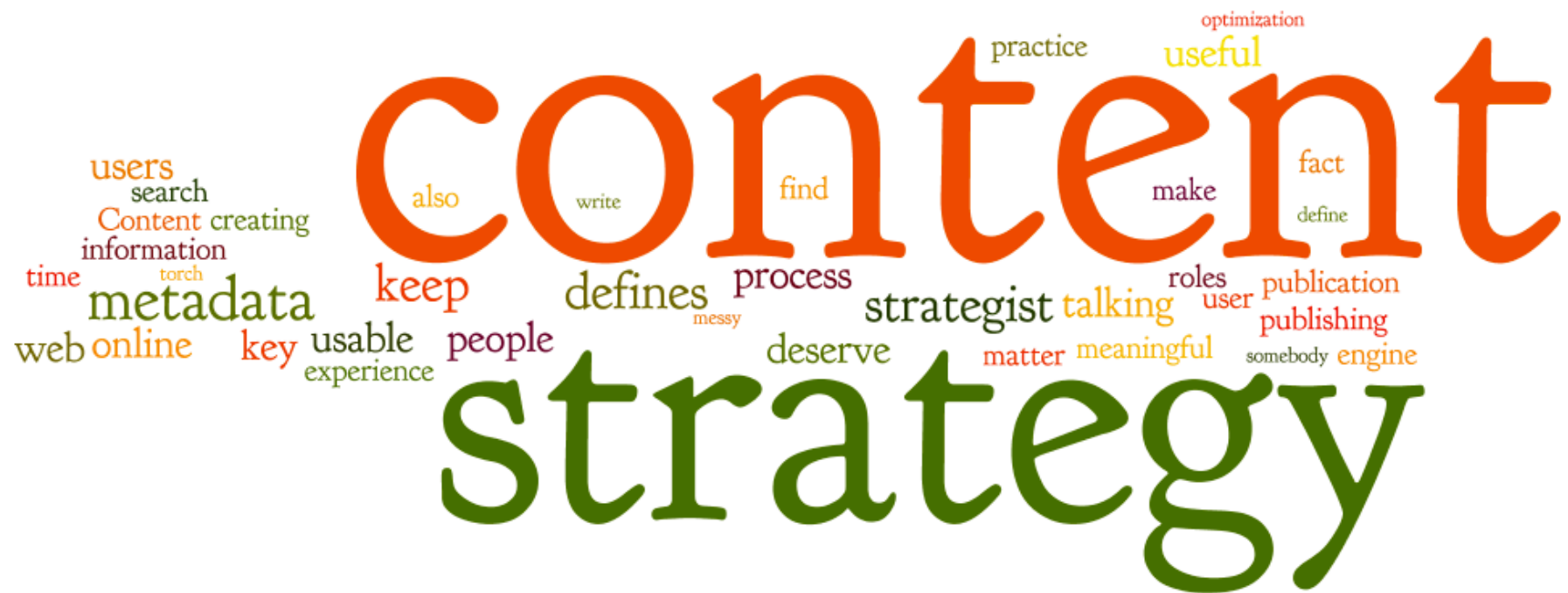


FWM March 2014 Webinar



A word cloud centered around the words 'content' and 'strategy'. 'content' is written in large orange letters, and 'strategy' is written in large green letters below it. Other words in various sizes and colors are scattered around them, including: users, search, Content, creating, information, torch, metadata, time, web, online, key, usable, experience, people, keep, defines, messy, process, strategist, talking, roles, user, publication, publishing, somebody, engine, matter, meaningful, deserve, practice, useful, optimization, fact, define, make, find, write, also.

Advanced Local Search Conference

Overall lessons...

- 1. Protect Your Brand**
- 2. Can you trick 1,500 PhDs?**
- 3. Align your goals with Google's**
- 4. Capture Hearts & Minds**

"Be serving and giving all the time. Don't be selling." (Bill Turley)

Content Strategy

Your plan to...

CREATE

DELIVER

MANAGE

...your content



Are you just
“doing content”
to do it?

You need a **STRATEGY.**

For each service you provide...

1. What are your goals?
2. Who is your perfect client?
3. What do you offer that is unique?

“Curate an entertaining, online reference guide that helps stressed-out women going through divorce become strong, independent individuals.”

Write less content but
do it better

Clean up or repurpose
outdated, over-
optimized or
irrelevant content

Each piece of content has a
PURPOSE and an **AUDIENCE**

got purpose?

Who Knows Good Content?

Your Clients.

Stop assuming you know everything they want! Ask them... and LISTEN!

What Can You Learn From Clients?

Emotions
Motivations
Fears
Concerns
Questions
Politics

Pay attention to what people say before they hire you – this is the content you want on your website.

Who is writing your content?



You Are The Expert

*Make you and your team available
to your writer. Regularly.*

*Then read what your writer creates.
Always.*

Content that **WORKS**

FAQs

***Your clients ask you questions.
Answer them online.***

Note: One sentence does not an answer make.

Video FAQs

Answer a specific question on camera, transcribe, get on your site and YouTube.

YouTube is still the #2 search engine!

Local Forums

***Check local forums for questions
– answer them!
Link to an answer on your
website.***

Note: Don't be salesy! Be helpful.

Commenting on Local or National News

- Offer your expertise / opinion about the story
- Relate it back to your area of expertise
- Highlight similar cases you've handled
- Time is of the essence for breaking news!

Case Results

Tell a story. No legalese.

Note: You can keep names and details confidential. Focus on the story, the emotion, how you helped.

Video Testimonials

***When happy clients leave your
office, video them!***

***Use other people's words to tell how great you are! Transcribe the
video & edit for content. Get these on YouTube!***

Scholarships

- Sponsor a college scholarship
- Create a page on your site that talks about it
- A second page when the scholarship is awarded
- Let local media know and help spread the word, then cover the award

Spread brand awareness and attract links from high-schools, universities, private schools, scholarship directories

“Ego Bait” Interviews

***Reach out to local celebrities,
respected professionals,
community advocates***

Example: a divorce lawyer can profile people who help after a divorce. Tax advisor, personal trainer, plastic surgeon, daycare provider, etc.

“Ego Bait” Interviews

- *Can you relate their expertise / passion back to your services?*
- *Ask if you can interview them for your website*
- *Write a page about them, with pictures, send them the link.*

Let them help link build for you and spread brand awareness!

“Ego Bait” Interviews

***Profile your clients, let them tell
their story. Include pictures!***

***Send them the link to the story, let them share it with their friends
and family!***

Create a Local Media List

Research your local market – newspapers, radio, magazines, local websites

- Create a contact list
- Include the type of content they publish
- As news breaks or an interesting case develops, offer content to local outlets
- Focus on how you can help them

Enhance your content with real, branded photos instead of stock imagery

Stock imagery is boring and too perfect. Tests have shown landing page conversion improvements of 45% with branded images.

<http://visualwebsiteoptimizer.com/split-testing-blog/stock-photos-reduce-conversions/>

Bonus...

100 Content Ideas for Small Businesses

<http://www.localvisibilitysystem.com/2014/01/16/100-practical-ideas-for-small-business-blog-posts/>

**Content is not a commodity.
Don't treat it like one.**







Attorney Bill Turley
The Turley Law Firm

“I'm giving you permission to be yourself. The real you is good enough. Speak from your gut - that's how people make decisions, from their gut. They'll know if you're being honest or if you're trying to sell them.” *(Bill Turley)*



Questions?

Resources

- **Good vs. Bad content examples coming!**
- **Oct 24-25:** Join us at the 2014 Great Legal Marketing conference in Arlington, VA (www.GLMConference.com)
- **April 9-13:** Join us for **FREE** at Primerus Consumer Law Institute's Spring Conference in New Orleans, LA (*we're doing a half-day of CLE marketing courses!*)