

**White Paper Excerpt**  
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**25 SEO Super Secrets**  
**How to Blast Your Law Firm**  
**To the No.1 Position on Google**

**Introduction**

Why is it crucial to rank near the top of Google's search engine pages? These recent statistics say it all:

- ☑ 7 out of 10 consumers searching the web immediately go to Google, bypassing Yahoo!, MSN, AOL, and other search engines.
- ☑ Google officially crossed the 70% mark for search engine market share in February 2008, and has grown on average 3% per month since February 2007.
- ☑ When it comes to market share gains in advertising dollars, Google outpaced every U.S. media company in 2007, regardless of whether they were Web, TV, print, or radio conglomerate.

Major advertisers clearly know where the eyeballs of the masses are trained. So, too, must U.K. law firms. Those who understand the cost-efficiencies of search engine optimization (SEO) increasingly are prioritizing resources against ranking as high as possible on Google. That's because obtaining a top position on Google's search results pages is beyond compare as a sales lead generator.

In that context, consider that most consumers searching Google rarely look beyond the first page or two of results. This means that if you haven't done the work of positioning your law firm's website to rank high on Google, your opportunities to capture sales leads are enormously diminished. Consumers who're desperate for legal representation are unlikely to discover your firm. They're apt to do business with your more visible competitors, and that's where Conscious Solutions comes in...

**Conscious Solutions Ltd.** manages – and Google optimizes – websites for over 150 law firms throughout the United Kingdom. We're proud that via our search engine savvy, over 75% of our clients' websites rank within the Top 5 positions on Google for the highly-searched term "solicitor" in their towns.

This Google SEO Tips booklet has been created to share some of our Google SEO secrets with you. Conscious Solutions welcomes an opportunity to bolster your website, to lead the charge of maximizing your site to attract new clients. That's what we do. And according to our clients' testimonials, Conscious Solutions does it best!

## Content

### 1. PAGE STRUCTURE

Google shows preference for websites with "clean coding." This term describes a page that's structured to separate its HTML content code from its presentation code.

Specifically, that means using H1, H2 and other tags correctly.

So, for example, if your main page includes the heading "Partners," it should be coded with H1 tags. The names of various departments within your firm would be coded with H2 tags. The name of each partner you're listing would be coded at the H3 level, and so on (if required).

This also means correctly using <p> tags, as well as bulleted lists and other types of HTML formatting.

### 2. SEPARATE CONTENT AND PRESENTATION

Separate content and presentation means that anything you need to make your web page display correctly, such as Javascript and CSS, should be kept in files external to the main HTML page. For example, if you're using some Javascript code to confirm whether a visitor has entered data into the mandatory fields of an enquiry form, this script should be kept in its own file and "called" into the main page as required.

### 3. MOST IMPORTANT CONTENT SHOULD COME FIRST

When Google first views your web pages, it looks at page structure to make an initial determination of its most relevant topics. Google then looks at the true text and assumes the text closest to the top of your web page is the most important.

For that reason, make sure the first 100 words of a page's content contain all the necessary key phrases. Most people who'll find your site will do so by enter search phrases that consist of between two and five words. Placing these strings of words within the first 100 or so words on your page, then, can be considered an absolute best practice.

### 4. HYPERLINK KEYWORD PHRASES

When Google's robots view your web pages to learn what's there, it considers your hyperlinked phrases more relevant than any other "pure text" copy you've written. For this reason, make sure your links include your keywords and/or key phrases.

Look at the examples below. Which of the two is more search engine friendly?

"[Click here](#) for our conveyancing calculator"

or

"Click here for our [conveyancing calculator](#)"

## 5. OPTIMIZE THE RIGHT KEYWORDS

Before you begin optimizing your website, you need to know and understand the keywords and phrases you are going to optimize. Also, you need to understand the "competitiveness" of those phrases.

"Competitiveness" refers to the number of other websites vying for web traffic for the same phrase. Services such as WordTracker (<http://www.wordtracker.com>) and WebCEO (<http://www.webceo.com>) can help you determine keyword competitiveness; however, neither is free to use.

Still, it's crucial to do your homework. Take the time to carefully research your keywords. For example, find out which key phrase people are typing the most: "Manchester attorney," "Manchester law firm" or "Manchester lawyer."

Also, consider whether to use abbreviations, slang and translations of the selected keywords. For example, will you use "RTA solicitor" as well as, or instead of, "road traffic accident solicitor?"

Conducting some keyword research upfront means you won't waste time optimizing for low-traffic phrases.

## 6. KEYWORD DENSITY

Keyword density is the number of times a given keyword is repeated on a web page. It's expressed as a percentage of the total number of words contained on that page.

The optimal keyword density varies somewhat from one search engine to the next. However, as a rule of thumb, aim for a keyword density between 2-8%. Using a keyword analysis tool will help you optimize the density of your chosen keywords in your web copy.

Also note a couple of other factors that Google's search "bots" calculate:

- ▶ **KEYWORD FREQUENCY:** This can be tricky, time-consuming business, achieving the guideline of between 2-8% in keyword density. Having only 2% of your words on the page being your keywords doesn't achieve a very high ranking for your web page within Google's search results. However, coming too close to an 8% -- or exceeding it -- makes Google suspicious of your site's integrity. Google's bots can detect abuses of the system, such as simply repeating a keyword over and over on a page, as this signals an attempt to manipulating the system as well as possibly poor quality writing.
- ▶ **KEYWORD PROMINENCE:** Keyword prominence is another factor Google's bots weigh in determining a page's search relevance. For the best keyword prominence, place the most important keywords near the top of a webpage and/or at the beginning of the content. Also place important keywords in the TITLE or META tag.

Ultimately, it's a bad practice to dump a load of keywords on your pages, and doing so still won't get your website ranked at the #1 position overnight.

Rather, start by focusing on a single keyword or phrase, two at most. Concentrate all your efforts on ranking high for that word or phrase. Devote each of your web pages to one keyword, along with an accompanying phrase. This is especially true when you're targeting highly competitive keywords.

## 7. CONTENT IS KING

When it comes to content, less isn't more – **more** is more. The more pages your website contains, the better chance you have of a Google search sending visitors to a particular page on your site.

But while the amount of content on your site is extremely important, so is the *quality* of the content.

There are four key reasons well-written content makes for better search results. It:

1. Encourages the reader to spend more time on your site.
2. Boosts your search engine rankings,
3. Drives more traffic to your website,
4. Increases the chances of other quality sites linking to yours.

Boasting an established, popular brand name is key to your business success. However, that's not the foundation of search engine ranking success. The problem with relying too heavily on the notoriety of your brand is that you don't, then, properly distinguish yours from similar businesses.

Go beyond the standard photo, short blurb and price. Offer quality, detailed information that a customer would search for when considering using your services. Online shoppers tend to search for precise phrases such as "men's tinted aviator sunglasses" rather than simply "men's sunglasses."

Every page of your site should provide detailed info a consumer will find useful.

## 8. DON'T FORGET ABOUT THE "LONG TAIL"

When a website owner reviews their log files, most are surprised to learn that many of their hits came from unexpected and unpredictable search terms. In fact, most of any website's traffic actually comes from these more specific – and less obvious – key phrase searches.

In the SEO world, this is popularly known as the "long tail theory," and it's well worth using to your advantage. By repeating in your content these longer, more exact – but less competitive – phrases, you'll easily reach a top position in the search engine results for those terms.

The bottom line is this: It's better to have 100 highly-qualified visitors who find your site listed in Google under a very narrowly constructed search phrase than to have 1,000 visitors who find your site listed under a generic phrase – and then find little of value on your site.