



We connect people with law firms.



# Google+ versus

Which Social Media campaign is right for your law firm?

# facebook®

*Kenneth Harris, Social Media Consultant  
kharris@consultwebs.com*

It's hard to choose. From a marketing point of view for law firms, Facebook and Google+ are both appealing social networks.

Which is the best option for your law firm? Allow us to give you the facts on each, and let you decide!

## The Pros and Cons of Facebook

In the plus column for Facebook:

- Facebook currently has approximately 845 million active users and has approximately 425 million mobile users.
- Facebook provides "insights" for your page each week, allowing you to analyze your page's performance and strategize based on evidence.
- Topical Facebook pages, such

as Hang Up and Drive, provided by Philip DeBerard, Injury Attorney, encourage users to "Like" a page based on an emotional reaction.

But there are a few downsides to Facebook for law firms. Among them:

- Typically, people do not think about "Liking" a law firm unless they are a previous, satisfied client.
- Links posted to Facebook do not carry SEO value.

## The Pros and Cons of Google+

Google+ doesn't have nearly as many users as Facebook, but it offers an intrinsic value that Facebook does not: its ties to the Internet search engine giant, Google. The pros of Google+ include:

- The +1 has much more value than the "Like" in Facebook and could

provide a tremendous SEO benefit for active law firms on Google+.

• Your Google+ profile will provide authority for any Web content you write. For example, if your firm regularly updates site content or a blog, you can avoid duplicate content penalties if someone "scrapes" your content by having your website and your Google+ profile linked to each other and signaling to Google that you are the original author.

• If your firm wants to share content based on hobbies, such as basketball, marathon running, etc., but doesn't want to mix business with personal interests, Google+ is the place to do it. Google+ allows

*Google+ versus Facebook page 3*

## Create Your Online Success Story

*Dale Tincher, CEO and President  
dtincher@consultwebs.com*

Most law firms realize that the Web is an important source of cases.

To be successful on the Internet requires well designed websites, blogs and Social Media presences that are visible (often called SEO) and convert visitors to clients (often called CRO). Law firms must also focus on the rapidly growing mobile marketplace. Gartner Research predicts that mobile phones will overtake desktop personal computers as the most common Web access device worldwide by 2013.

An ALM Legal Intelligence report released in February 2012 revealed that 20 percent of law firms have a full-time Social Media specialist on staff, and about 40 percent said blogging and social networking initiatives have helped the firm land new work. Referrals have traditionally been the largest source of new clients for law firms. Many of our clients feel that social networking is the new referral source.

If your firm has not already done so, it is critical that you start developing a framework for your Internet marketing. Once that framework is developed and your presence is in place, it is critical that you track your results.

**... 20 percent of law firms have a full-time Social Media specialist on staff ...**



Mobile Search Trends  
are changing rapidly

## Three Vital Elements in Your Law Firm Mobile Design Strategy



Kevin Smith, Director of Design Services  
ksmith@consultwebs.com

Do you have a mobile design strategy for your law firm website? Here's why you need one...

In the last 12 months, mobile traffic to law firm websites has risen by at least 17% and is steadily growing every day. Smart phone ownership has become mainstream, and it is inevitable that mobile searching for legal services will grow dramatically in the coming months and years.

There are three main considerations to keep in mind when you develop a design strategy around mobile devices.

### Optimize your design to look stellar on a smaller screen.

The home page should offer easy links to the most visited pages on your site, in the simplest way possible. The three main pages you should make easily accessible are the ones giving information about your attorneys, contact information and directions to the firm.

**Keep the content to a minimum for speed, usability and easy navigation.** The speed of your mobile site not only affects search engine optimization, but also the amount of frustration you create for your visitor. Providing only the necessary elements to users will increase the speed and

the success of your mobile website. With inconsistent network connections, improving the load time is paramount to improving the users' experience. Giving the user too many options or too much content can overwhelm the user, causing a serious headache while they stare at the small screen in their hand.

**Keep your focus on converting the user through mobile standards.** Make it big! Don't create all your links as small, difficult to read text with an underline. Our fingers are larger than a mouse pointer, so make room for even the most mammoth hands to tap your buttons.

## Social Media by the Numbers

Gregory Froom J.D., Web Content Editor - gframe@consultwebs.com

Social Media use has quickly become an important part of many people's daily routines. In just a few years, sites such as Facebook, Twitter, LinkedIn and Google+ have tallied up some impressive figures.

**These numbers illustrate what a big deal Social Media has become:**

- **845 million** active Facebook users.
- **130** is the number of "friends" an average Facebook user has.
- **42 percent** of U.S. residents have a Facebook account.
- **300 million** people use Twitter.
- **300 million** tweets go out on Twitter each day.
- **36 percent** of Twitter users tweet at least once a day.
- **1.6 billion** Twitter search queries per day.
- **150 million** LinkedIn users worldwide.
- **2 million** companies are on LinkedIn.
- **90 million** users are on Google+.
- **400 million** users are predicted to use Google+ by year end.



**Is your law firm marketing taking advantage of this Social Media traffic?  
For help from Consultwebs.com's Social Media team, contact us today.**

# Why **Content Matters** to Your Law Firm's Search Engine Rankings

Back in 1996, Bill Gates said content is king. Gates imagined a time in the future when content would be the source of money-making opportunities. He also predicted that the breadth of online content would grow to be enormous.

As it turns out, Gates was right on the money with his prediction. Content has become king, and competition among content-rich websites is as fierce as competition among law firms.

Consultwebs.com works with law firms looking to establish or improve their online presence through prominent web design, quality content and targeted search engine optimization.

Developing excellent content containing the most commonly searched keywords, specific to a firm's practice areas, can drive Web users to your site and convert them

to clients, says Consultwebs.com marketing director Tanner Jones.

"Several components make content excellent," says Jones. "It must be compelling, geared to



readers, easy to understand, and it must contain effective keywords."

Consultwebs CEO Dale Tincher agrees.

"Content is the most important component of successful SEO," he says. "If content is high quality, relevant and updated frequently,

visitors will read it and search engines will factor the activity into their search engine rankings.

"It is difficult for law firms to have and maintain the expertise and find the time to accomplish all of these criteria," Tincher continues. "Our attorney writers develop content that delivers what the search engines seek."

Content must stay relevant to rank at the top of search engine results, says Consultwebs Content Manager Mike Dayton, who is also a licensed attorney and one of three lawyers on Consultwebs' Content Team.

Search engine optimization strategy changes constantly, he says, and effective content providers must adapt to those changes. Stale content can set back a website's search engine rankings.

For help with your online content needs, call Consultwebs.com's marketing team at (800) 872-6590 or (859) 353-7720.



## Numbers Game

*Elmer Mobley, Director of SEO and SEM Services  
emobley@consultwebs.com*

The analytics you gather from your website play a critical role in evaluating the success of your campaign and in finding areas for improvement.

Among the important metrics your data can tell you:

**1** Where your visitors are coming from. You may be surprised to learn a healthy percentage of your visitors are coming from outside of your marketing area. If so, you may need to adjust the locations you're targeting in your content and tags.

**2** What pages are popular with your site visitors. From our analysis of dozens of law firm websites, we've learned what pages attract the most traffic. Those pages need to have relevant information and clear calls to action.

**3** What pages lead to conversions. Analytics can tell you whether the client call you just received came from an e-mail form submission, a chat session or a press release. Knowing where your contacts come from can help improve your website — and your entire marketing campaign.

**4** Data matters for law firm marketing. From call tracking to website analytics, the statistics you collect can help you reach your target audience efficiently and effectively. Using this data wisely will help drive traffic to your website and convert visitors into clients.

With Consultwebs.com staff of Google Qualified Individuals and use of proprietary tools, including call tracking and other analytics programs, we are uniquely qualified to help you navigate in the sea of information. We help you make informed marketing decisions and spend your advertising dollars more effectively.



*Froom*

## Law Web Marketing Firm Adds New Attorney-Journalist to Content Team

Consultwebs.com, Inc., has added a third attorney-journalist to the law

Web marketing firm's content team.

Greg Froom, a licensed North Carolina attorney and the former editor of the North Carolina Lawyers Weekly and South Carolina Lawyers

Weekly newspapers, joined Consultwebs.com earlier this month. He will serve as a Web Content Editor.

He joins a Consultwebs.com content development team that includes Mike Dayton, the company's Manager of Content Services, and Guy Loranger, a Web Content Editor. Both are also licensed North Carolina attorneys with

legal journalism backgrounds.

"Few law firm Web marketing companies actually have attorneys as members of their team, and that's why we are thrilled to have several attorney writers," said Dale Tincher, a law firm Web marketing consultant who serves as President and CEO of Consultwebs.com.

## Google+ versus Facebook

*Continued from page 1*

you to share content with specific "Circles" of friends / followers.

As for the minuses of Google+:

- Google+ has nowhere near as many users as Facebook does.
- Google+ is still fairly new, and the site faces an uphill battle

in making up for lost time to equal Facebook's popularity.

### Choosing Which Is Right for You

Think about the ups and downs of these two social networks and relate them to what your firm is trying to accomplish with Social Media. If you're looking to enhance the SEO of your website, Google+ is probably for you. If you're looking to further

distinguish your brand on a network filled with active users, an optimized Facebook page can help you accomplish that. If you want both, no one is forcing anyone to choose sides!

In fact, to gain maximum Web exposure and saturate your market, having both a Facebook page and a Google+ presence is optimal, given that many of your prospects may be active on one network and not the other.

## Consultwebs.com website for Chicago law firm claims 'Best Website' Award

*Guy Loranger J.D., Web Content Editor  
gloranger@consultwebs.com*

Consultwebs.com, Inc., is pleased to announce that one of our websites for the Chicago personal injury firm of Salvi, Schostok & Pritchard P.C. recently won the "Best Website" award from the Legal Marketing Association Midwest Chapter.

Salvi, Schostok & Pritchard P.C. took home the top prize February 29 at the LMA Midwest Your Honor Awards banquet. The awards honor Illinois, Indiana, Iowa, Michigan, Missouri and Wisconsin

law firms and legal organizations "who have set new standards for innovation" in legal marketing.

The website, [www.illinois-accident-lawyers.com](http://www.illinois-accident-lawyers.com), features a clean, user-friendly design. The site allows visitors to easily access the extensive content about Illinois accidents. The site also helps users to understand their legal rights and options.

"We're excited for Salvi, Schostok & Pritchard P.C. and thrilled that the firm has received this distinguished award

from the LMA Midwest Chapter," said Dale Tincher, a veteran law firm Web marketing consultant and our President and CEO.

"We believe this award reflects our company's dedication to providing our law firm clients with attractive, professional and informative law firm website designs that allow them to reach their goals."

The site is one of three websites that we have designed and continue to maintain for the firm.



### Don't Miss These Law Firm Marketing Seminars!

*Our Consultwebs team members are often invited to speak at web marketing seminars. You can meet our marketing experts at these upcoming events:*

**Advocating 2012** | [www.advocating.com](http://www.advocating.com)  
May 3-4, Bell Harbor Conference Center, Seattle, Washington

**M&L Marketing & Management Seminar** | [www.mlmeeting.com](http://www.mlmeeting.com)  
June 21-23, The Fairmont Hotel Vancouver, Vancouver, British Columbia

**PILMMA Las Vegas Fall Summit** | [www.pilmmasummit.com](http://www.pilmmasummit.com)  
Sept. 21-22, The Wynn Las Vegas, Las Vegas, Nevada

