

How to Build a Lead Generation Machine Online with Content Marketing (Part 2 of 2)



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If you struggle with creating quality content for your website or blog, I've pulled together 8 best practices for content marketing to guide you. If you missed the first four in the series of eight, see yesterday's blog post [here](#).

These are the second 4 of 8 best practices in content marketing:

Best Practice 5: Use video to give visitors a sense of who you are. Video is one of the best ways to improve your website conversion rates. I highly recommend you record several videos for your website: an overview of each major practice area your firm offers, a few case studies of typical clients you want to attract, a video introduction for each attorney, and reasons why people should hire you versus a competitor. You can also add videos from seminars or presentations you make to add more content to your site.

Best Practice 6: Take a position on a topic and frequently update your blog. When you begin a blog, you need to make sure that it is a topic you feel passionate about. Make sure that you will still be energized to write about the topic in six months or a year. You also need to make sure that there is an audience for your blog.

In order to keep your website and blog at the forefront of Google's mind, you will

need to post regularly. The most successful lead generation blogs post every day. If you aren't willing to post new content at least a few times per week then you should seriously consider hiring someone to do the writing for you. In a survey of over 7,000 small businesses, Hubspot.com found companies that blog 15 or more times per month generate five times as much traffic as companies that don't blog!

Best Practice 7: Add social media to your website to make it easier for people to share your content online. Most major websites people visit have fully integrated social media-whether its Facebook, LinkedIn or Twitter you want to make it easy for people to share your content with their friends and colleagues.

Best Practice 8: Keep your content consistent with your brand. If you're an estate planning attorney, write about estate planning and rarely about anything else. Professional blogs need to remain professional. The tone, content and focus should demonstrate the type of attorney you are. If your office is more relaxed and friendly, then try to convey that in the tone of your blogs. If your firm is more traditional, that too should be apparent in the tone of your piece.

Your content also needs to stay relevant. If there is a major change in what area of law you practice in, then you should be discussing it right away on your blog. If there is a big ruling in your practice area that is causing a lot of questions or anxiety for clients and prospects and you are the last person to mention in on their website or blog, then chances are the readers will have moved on to someone who is more on top of things.

Conclusion. Content marketing is one of the best ways to build targeted traffic to your website and become recognized as a thought leader. However, it is a long-term strategy so set your expectations appropriately. Depending on the level of competition in your practice area, how well-established your website/blog is, which key terms you are targeting, and how frequently you update your blog it may take several months to start seeing some significant results.

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