at Oamii

As a business owner, you're always looking for new and innovative ways to increase traffic to your website which translates into sales. Before doing so, you must first understand that the majority of potential clients on the internet don't look past the first page of search engines. You're missing out on a lot of potential revenue if you're not where people are looking. That's where we come in. Oamii is the leader of SEO for law firms.

Oamii understands the importance of SEO services and we dedicate ourselves to optimizing your web pages to deliver quality content to bring in new business. We have the tools and the team to make sure that your webpage and your business is not only top-of-mind but also top-of-search engine!

When you invest in advertising, you want to work with an agency that brings your law firm the best results. You want to get the most out of your advertising budget and get the best return on

investment. We at Oamii provide quality products and services to our clients while keeping their best interests in mind. Our deliverables are always provided on schedule, budget, and scope.

We have efficient digital marketing systems in place with clearly set goals and expectations. We encourage continuous improvement which in turn improves your bottom line.

You have a choice with your marketing dollars and resources. If you want to increase your marketing reach with the help of an experienced, professional, [lawyer marketing agency](#), look no farther than Oamii to crack the code on how to improve your marketing game. We welcome you to contact us at Oamii to help you market your firm and build your book of business. Please fill out our online contact form, or call us at 561-228-4111 today

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