

Marketing Your Practice- 4 points to remember:

- Know your Audience- When deciding on the best way to market your practice the first thing to decide is who you are trying to attract and sell your practice to on the internet. The approach to your marketing strategy will differ based on whether you are trying to market to an attorney or the end consumer, just convert referrals or market to new clients, and where those clients are getting to your site from.

3 Most Important Things to consider when developing your website.

- Visibility- Having an incredible website with a beautiful design and engaging content only matters if you can drive traffic to your website so they can see it. You are going to be able to drive this traffic through two avenues- Search Engines and Directories. With directories you gain visibility by making sure all your correct information is listed, and buying placement where applicable. For visibility within the search engines you need content of quality and quantity, as well as Search Engine Optimization.
- Design- The average person looks at 4.8 websites when looking for services. This creates a very finicky website visitor. You have approximately 5-10 seconds for somebody to decide if they are going to stay on your site and read your content or move on and click the back button. These are the things you want to consider
 - Compelling imagery- do you have visuals on your site that draws people in and encourages them to stay. (Videos, Pictures, Etc.)
 - Intuitive design- Is your site easy to navigate? Can people find the information they want and can they find it quickly?
 - Is it easy to contact you? Once someone has made the decision to contact you, we do not want them to have to make any additional steps.
- Content- You need to remember that you are writing your content for two audiences. The attorney and potential client and the search engine. You

need to keep your content keyword rich and optimized to Google's Best Practices.