

## Case Result Template

### **TITLE/HEADLINE:**

(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.)

### **META DESCRIPTION:**

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

### **AUTHOR:**

### **CONTENT:**

- 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.
- Be interesting and tell the story. Be as specific as possible regarding the types of injuries, as well as companies involved.
- Make sure to include the conclusion of the story (what happened, how much was the person awarded, what types of injuries did they receive compensation for, etc.) Provide hope for other victims in similar situations.
- Use bulleted lists and subheadings as much as possible.
- Add links back to relevant pages. You but could list 2-3 articles at the bottom and say, "If you think your loved one is in a similar situation in a nursing home, you may find these articles helpful." or "Don't let this happen to your loved ones; protect them with these helpful articles."
- You may also add external links to reputable sites for more information on studies, etc., as well as internal links to corresponding articles when appropriate. However, **DO NOT OVER LINK.** 1-2 links per article maximum.

- End with a call-to-action. For example, “We see cases like this far too often. It is our duty to protect those who cannot speak for themselves. If you need the care and compassion of an elder care attorney, please contact...” or “Please download our book and get to know us...”
- Case results, like everything on your site, are for marketing—so you need to get people engaged in related content and encourage them to take action.

**AWARD SUMMARY:**

(This is free-form text that will display on the website. For example, “\$3,600,000,” or “Confidential.”)

**AWARD TO SORT BY:**

(An integral number—for example, 3600000 (NO commas)—must be entered if you’d like your case result to be sorted from highest amount to lowest. Do not fill out this section if you want the result to be listed last. *This value will NOT display on your website.*)

**PRACTICE AREA:**

(List the corresponding practice area from your site.)