



**FLEX'S BLOGGING GUIDE FOR LAWYERS:
How to Leverage Your Blog for Business
Development**

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INTRODUCTION:

You've invested significant time writing your blog posts, or paid someone to draft them for you. You know that legal content marketing is a useful marketing tool, especially for lawyers, as it is a way to publicize your (and your firm's) experience and expertise. Now, how do you use your blog to generate solid business leads? How do you get the most out of your investment?

We've gathered our **TOP 5 TIPS** for using your blog to generate traffic to your website, and eventually, new clients to your firm:

TOP 5 TIPS

1. LEVERAGE ALL OF YOUR SOCIAL MEDIA PLATFORMS

Unless you have a massive following on your blog, you will want to consider spreading the word about your blog posts as far as possible. Be sure to cross-post it on your LinkedIn and Facebook pages, tweet a link to it on Twitter, etc. If you are not yet building a presence on these platforms, and you are blogging, we strongly suggest you set up accounts with these various social media platforms immediately. A [recent survey](#) by Thomson Reuters found that clients prefer lawyers with an active social media presence.

Sharing your blog post on each of your social media sites ensures maximum exposure to your content. This way you can avoid operating your marketing in silos. Also, consider adding a link to your latest blog post in your email signature.

You can also re-purpose the written content for another audience. Not everyone prefers the same medium for learning. Some prefer written content; others may prefer audio or video. Consider whether the content from your blog post can be converted into an infographic; or perhaps it is possible to talk about the content in a short video that you can add to your site. The work is already done – the key is to leverage it!

Track your referral source on your new files. You might be surprised to find out that your new client found you through a blog post you tweeted. Find out what is already working for you and do more of it.

2. CREATE AN EMAIL NEWSLETTER

By adding a "Newsletter Sign-up" to your blog page and collecting emails for an email newsletter, you can start driving more traffic to your blog. Once you've captured those contacts, you can send them an email featuring your best posts, bringing already familiar visitors right back to your website (of course, keep in mind your obligations under the [Canadian Anti-Spam Legislation](#)).

Since these users have already visited your blog, it is likely that they will explore the rest of your website a bit more on their next visit. Who knows what they'll find? Promotion should be a large part of your strategy for legal content marketing. Your investment in your blog posts drives the traffic you desire.

3. BLOG DESIGN IS IMPORTANT

Design matters. We expect professionals to look professional. When your blog is visually appealing people will want to come back to read it. The greatest legal content may be overlooked due to poor font choice or background colours, for example. Visual content is important. Is there an image you can add that would draw in the reader?

It is also vital that your blog is visible on mobile devices and that it reads well on a phone, iPad, and tablet. If your blog is hard to read on a mobile device your potential new client may not finish reading the post.

Also, in line with **TIP #1**, don't forget to add social share buttons to your blog so people can tweet your posts or add them to their own Facebook accounts. Most blogging platforms have their own options built in, but if you are not sure, check with the person who updates your website (if it's not you) and make sure they are added.

Organize your blog posts. Categorize and tag your posts by subject matter and important phrases, concepts, and keywords. You can set up categories when you create your blog and add new categories as your blog expands. This makes your blog easy to navigate and assists with improving your SEO ranking (see below). Generally speaking, it is likely that a site with blog content that fits into 6-10 keyword-focused categories will deliver better search engine ranking than a site with a bunch of categories that may or may not be related to keywords.

4. CHECK YOUR ANALYTICS AND IMPROVE YOUR SEO RANKING

SEO or "search engine optimization" refers to the marketing discipline focused on growing visibility for your website in search engine results. The majority of web traffic is driven by search engines such as Google. If a search engine cannot find your site you are missing out on business opportunities.

You can use your blog to increase your SEO ranking by making sure you are using the right "keywords". Keywords are the words and phrases that potential clients type into a search box of a search engine, to find websites that match what they are looking for (i.e. "personal injury lawyer Toronto"). It is very important to put some time and thought into choosing a keyword or words for your business. Once you have chosen your keywords you should implement a plan of action to use those keywords on your site and in your blog.

Furthermore, valuable information can be found on **Google Analytics**. If you have not registered your site on Google Analytics, do it today! You can look at site traffic statistics, where your visitors are coming from (Google, Twitter etc.), what pages they are visiting, and a list of the keywords being searched by the people coming to your site from search engines.

Linking to your own blog posts is great for SEO, but it's important to link to outside sources as well (such as related online resources or other blogs that might be useful for your clients). This signals to Google that you are not a spammer.

Also add relevant internal links to your blog (i.e. link other pages in your website such as your firm's "About" page in your blog). When you do this, you make it easier for people to find your best content and also you make it easier for search engines to index your content. But don't just add random internal links. Add them only when you feel they are relevant and helpful for readers.

You may also consider having other sites link to your blog (Google likes this). For example, the [Canadian Law Blogs List](#) is a trusted directory that offers free listing for Canadian law blogs.

Don't forget to update old content. If a case you've commented on has been appealed, be sure to update the post. When content becomes outdated, it becomes less helpful for users and will likely not rank as high in search engines, as "freshness" is a key ranking factor.

5. POST FREQUENTLY & PRIORITIZE YOUR BLOG

There is no one-size-fits-all recommended frequency for blog posting. Some experts recommend as much as twice a day or daily, while others feel that weekly or bi-weekly is sufficient. The main takeaway is that *regular* blog posting is very important. Why? Google likes new content. However, the quality of the content is also important. Fresh content may lead to *frequent* indexing (Google ranking your page) but not necessarily *higher* indexing, especially if the posts are low quality. Google likes good quality original content.

Regular publishing keeps your blog "fresh". When a potential new client visits your website and sees that your last blog post was from two years ago it may not reflect well on your firm. When that same person arrives and sees that your blog is regularly updated over a period of months or years they get the message that you can be relied on to stick with a project. This helps to build trust.

How can you blog regularly? Create a blogging calendar or consider hiring someone to draft the blogs for you. Spend time brainstorming topics and themes so that you know in advance what a month or six months of writing might look like. This way, you are not spending hours each week trying to decide what to write about. Obviously, you can stray from your plan if there is a new court decision or an exciting development in the law that has to be written about in a timely way.

The bottom line, however, is to treat your blog as the high priority business asset that it is. Invest in it and your firm will have a powerful marketing asset.

ABOUT FLEX LEGAL NETWORK:



Founded by a freelance lawyer, [Erin Cowling](#), Flex Legal is a network of experienced (10+ years) freelance lawyers providing quality outsourced legal services to sole practitioners, law firms, and in-house legal departments on a part-time, hourly, short-term contract, or project basis.

Our freelance lawyers assist with a wide variety of work including litigation support, corporate & commercial, due diligence, and legal content marketing (**including drafting blog posts**).

For more information visit: www.flexlegalnetwork.com

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