

Website Content: SEO and User Experience

Website Content

'Quick Tips' to keep in mind:

- Content should be easy to read and understand
- Keep paragraphs short, max of 4 sentences
- Each page needs unique content, do not copy and paste paragraphs throughout multiple pages
- The First 2 words of a paragraph are crucial. Consider starting your paragraph with keywords, action items, figures, and/or location.
- Examples: 'Dog bites are an.....', 'Over \$2,000,000 in damages have been awarded', and 'San Diego Attorneys understand...'

Home Page

Content Paragraph 1: **Overview of your Firm**

- Firm name and Attorney names (list up to 3 names, for firms with more attorneys- focus only on the firm name)
- Type of Firm - Areas of Practice. Do not list focus areas here - they will be listed in paragraph 2
- How long have you been practicing (only mention if practice is over 5 yrs old)
- Location(s): i.e. Nationwide, City, County, State, Metro. Write about the area you serve, not just your immediate location

Content Paragraph 2: **Overview of Practice Areas**

- Top Areas of Practice and Location- recap from above
- Areas of Focus (Harassment, DUI, Auto Accident, Dog Bites, Mesothelioma, etc)
- Call to Action/ Tagline/Phone Number

Optional Content Paragraph 3: **Experience and Settlements**

- List Awards or Achievements
- List high figure settlements or impressive verdicts
- List any 'As Seen On' or memberships, BBB, Television or Newspaper spotlights

Contact Us/Location Page

Content Paragraph 1: **Location**

- Firm name, general location, and practice area
- Serving - list all cities or zip codes served
- Tag line or Call to Action

About Us Page

Content Paragraph 1: **Firm Details**

- Firm name and location
- History or Community Involvement
- Firm practice areas (top level only i.e. Personal Injury, Criminal Law)
- Number of attorneys and Attorney names
- Firm awards and news mentions

Content Paragraph 2 (or bullet points): **Attorney Bios**

- Attorney Name
- List Colleges and Degrees
- Experience and Memberships
- Awards, mentions, achievements
- Jurisdictions and Bar admittance
- Past positions (judge, professor)

Practice Area Overview Page

Content Paragraph 1: **Overview of Practice Areas**

- Firm location and top areas of practice
- Areas of Focus (Harassment, Drunk Driving, Auto Accidents, Mesothelioma, etc)

Proceeding Content Paragraphs: **Focus Area Specific** (One Per Major Focus Area)

- Focus Area (Auto Accidents, Dog Bites, Divorce)
- General information about focus area
- Considerations and next steps

Focus Area Specific Page

Content Paragraph 1: **Overview of Focus Area**

- Firm location and Focus area (Auto Accidents, Dog Bites, Divorce)
- Detail about focus area

Content Paragraph 2: **Laws/ Procedure**

- State/ County laws affecting this focus area
- Special considerations and caveats
- General procedure for this focus area (insurance, bond, documentation)

Content Paragraph 3: **Firm Experience**

- Years of experience and location
- Verdicts and settlements
- Testimonials
- Thoughts on focus area

FAQ Page

Content Paragraphs: **Questions Clients Frequently Ask**

- Question
- Answer (include keywords and/or location)
- Optional: Fee Structure and Penalties

Testimonials Page (If allowed by State Bar and approved by client)

Content Paragraph 1: **Intro to Reviews**

- Firm name, practice areas, and location (i.e. Doe Law Firm, San Diego Injury Lawyers)
- Talk about importance of client satisfaction

Proceeding Content Paragraphs: **Testimonials**

- Client Reviews
- Try to include name or initials and location
- Choose reviews that include settlements, practice area keywords and/or location keywords

*Optional Content: **Verdicts/Settlements Page***

Content Paragraph 1: **Overview of Successes**

- Firm name, practice area, and location
- General numbers verdicts and settlements
- Yearly cases or percentages

Proceeding Content Paragraphs: **Verdict/Settlement Detail**

- Case detail (location, general facts)
- Settlement detail

*Optional Page: **Resources/ Media Page***

Content Paragraph 1: **Intro to Page**

- Firm name and location
- Outline of page content

LawInfo wishes you the greatest success in your marketing strategy!

**For help or questions, call the LawInfo experts:
1-866-636-6127**