

5 Of The Most Valuable Digital Marketing Tips for Lawyers



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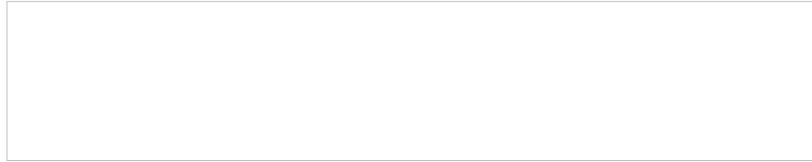
5 Of The Most Valuable Digital Marketing Tips for Lawyers

Law firms, like any business, find that there are certain digital marketing strategies that work well for their industry. Because of this, there are many of the same spaces online where they compete. Most attorney's websites rely heavily upon SEO and Pay Per Click advertising to generate new interest from prospective clients.

Because of this, there are online platforms and tools that work well for attorneys which means that they need to be protected. Here are some tips for safeguarding some of your most valuable online resources.

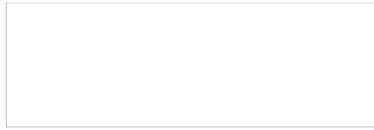
1. **Protect Your Google Reviews** - Google giveth and Google can taketh away. Building up a strong reputation through reviews on Google has solid benefits. It builds trust in the eyes of potential clients and can improve SEO rankings. Many marketing practitioners do not realize how diligently Google polices this feature. Not only can you not offer an incentive for leaving a review for your firm, you cannot even ask for a positive review. (You are allowed to ask for a review, you just can't be seen as trying to influence the reviewer.) Here is a cautionary tale of a [company that recently lost a hundred reviews](#).
2. **Beware Free Images** - Photos are a great addition to any page or post on your website. Sometimes it is not feasible to hire a professional photographer for one blog post image or perhaps you do not feel the images you take on your phone are of high enough quality to go on your website. Of course, as lawyers, you know about copyright law. But does that mean everyone who works on your

website knows about this as well? Interns might think it is perfectly fine to go to search Google and use the advanced settings to find free images.



Google only pulls this information from the person that has posted it. This does not mean that the person who originally posted the photo had the right to do so or was within their right to allow others to use it. Many people mistakenly believe because they found it on Google in this way, it is OK to use and that is just not the case.

3. HTTPS - Everyone in digital marketing is talking about Google and the SEO value that having an SSL certificate on your website can provide. What most people usually forget to mention is the actual security that it provides. For the same reason that Ecommerce websites add it to their stores to protect credit card information that is being submitted, the same goes for the contact forms on your website. If someone submits a message on your website, there is the possibility, however remote, of it being intercepted if you do not have this level of security.
4. Keep Your Site Secure - Since we are on the topic of SSL, this is a good time to mention the three best ways to keep your site secure from being hacked. 99% of the time, these are the issues that can allow for a website to be breached.
5. HTTPS is the first.
6. The second is the most obvious; a solid password on your user accounts. There are attacks occurring constantly on your website that you don't even realize. Usually from scripts that are written that try the thousand most used passwords. Be sure to set a company policy on creating complex and difficult passwords.
7. The third way is to keep your website updated. With WordPress there are two parts to this. The core WordPress software and the plugins. Basically they are there to provide the functionality for your site. From time to time they need to be updated to improve performance or to patch a discovered security issue. Many sites leave the settings to update manually. If this is the case and no one is updating your website on a regular schedule, then this becomes a vulnerability that often times gets exploited.
5. Be sure Your Website Is being Indexed - This one is so obvious, it almost seems too remedial to mention. However, there are a small percentage of websites that when launched, quite literally have settings that tell Google not to index them. Whether by simple oversight by the developer or one little button that went unchecked at the time of launch. This is easy enough to check. Type your firms name into Google. If you see your results with the text appearing in the description below your title, similar to the examples below, then Google is not indexing your website.



Or



This means that your website will not show up in organic results for anything but your company name. This is a rare instance to be sure. But I run across it often enough that I bring it to your attention. If this has happened to your website, it doesn't matter how rare an occurrence it is.

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