Practice Area Page Template

TITLE:
(This appears in Google, on the top of the article's page, as well as in the main list of articles on your site. *No more than 60 characters, including spaces.* Make it interesting and be sure to keep pertinent information within the first 60 characters. More than 60 characters will be indexed by Google; however, only the first 60 will be displayed in search results.
Example: "Atlanta Accident Attorney | Car Crash Lawyer in Atlanta")

META DESCRIPTION:
(This appears in Google and is a brief, interesting description of the article. *No more than 160 characters, including spaces.*)

AUTHOR:

HEADLINE:
(The headline appears on the top of the article's page. This MUST be different from the title. Make it interesting.)

SUMMARY:
(This is a summary of the practice area, and appears on the home page. It should be 1-2 paragraphs and provide a brief overview of what will be found on the practice area page, as well as why the potential client should visit the page.)

CONTENT:

- Minimum 500 words

- Be sure to start the content by appealing to the reader's emotions. Keep in mind the types of questions the reader has and any concerns going through his or her mind.

- Provide an overview of the practice area and types of injuries/accidents covered.

- Include your firm's unique selling proposition (USP).

- Use bulleted lists and subheadings as much as possible.

- Only add links where necessary. Keep all links internal.

- End with a compelling call-to-action, as well as your firm's contact information.

SHORT TITLE:
(This is the name of your Practice Area and will appear on the navigation bar or sidebar on your site. "Auto Accidents" or something similar is sufficient.)

The following titles and meta descriptions will appear on the category overview page (library, blog, news, FAQ, testimonials, results and video library) specific to the practice area you are writing about.

Blog Category Meta Info
TITLE:
(The title appears in Google, as well as in the main list of articles on your site. *No more than 60 characters*, including spaces. Make it interesting.)

META DESCRIPTION:
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Results Category Meta Info
TITLE:
(The title appears in Google, as well as in the main list of articles on your site. *No more than 60 characters*, including spaces. Make it interesting.)

META DESCRIPTION:
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Library Category Meta Info
TITLE:
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META DESCRIPTION:
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FAQ Category Meta Info

TITLE:

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News Category Meta Info

TITLE:

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Testimonial Category Meta Info

TITLE:

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META DESCRIPTION:

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Video Library Category Meta Info

TITLE:

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