



SEO Myth

Busting

CHECKLIST

Have you ever been told conflicting **truths about SEO?**

With the ever-changing landscape of search engine optimization, it's often difficult to keep up with the constant updates.

We have created this list with the goal of providing you with a resource to help hold your web marketing vendor accountable, and ensure your **SEO strategies are sound and up-to-date.**



Myth: You Must Rank #1 In Google To Get Cases

FACT: The misconception here is that SEO is about ranking as high as possible in search and receiving a lot of website traffic (and leads) in return. However, businesses often fall short when it comes to click-through rates when they arrive at this coveted spot. Another consideration is that there are thousands of relevant search queries that a prospective client could use to find a law firm like yours in your market.

You want more than just a single keyword ranking #1. You should instead focus on obtaining average page 1 positioning for a wide range of relevant keywords and queries. Also, instead of overly obsessing over being #1, focus on providing useful content with great design that meets your target audience's needs and builds confidence and trust in your law firm.

See our Lawyer's Guide to Custom Content for your Website:

<https://www.consultwebs.com/lawyers-guide-writing-online-content/>

Myth: Quantity Is Better Than Quality



FACT: Quantity never comes before quality when it comes to links, content or for nearly anything else related to web marketing. Link-building is not a numbers game. You should focus on diversifying your link profile. Build your site's authority through healthy links that are relevant to your geographic area and practice.

Fewer strong referring domains with diverse anchor text will consistently beat out hundreds of low-quality, irrelevant links.

Myth: Mobile-Friendliness Doesn't Matter



FACT: If your website was not designed with mobile in mind and is not a responsive design, you are most likely losing clients. On average, over half of all web visits come from mobile devices. If you aren't sure if your site is mobile-friendly, visit: <https://search.google.com/test/mobile-friendly> and paste your URL in the window to run a test.

Myth: Pop-ups Are Bad



FACT: The misuse of pop-ups (interstitials) can hurt your rankings, but knowing when and how to use an interstitial can help you to generate valuable leads. Google penalizes the use of "intrusive" pop-ups, but avoiding them all together could be costing you cases! Educate yourself on their proper use, and incorporate them into your marketing strategy.

A great way to test how intrusive your pop-ups are on your site is to visit your site on your smartphone and see if any pop-ups or overlays prevent you from accessing certain features on your site. If they are and it is limiting the user experience, this is an opportunity to avoid rankings drops or penalization.

Myth: Set It And Forget It



FACT: SEO is a fluid, ever-changing marketing effort. Search engines push out updates all the time and algorithms change, forcing SEO to change along the way in order to stay ahead. If you don't keep up and roll along with it, you get lost, somewhere on page 2 or even further. You must remain vigilant or have a team working for you who stays ahead of the curve. As the saying goes, SEO is a marathon, not a sprint.

Myth: Kill 'em With Content



FACT: Don't be misled into thinking your homepage needs to be overloaded with tons of content. You need to make a good first impression, not overwhelm your prospective clients with information.

Make your contact information easy to access and provide a great user experience with options to click only into high-level important sections within your site. In other words, you don't have to make your entire website available from the homepage. **This requires a well-thought-out site structure and hierarchy.**

Myth: Local Seo Isn't Important



FACT: If you want to rank and get found in local (i.e., map) search results, you must take the necessary steps, and make them a priority.

Verifying and optimizing your Google My Business listing and having a properly listed NAP (name, address, phone number) are all a part of the local search game and will increase your local rankings and traffic.



Request a **Custom Website Analysis** to receive

3 Actionable Recommendations

to improve your web presence and
attract new cases from the web

by visiting: <https://www.consultwebs.com/analysis/>

Please feel free to contact our team with any
questions you may have, or for more information
about Online Marketing Opportunities!

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