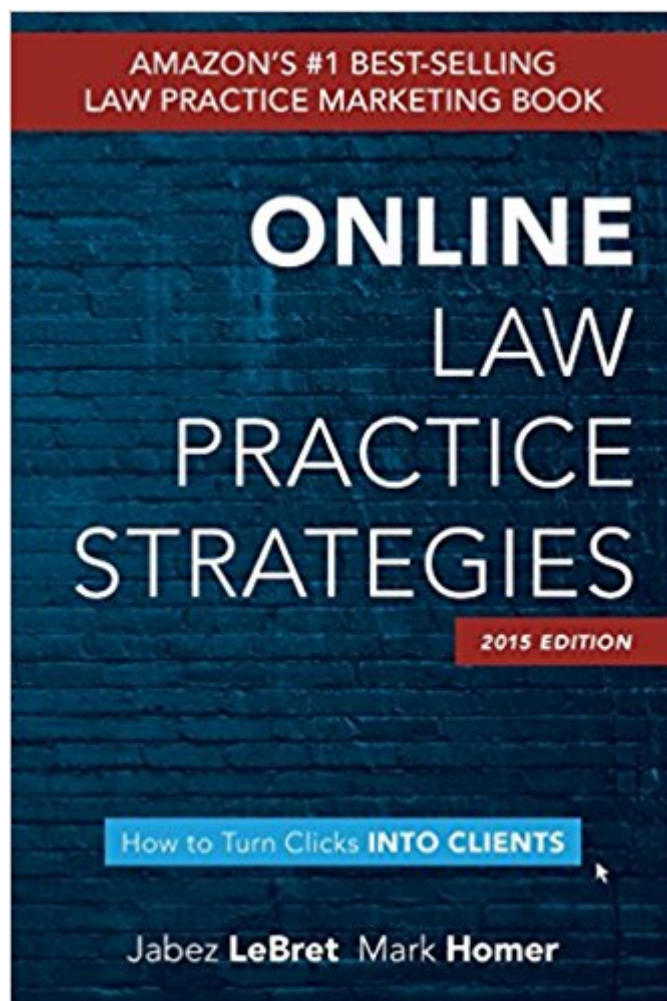


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# Online Law Practice Strategies



## Synopsis

New for 2015 - our 4th Edition"...for years we enjoyed top employment law keyword positions in Google. That changed when Google made major changes to its search algorithms...This book explains those changes and provides an understandable, step-by-step process for doing well in local searches." — Neil Klingshirn, Esq. — Your one-stop guide to building the professional online presence you need for your law firm. — "The book opened my eyes to how important online marketing is to client development today, as well as the impact that social and mobile will have in the future." — Steven Watts, Esq. — You spend thousands of dollars on office furniture to create a professional first impression to visitors; this book will show you how to create a web presence that presents your firm professionally as well. — — "This book is exactly what every lawyer needs to succeed on the Internet. Actually...the information in this book would benefit any business seeking to increase their presence on the Internet...I was expecting a decent overview, but was blown away by the current, detailed content in this little treasure." — Trey Barrow, Esq. How do you navigate the ever-changing world of online marketing and digital practice management? *Online Law Practice Strategies* explains everything you need to know, whether you're a solo practitioner or part of a large firm. This 2015 edition shows you: — How to create an online presence that attracts and converts prospective clients\* — Why online reviews matter and how you can get them — Where you should focus your efforts on social media — Which digital tools will help with day-to-day practice management — — If you are reading an online marketing book written before 2015, it is now obsolete.

## Book Information

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## **Customer Reviews**

I rarely write reviews, but am compelled to because of the amount of quality information in this book. I cannot recommend more highly. If you want to learn how to successfully market a law firm online, this book will show you how.

I used to think I knew it all when it came to law firm SEO, and for years we enjoyed top employment law keyword positions in Google. That changed about 18 months ago, when Google made major changes to its search algorithms to place the emphasis on local search. This book explains those changes and provides an understandable, step by step process for doing well in local searches. Spoiler alert: Content is still King. Where and how you use it, though, has changed. The book also provides solid suggestions for website design (keep it simple; make emails and calls easy, and include and use a blog) and social media marketing. Kudos also to author Jabez LeBret, who took my call and spent a good hour answering questions that I had specific to our practice and websites. Finally, I bought Kindle copies for our SEO expert and web developer, to get us all on the same page.

This book is exactly what every lawyer needs to succeed on the internet. Actually, although this was written primarily for attorneys, the information in this book would benefit any business seeking to increase their presence on the internet. This is a short read that is full of very detailed information. The specific instructions, including the timing of each step will help the novice and experience SEO avoid common, costly mistakes. I was expecting a decent overview, but was blown away by the current, detailed content in this little treasure. I have a lot of experience in SEO and still learned a great deal reading this book. HIGHLY Recommended.

This book has caused me to look at the Internet and web-based marketing very differently. Because of it, I am now embarking on an online clean-up of my profile and a promotion campaign. I feel I now have the tools to measure my success.

This is a great book. It is a short book that gives one good tip after the next about online marketing of law firms. Out of the five or six SEO books I have looked at, I have found this book to be the most helpful for my specific situation as an attorney. It has lots of practical, easily implementable advice.

The book is highly recommended.

The book is more about tactics than strategy.

This book gave me practical strategies that I could implement that worked! It also gave me tremendous insight into online marketing versus other marketing. It is a must read for an attorney who wants to be ahead of the curve in online marketing!

Excellent with a practical overview for real attorneys

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