



Step-by-Step Internet Marketing Guide for Lawyers



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Introduction

This guide is perfect for law firm marketing managers who would like to learn fundamentals of Internet Marketing.

By using this Step-By-Step Guide you will learn main components of Internet marketing and will be able to develop your own online marketing strategy.

By Vadim Kotin.



Founder of Vancouver based Internet marketing company VN Web Group. VN Web Group is a full service internet marketing agency helping business owners connect with their customers through innovative and measurable web marketing solutions.

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About VN Web Group

All-In-One Marketing Solution take your online marketing strategy to the next level by incorporating all important marketing components into a single program.



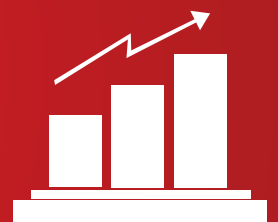
Creative
Copywriting

Landing Page
Optimization



Lead
Generation

Analytics



Get started - Develop a plan!

A great internet marketing strategy combines company's goals, timeline and return on investment. You should start with end result and work your way up.

“

Example: $24,000 \text{ leads / year} = 480 \text{ new customers (2\%)} = 480 \text{ new customers}$
buy your services for \$500 each = Total new revenue: \$240,000

”

Example above shows, if you have a goal to bring \$240,000 in additional revenue this year, you need to identify how many new customers you need to achieve this goal. Once you know how many new customers you need, you should be able to identify how many leads you will need to generate that number of new customers.

Search Engine Optimization

Build a keyword strategy

- Create a list of main 5-10 keywords relevant to your business offerings
- Choose keywords based on difficulty and relevance
- Design and optimize your website around your keywords

Your website can be penalized for overoptimization,
so make sure you don't stuff content with keywords.

Optimize your website

After the list of keywords is complete, you should start working on designing of your website's structure and navigation. Make sure you integrate keywords into website copy, images, links and urls. Please keep in mind that your website designed not for search engines but for website visitors.

Search Engine Optimization

On-page SEO:

Refers to website implementation strategies to optimize position of a website in search results of particular words or phrases.

There are two types of SEO:

On-page
Off-page

Key elements of on-page website optimization:

- Page Titles
- Meta descriptions
- Headings (H1, H2, H3)
- Cascading style sheets (CSS)
- Images (Alt tags)
- Domain name info (include keyword in domain name)
- URL Structure (name.php?id345)

Search Engine Optimization

Off-page SEO

Refers to optimization strategies outside of your website's design such as link building with authoritative sites with relevant content.

On-page SEO accounts for 25% and Off-page SEO makes up the remaining 75% of your overall search engine ranking!

Improving OFF-page SEO

- >> Forum Marketing
- >> Social Bookmarking
- >> Search Engine and Directory Submissions
- >> Web 2.0 Services
- >> Images and Videos
- >> Blog
- >> Social Media

Email Marketing

Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

Email is one of the most powerful and yet one of the most dangerous mediums of communications!

Key elements of email marketing

- >> Make Sure Your Email Has Obvious Links
- >> Make It Easy to Unsubscribe
- >> Follow Spam Tips EVERY Time You Send Email!
- >> Maximize Your Email Template Dimensions
- >> Keep Your Text Short and Easy to Scan
- >> Properly Use Alt Text and Title
- >> Send Test Emails BEFORE Sending to List

Optimize your website for mobile

Did you know that more and more internet users are use mobile devices to find businesses online? If your website not build for mobile devises, chances that you are missing at least 30% of qualify traffic.

75% of customers prefer a mobile friendly site (Google, 2012)

Some of the features

- Mobile maps & directions
- Click-to-call feature
- Click-to-text feature
- Mobile RSS
- Mobile browser compatibility

Implement Analytics

Web analytics is not just a tool for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a web site.

Web analytics applications can also help companies measure the results of traditional print or broadcast advertising campaigns. I

Google Analytics helps you make crucial marketing decisions regarding advertising investments!

Some of the main features:

- Set up goals
- Identify opportunities
- Look at Traffic / Bounce rate
- Leads / Customers
- Sales by Keywords
- Marketing effectiveness by channel



NOT SURE WHERE TO START?

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