



The Law Firm Internet Marketing Book: How To Use The Internet To Drive Targeted, Low Cost Leads To Your Law Firm Web Site

Jerry Work, Chris Work

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This no-nonsense book explains in detail how to manage an aggressive, effective multi-pronged Internet marketing campaign that will absolutely increase the amount of targeted traffic your web site receives. Don't play second fiddle to your competition...be the firm that EVERYBODY sees when they search for your services! Topics covered include: SEO and PPC keyword research. On-page optimization. Using blogging, content, and social networking sites to promote your web site. Using social bookmarking sites. Using an information hub to guide search engine spiders to find your links. Using XML sitemaps to help the search engines find your web pages. How to manage your pay per click accounts to generate the maximum number of leads for your marketing dollars. How to write winning paid search ads and landing pages. How all the pieces of search engine marketing fit together into a cohesive plan.

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