Effective online marketing requires a plan of action based on the objectives of your law firm. One of the primary tools for reaching potential clients through online marketing is the creation of quality content.

**What’s Your Strategy?**

**Describing What You Do**
When visitors come to your site, they should see clearly and easily what services you offer. It’s your opportunity to discuss your practices areas and tell readers what types of cases you handle.

**Providing Relevant Information**
Make contact information easily accessible to readers. Your website is a portal to your firm, so keep your phone number or online contact information in front of readers.

- Offering frequent and consistent content on your website gives you the opportunity to increase your online visibility. Many firms maintain ongoing blogs on their sites. Blogs can...
  - Offer perspective on current events
  - Educate your audience about topics they might be interested in
  - Entertain readers with engaging content.

**Where Your Content Fits Into Your Plan**
1. A key part of your search engine optimization strategy
2. A destination in pay-per-click advertisements
3. A powerful tool to accompany your social media activity

**3 Pillars of Your Law Firm’s Content**

1. **Clarity**
   - Ask yourself - Is this easy to understand for casual readers? Does it get to the point quickly?

2. **Relevance**
   - Ask yourself - Does this speak to the needs of my audience? Is this content related to my services?

3. **Engagement**
   - Ask yourself - Is this content crafted in a way that readers will find it interesting? Is it informed by data and past results?

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