

# What are **backlinks**,

and how can they generate more cases for my firm?



Tap Into One of the Most Powerful Marketing Strategies



When it comes to digital marketing for law firms, there are many tools in the marketer's toolkit. And while all are important in crafting an effective marketing ecosystem, few fundamentals can match the impact of backlinking.

## What are **backlinks**, exactly?

Backlinks are links from one website to another. They act as virtual endorsements, signaling that your law firm's content is valuable, relevant, and worth sharing. You probably see backlinks every day when you're perusing the internet - they're the hyperlinked text that takes you from one webpage to another.

They can be internal (within your own website) or external (from other websites) and can be found in a variety of places, including blog posts, news articles, online directories, or social media posts.

## So, why are **backlinks** so important for your law firm's success?

Here are a few reasons:



### **They improve your search engine rankings**

When someone Googles "personal injury firms near me," you want your law firm to be at the top of the search results page, right? It's a well-known fact that Google's search engine algorithm favors websites with high-quality backlinks, resulting in a higher ranking on the search results page. This, in turn, makes it easier for potential clients to find your law firm's website when searching for legal services.



### **They drive traffic to your website from other relevant sites**

By incorporating backlinking into your marketing strategy, you can leverage the power of other reputable websites to drive more traffic to your law firm's website, generating more leads and, ultimately, more cases.



### **They establish your law firm's credibility**

When other reputable sources link to your well-researched blog post on a legal issue, it signals to potential clients that your law firm is a reliable and credible source of information. By consistently creating engaging and informative content that is shared and linked to by other reputable sources, your law firm can establish itself as a knowledgeable authority in the field.



LEARN MORE ABOUT SOME OF THE  
**MOST COMMON BACKLINK MISTAKES**



AND WHETHER YOUR FIRM MIGHT  
INADVERTENTLY BE MAKING THEM.

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