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**OUTRUN ALL  
COMPETITION  
FOR NEW  
LEADS WITH  
THIS  
SHORTCUT  
WITH NO PAY  
PER CLICK OR  
BIG BUDGET  
SPEND**



# INTRODUCTION



Are you optimizing your marketing costs for maximum profits? If you don't already know about the simple method, I'm about to reveal to you, you're missing out on a lot of potential clients!

According to a study by Accuranker, it was concluded that the legal niche is the most competitive niche when it comes to Search Engine Optimization (SEO). Law firms have the most challenges when it comes to generating traffic for their websites

This shows that having an efficient SEO strategy is not just essential, but that local SEO is crucial for lawyers and law firms in particular. Law firm SEO demands adopting a customized approach to traffic creation that takes into account the particular challenges attorneys encounter in luring local clients.

In this report, we're covering why Local SEO is the best way for law firms to attract high quality clients and how lawyers can start to generate more

traffic for their websites, get quality clients looking for your services and and high converting leads regardless of their budget.

# WHAT IS LOCAL SEO?



Locally operating businesses need SEO to target local users (i.e., those that gain clients or customers inside a given geographic location). Since the majority of legal firms only provide services to clients in their own city, country, or state, they require local SEO in order to compete with other nearby businesses.

In contrast to national or global targeting, local SEO allows legal firms to focus on users in a specific area, which lowers competition.

For example, in terms like "top personal injury lawyer in Los Angeles" as opposed to "top personal injury lawyers", they have a better probability of ranking.

By concentrating on local keywords, legal firms can attract clients who are in their vicinity and are interested in their services. As a result, SEO is among the best methods for law firms to attract new clients.

## WHY LOCAL SEO LEADS ARE BETTER?



There are two different ways to generate leads, which are; Push marketing and Pull marketing.

Push marketing is when your ad is being pushed in front of consumers who did not request your services. This is what most lead generation companies out there do, charging \$40 - \$700 per lead which convert poorly or not at all in some cases.

Pull marketing is placing your message in front of clients who are actively searching for your specific service offerings

Pull marketing is the highest converting lead source as consumers are actively searching for your services

There are numerous advantages of SEO for legal firms. Along with improving a legal firm's rankings in search results, SEO aims to increase the number of visitors that will most likely turn into quality leads.

## **The benefits of local SEO for law firms include the following:**

- Surpassing the local competitors and increasing website click-through rate.
- Increasing phone calls through local listings such as Google My Business.
- Attracting new visitors with excellent local content.
- Increasing the number of favorable customer testimonials and reviews to enhance their internet reputation.
- Generating lots of traffic and leads on autopilot.
- Generating leads from both existing and new site visitors (phone calls and form fills).
- Enhancing the reputation of their legal company as a trustworthy leader in their field.



# WHAT DETERMINES YOUR RANKING ON GOOGLE SERP



Standing out has always been difficult for smaller, local firms. Everywhere there is competition, and the big guns won't think twice about stealing the limelight. Even if you outperform well-known businesses, your company will still lag behind since you don't have the budget to compete against the larger firms.

Added to that is the development of the Internet of Things (IoT), which has led to an ever-growing online cosmos. It's impossible to avoid feeling like a David vs Goliath.

The local search algorithm developed by Google, however, has modified this and ranks websites according to relevancy, prominence, and proximity.

**Google Quote:**

**“Local results are based primarily on relevance, distance, and prominence. A combination of these factors helps us find the best match for your search”.**

**"Proximity considers how far each potential search result is from the location term used in a search. If a user doesn't specify a location in their search, we'll calculate distance based on what we do know about their location".**

**Relevance** - Keyword optimization - All digital marketers talk about this

**Prominence** - Add more links and reviews - All digital marketers talk about this

**Proximity** - Google knows where your office is located. No digital marketer talks about this because they must work with your office location.

New distance optimization strategy puts your location everywhere your customers are.

The main distinction between local SEO and the organic search engine giant's core algorithm is proximity.

Distance SEO is the untouched optimization tactic that gives you an advantage over all competitors regardless of budget!



# HOW DOES PROXIMITY AFFECT RANKING IN LOCAL SEARCH RESULTS



The goal of Google's local algorithm is to boost small businesses' local rankings. The pressure of trying to navigate the clutter and contend for organic rankings is lessened. This basically means that businesses with one location or multiple locations will stand out more if they concentrate their efforts on local SEO.

## **The following three components make up local search:**

**Relevance:** Do you provide or market the customer's desired product?

**Prominence:** Does your company stand out from others in your industry and neighborhood?

**Proximity:** Is your establishment sufficiently close to the searcher's precise location?

These three criteria particularly will be taken into account when comparing your local search ranking to classic SEO considerations. Google's local search algorithm will also evolve as local search behaviors do.

There is constant discussion in the SEO world regarding which of the three ranking variables is most crucial. Perhaps the worth of these three items changes constantly, and Google alone will understand the reason.

Only the search query changes the influence. However, in the case of our example, where a "in Los Angeles" is included in the query, proximity is undoubtedly the driving force behind the outcomes. These are influenced by Google's trimodal local ranking algo, the Possum update and other factors that help a business appear in search results.

## **Understanding the Possum update**



The local search algorithm that has the biggest impact on your rankings includes the Possum update. This Google upgrade, which was implemented in 2016, makes sure that local results differ more depending on the searcher's location.

In other words, a business is more likely to show up in local results the closer a user is to the business' address. As a result, your company will be more visible if you check your rankings from your desired area.

One of the numerous advantages of the Possum update is that the SERPs now display a wide range of results for queries that are quite similar, greatly enhancing the ranking of companies that are not physically situated in a city.

Cities aren't really distinguished by proximity; it's more about the region around searchers and the nearby businesses. Therefore, local SEO is for you if you have one or more branches in a single city. If you combine your local efforts with organic or sponsored search and have multiple city locations, you'll have a greater chance. Once more, local SEO is perfect for small businesses. Google is telling franchises and businesses with several locations to avoid monopolizing the spotlight and allow up-and-coming local businesses a chance.

# HOW TO MAKE PROXIMITY SIGNALS WORK FOR YOUR BUSINESS



## 1. Develop distinctive location pages

If you own a law firm that serves the entire state, for example, you may still benefit from Google's proximity signals by designing unique pages for each of your target locations on your website. But take caution not to go overboard. You wouldn't want to overstuff your website with generic, templated material. Choose the areas that are important to you, where there is a sufficient demand for your service as well as healthy competition. Afterward, delve deeply into each market so you can hone your material.

## 2. Register Your Company Online

Business listings are just as crucial to local SEO as website optimization. Claim your company on any online business directory that you believe has more local traffic, including Google My Business, The Attorney Directory, Yelp, Merchant Circle, Yellow Pages, Hot Frog, and Angie's List. By doing this, you certify that your website is legitimate and that you are its owner. Additionally, you will have complete control over the crucial company information that will be published online. Verify that your NAP

(name, address, and phone number) are the same on all digital platforms and directories.

## **GET MORE FOR LESS!**

How often do you get calls from people wanting to sell you leads?

How many times have you bought into a Lead Generation Program that failed?

Do you want to maximize your marketing cost for maximum profits?

**The Attorney Directory** creates listings for your location, plus listings for other locations where you want clients from and provides you with a **FREE** professional website targeting any geographic location you want all for only **\$50 a month**.

[Get Started For only \\$50 A Month](#)

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