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4 Steps To Law Firm Website Search Engine Placement Improvement

By Bob Schwartz

Well, by now you most likely have heard that good design, proper key word density, intuitive

navigation, correct Meta tags, quality incoming links and informative content are all important to achieving top search engine placement. This is especially true when it comes to law firm sites. Legal search engine standings are one of the top competitive classifications for search engine standing optimization efforts.

For this article, I'll assume that your legal website already excels in the areas just mentioned and your site has decent standing for your desired legal keyword phrases. But, as you are keenly aware, the Internet can generate quality clients at a far more cost effective basis compared to any other medium. So, moving your legal website to the next level should be a very wise decision.

Below I have noted some highly effective ideas to improve your search engine standings:

1. Get another legal website!

Yes, for about \$53 per month for the first year, and appx. \$11 per month starting in the second year, you can have a second website. Your cost the first year would be approximately \$500 for the legal website creation, \$10 for a new domain name registration for one year and \$10 per month for good quality website hosting. The cost drops in the second year because the site creation fee drops off.

This second site should not duplicate any of your existing site's appearance or content. Failure to abide by this could cause your site to be dropped from major search engines. Your sites should be about your firm but each emphasizing a different practice area. Plus, both your sites should be hyperlinked together.

2. Select a URL

Your new website needs a web address. Select a URL for your new legal website that incorporates some of your keywords. Which site do you think would generate more search engine hits:

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www.sandiegolawyerforyou.com

or

www.smith-smithandklein.com

?

Even if you have great name recognition in your local neighborhood, a potential client seeking a San Diego attorney will most definitely find the first site before the second. Result: Incorporating key words into your URL will increase your chances of being found in a key word search.

3. Purchase website creation software.

As web site owner, you or your assistant should know how to up-date your site by adding current content, or minor changes. Updating should be done often to keep your site relevant. With many free and low cost web site programs available, knowledge of HTML is not necessary. Personally, I would recommend Microsoft's FrontPage as the best choice for website creation software.

4. Read a book on Search engine optimization. Knowledge is power. Website designers are good at their website creation efforts, but usually lousy at any optimization efforts. In many cases, if they try

optimization at all, they are using techniques that are way dated and in many cases could and have caused sites to actually rank well below their true potential or be desisted because of what is perceived as search engine mutilation.

Become the master of your domain not a slave to it! Read a Search engine optimization book today!

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Bob Schwartz (bob@websitetrafficbuilders.com) runs 15 legal directory sites. Free search engine optimization 90+ page e-book that will boost your site's rankings, e-mail:

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with "SEO book" in subject. Los Angeles:

<http://www.la-orange-county-lawyers-attorney-directory.com>

San Diego:

<http://www.sandiegolawyerforyou.com>

Search Engine Optimization Strategy: Website Design Techniques for Search Engine Ranking

Improvement

By Scott F. Geld

It is a must for you all to know, how do search engines work. Search engines are not human and they don't scan the pages as we do. They are just robots, which work on the codes and mechanism implied upon them. If you have a small business website and are trying to close sales on a single visit from a customer, it is advisable that you don't make a rich media enhancements like flash animation and excessive graphics, which result in slow page loading time and makes people run away. Established players or business, which are concerned on spreading awareness about their business rather than selling a single standoff product usually uses high media enhancements.

Proper website design is the key to a higher search engine ranking. Before you begin to construct your website, take the time and consider the design elements those are essential to both the viewer and the search engines. This will also contribute in determining the ranking of your website. Design your web site so that every page contains "title", "description", and "keyword" meta-tags. These tags are the basic road map for the search engines. When a search engine enters your web site these tags prepare the spider for what to look for on your web page. They prompt the search engine for what words you feel are important and to use them in the ranking process.

The layout of your web site becomes significant to higher search engine ranking. Placement of text in the optimal positions on your website becomes paramount, so if the search engine ignores the meta-tags - which many are starting to do because of abuse and spamming - then text placement will become the first impression that search engine robots would read.

Spiders of the search engines crawl on the web page and index your website. You have to be very clear about your requirements. Keep all your content optimized for all the major search engines. Though all have almost a similar mechanism, you can even learn about how all search engines work, and then design your web content in accordance. For example, Google has a specific set of rules, which it uses to index web pages. It can be learnt from Google itself and you can put your content with the specified guidelines. This is a time consuming process but as you know: "No Frill Without Drill". You can also hire specific companies that can optimize your website to specific search engines.

Viola! You have achieved your dream of learning some key aspects of Internet marketing.

Search Engine Optimization Strategy: Website Design Techniques for Search Engine Ranking Improvement

If You Build It They Will Come – Not Without Web Marketing!

Site Submission Refresher Checklist

How To Get High Rankings On A Major Search Engine

Importance of SEO(Search engine Optimization)

Self Improvement PLR Kit

Clickbank Search Engine

PPC Profits

Super Charged Linking
Hitting the Search Engines



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