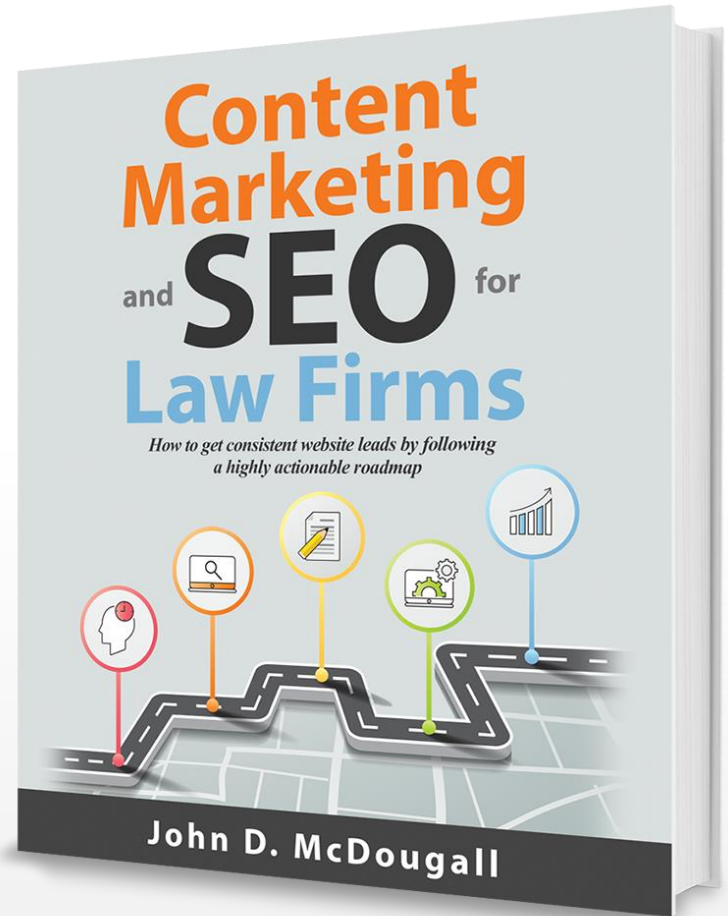


How to Develop an Effective Law Firm Content Marketing and SEO Action Plan for 2021

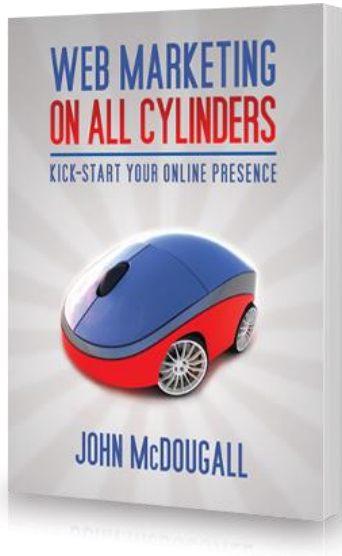


Hosted by:



John McDougall
President
McDougall Interactive

- 25 years of SEO experience
- College textbook author



Jennifer Schaller
Managing Director
National Law Review

- 15 years of experience in publishing, sales and marketing
- 10 Years as in-house Attorney
- Frequent Speaker at Legal Marketing and Attorney CLE Events





I DON'T ALWAYS READ

**BUT WHEN I DO,
I READ WEB MARKETING
ON ALL CYLINDERS**

McDougall

MARKETING, ADVERTISING, &
PUBLIC RELATIONS



What's New

Who We Are

What We Do

Drop Us A Line

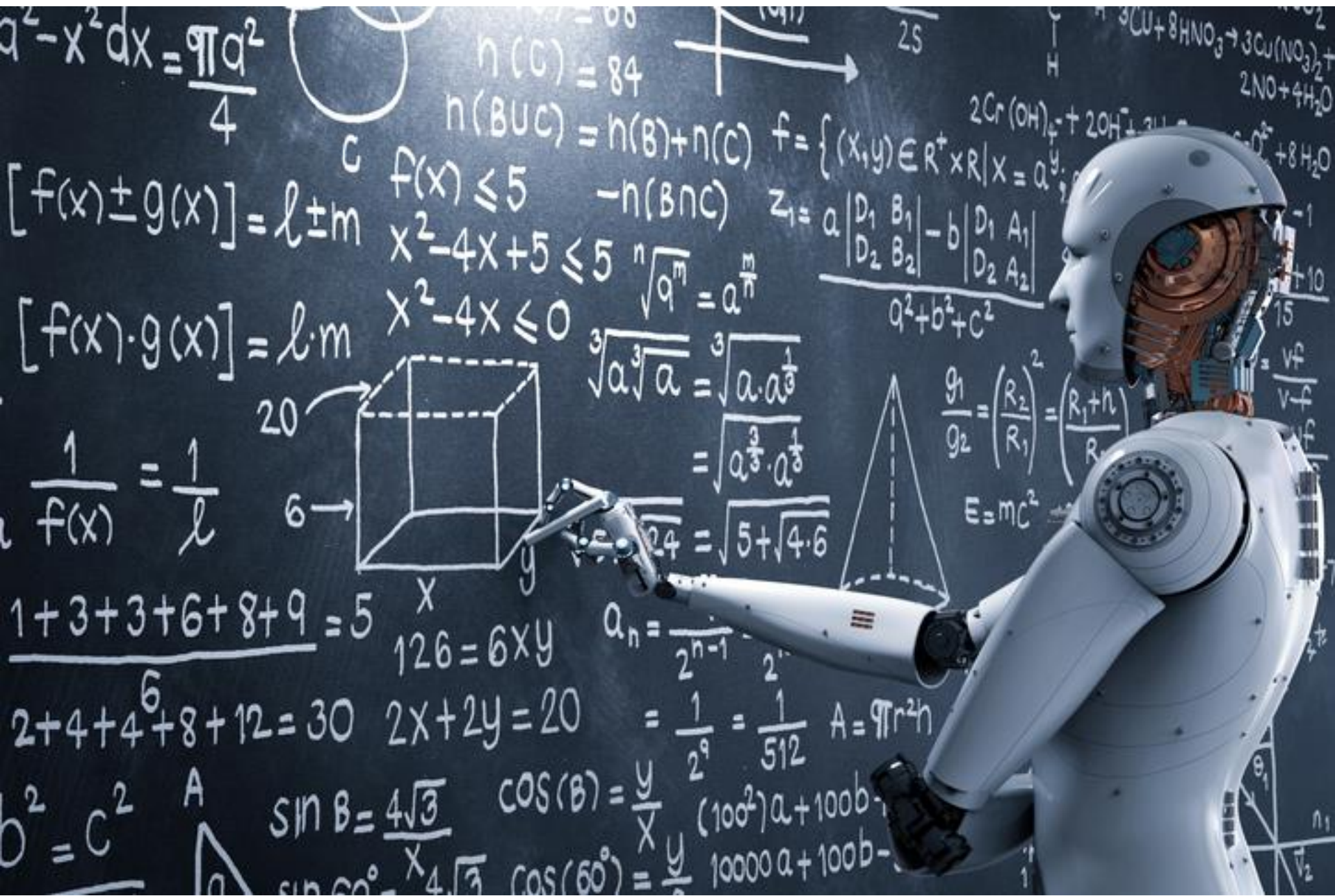
What We've Done

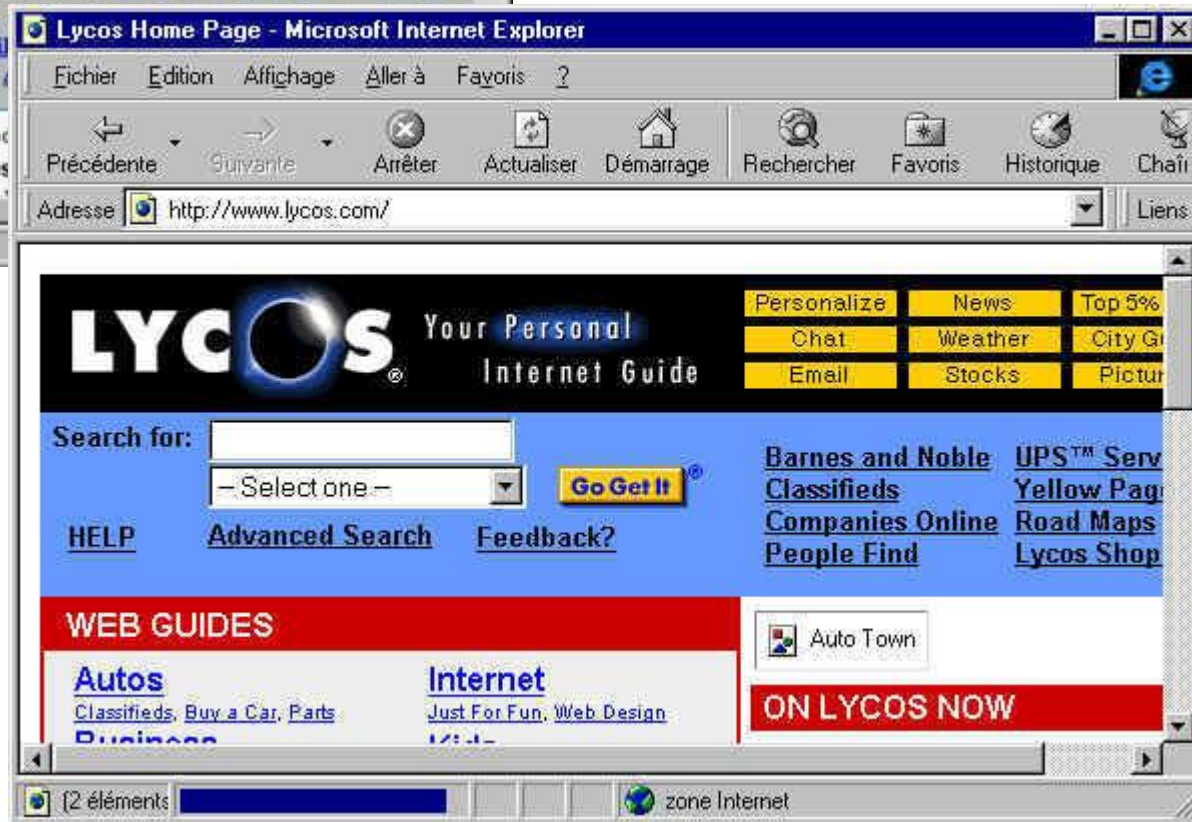
[What's New](#) | [Who We Are](#) | [What We Do](#) | [Drop Us A Line](#) | [What We've Done](#)

This site is best viewed in [Netscape](#).

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[Drop us a line](#) or call Dan McDougall at 508.532.6500.





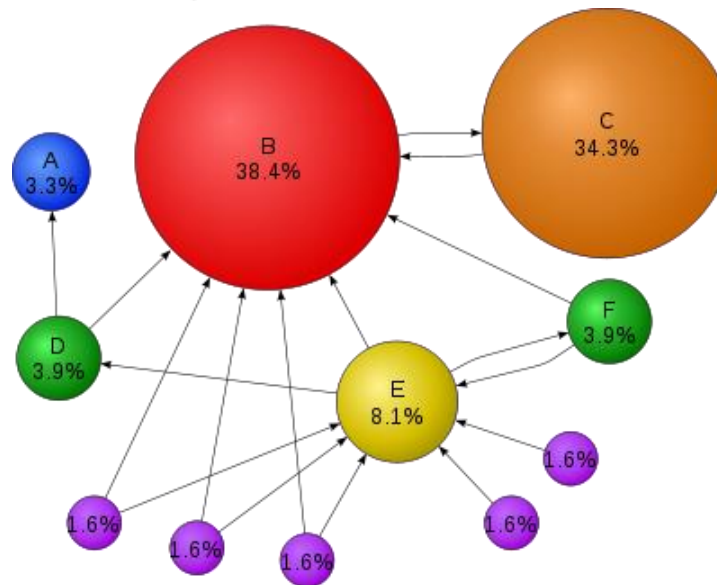
Provisional patent on PageRank



Attorney Docket No: S96-213/PROV

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 60/035,205
Filed: 10 Jan 97
Title: Improved Text Searching in Hypertext Systems
Applicant(s): Lawrence Page
Examiner: not yet assigned
Art Unit: not yet assigned

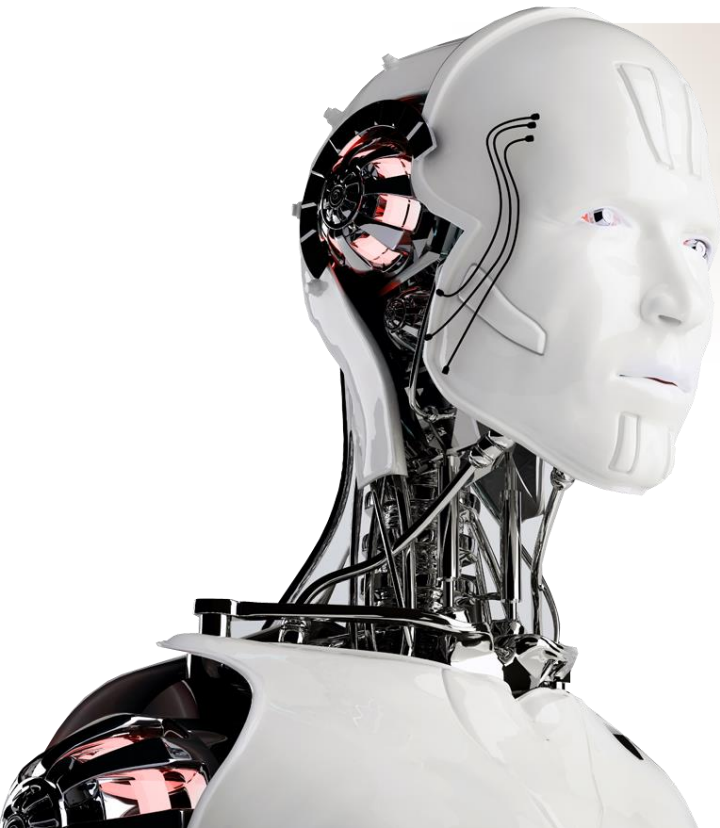
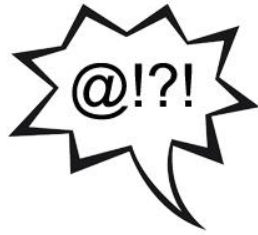




Panda = No Low Quality

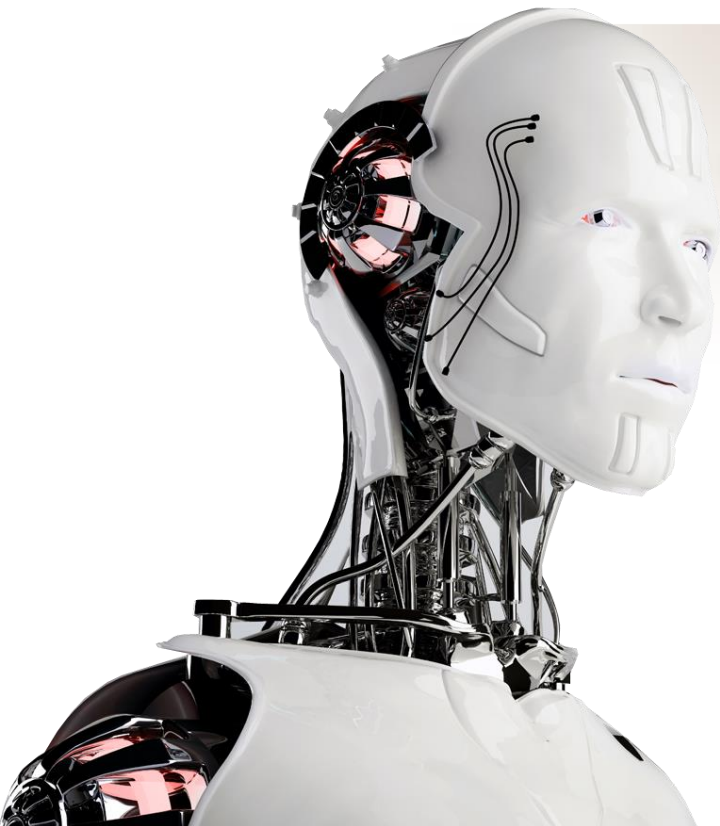


Penguin = No Link Spam



Hummingbird 2013

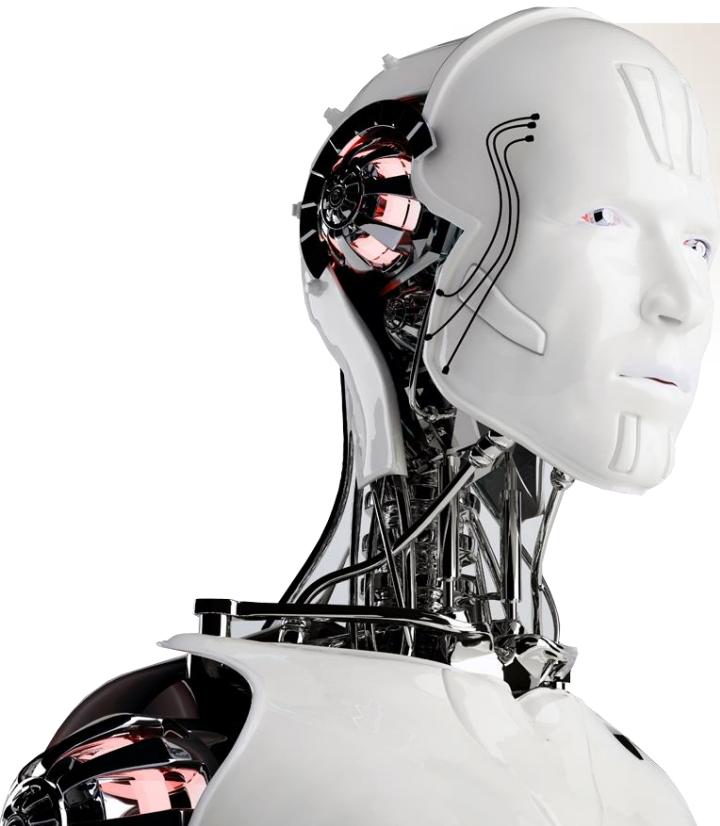




Hummingbird 2013

RankBrain 2015





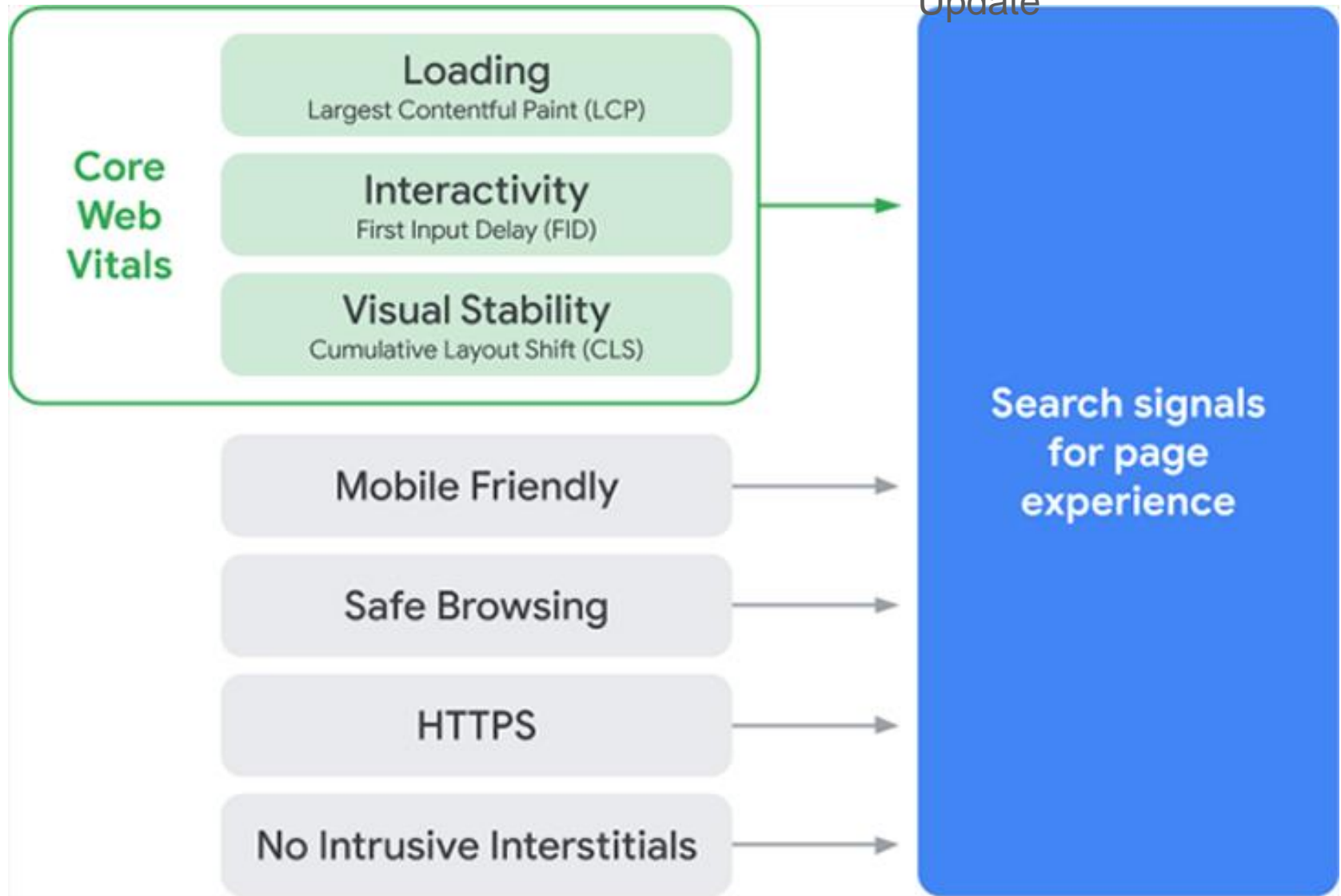
Hummingbird 2013

RankBrain 2015

BERT 2019



2021 Page Experience Update



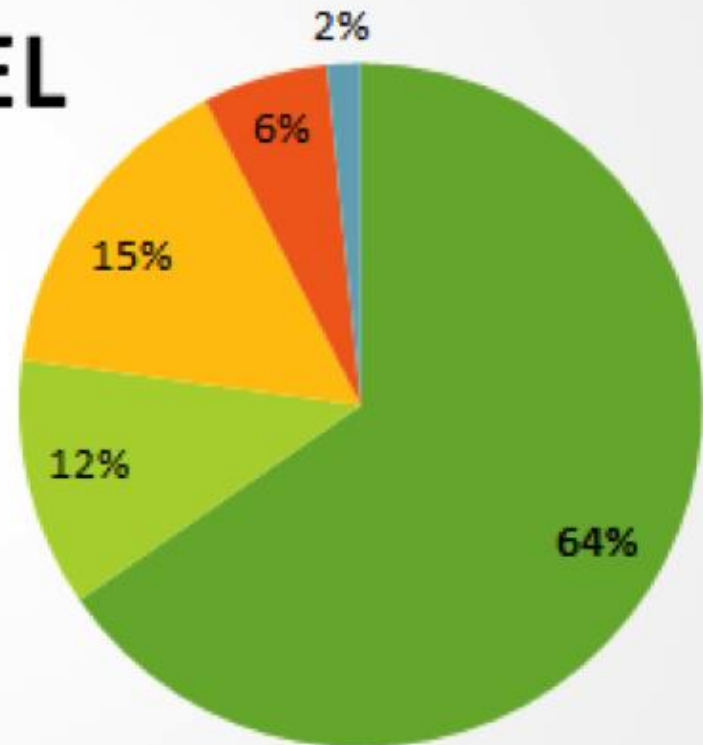
Conductor study of 310 million visits



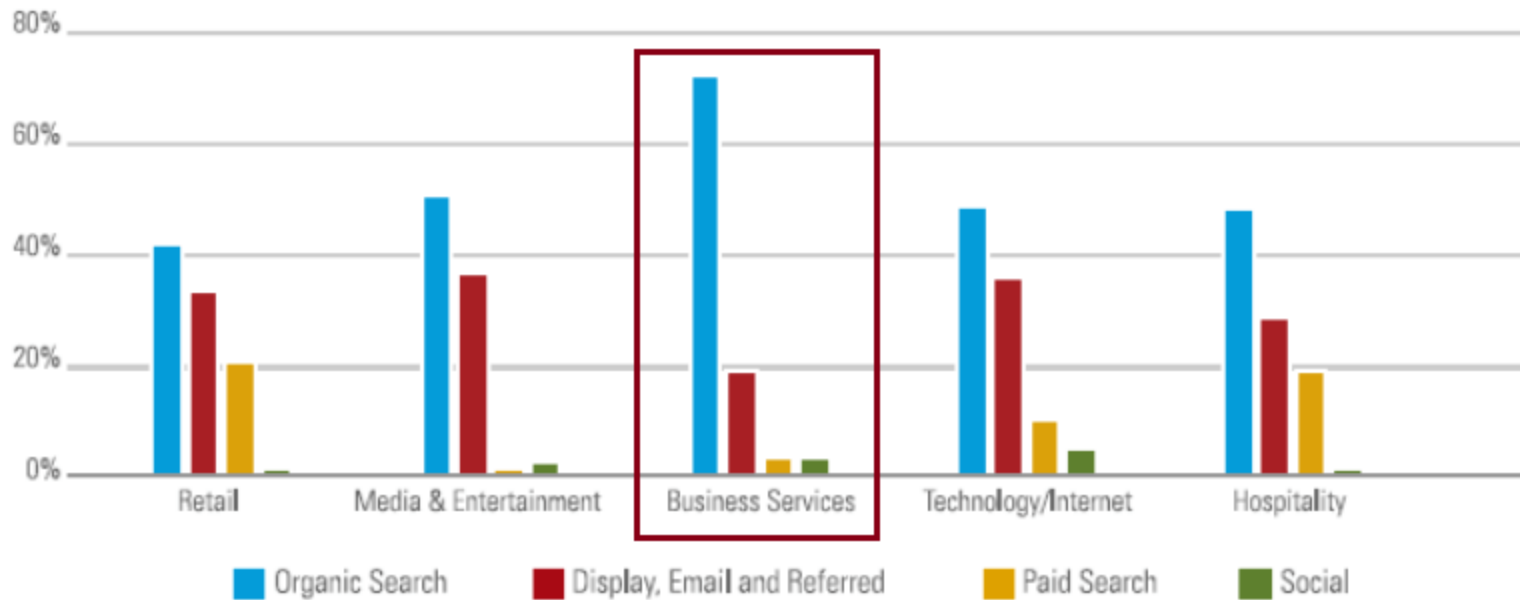
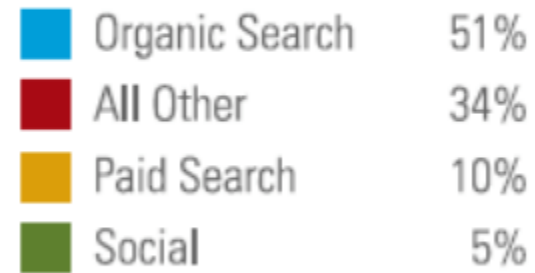
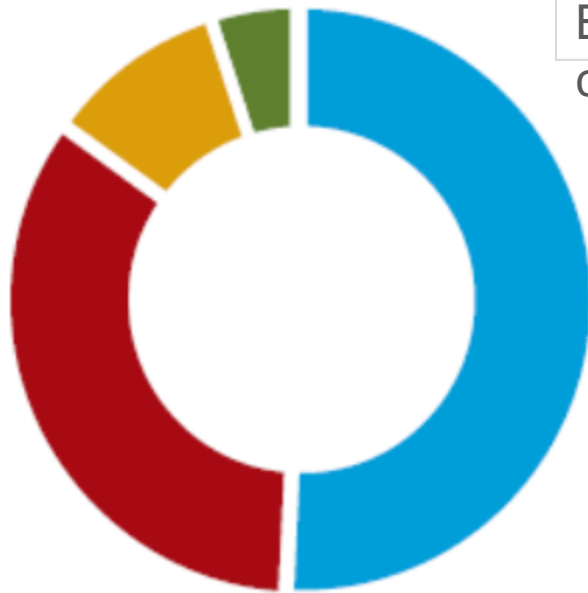
WEB VISIT CHANNEL DISTRIBUTION

BY CHANNEL

- Organic Search
- Direct
- Referral (w/o Social)
- Paid Search
- Social



BrightEdge study analyzed billions of pieces of content





Trends in Search

Keyword	CPC
Indianapolis Semi Truck Accident Lawyer	\$905
Mesothelioma Lawsuit Lawyers	\$756
Real Estate Litigation Lawyers Near Me	\$141
Small Business Lawyer Maryland	\$73
Intellectual Property Lawyer Long Island	\$35
Estate Planning Lawyer	\$20





Findlaw.com

Keywords *i*
2.7M 0.02% 

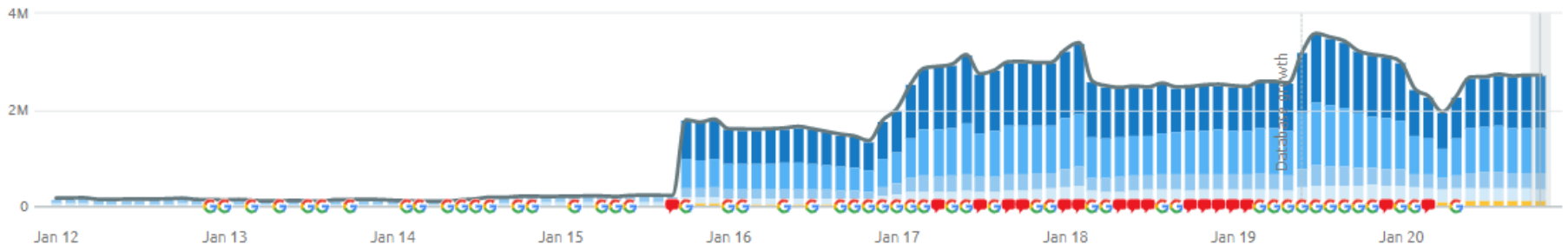
Traffic *i*
5.9M -0.61% 

Traffic Cost *i*
\$30M -15.33%

Organic Keywords Trend *i*

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ Total  Notes 

1M 6M 1Y 2Y All time




Mintz.com

Keywords ⁱ
68.1K 0.95% 

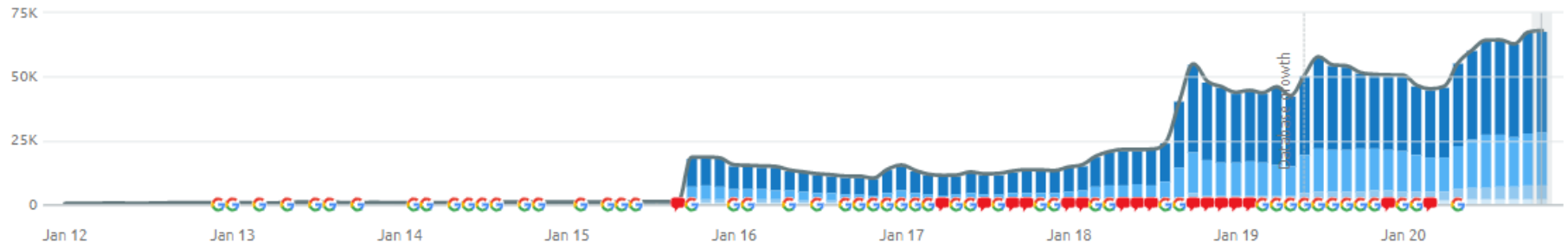
Traffic ⁱ
44.8K 9.37% 

Traffic Cost ⁱ
\$87.8K 37.86% 

Organic Keywords Trend ⁱ

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ Total |  Notes ^v

1M 6M 1Y 2Y All time



2021 SEO Landscape

- Content
- User Signals
- UX / Page Experience + Brand Signals
- Tech / Core Web Vitals
- Social Signals

All of which make your website better and protect referrals

9 MUST-DO ACTION STEPS — *for* — SUCCESS



1. Set Up ROI and Campaign Tracking

Metrics

- # of leads
- From what sources
- Bounce Rate
- Ranks
- Errors

1. Set Up ROI and Campaign Tracking

Metrics

- # of leads
- From what sources
- Bounce Rate
- Ranks
- Errors

Tools

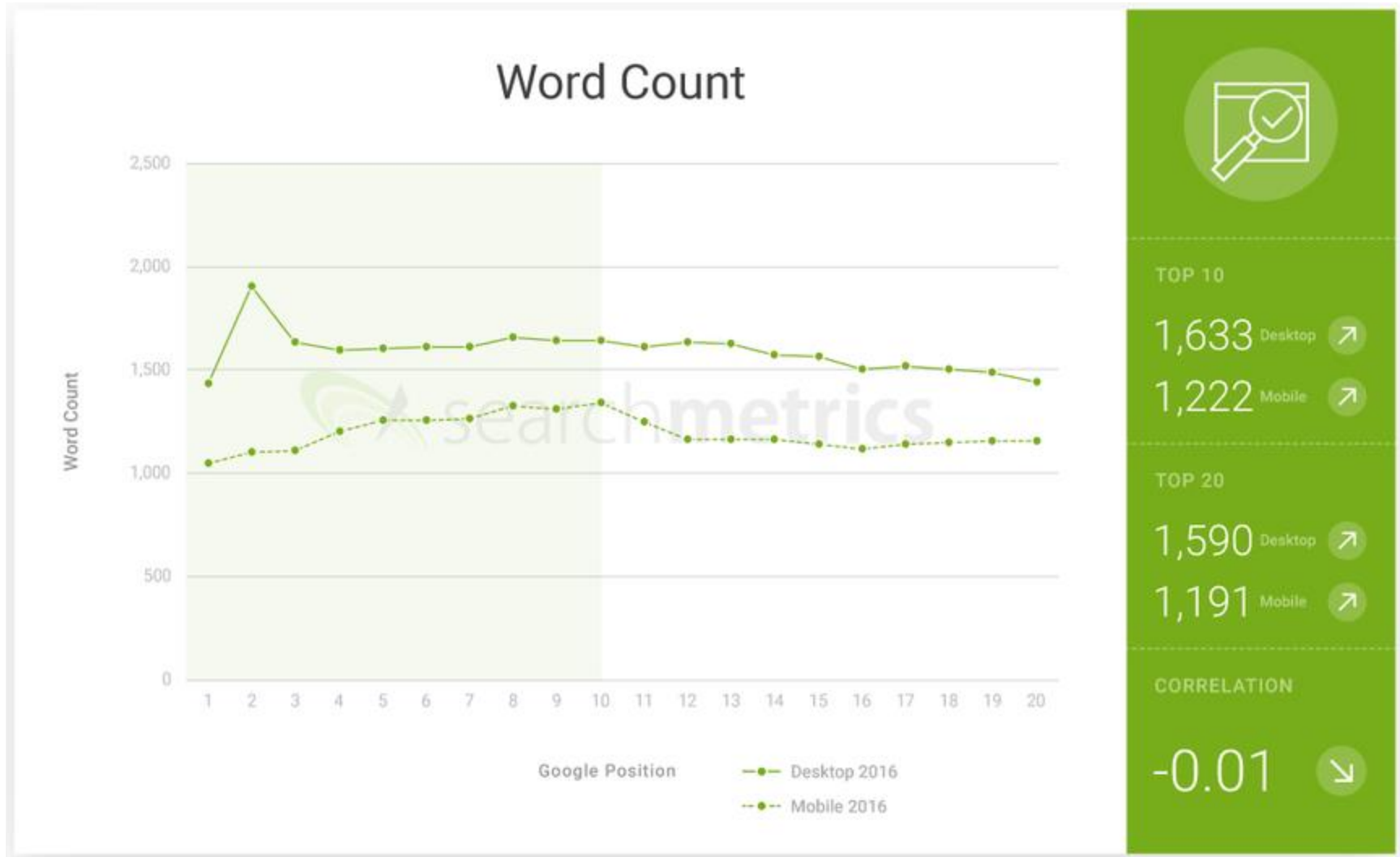
- Google Analytics
- SEMrush
- Advanced Web Ranking
- Etc.

Make sure your metrics tie back to bigger picture law firm's goals

Legalmarketingreview.com/downloads Marketing plan template

And the PowerPoint slides PDF for this webinars

2. Create Deep and Varied Content



Types of Content

1. Your Main Website Pages
2. Images and Infographics
3. Videos and YouTube SEO
4. Podcast Marketing
5. Blogging
6. Guest Blogging
7. E-books
8. Press Releases
9. Webinars
10. FAQ Pages and Voice Search
11. Topic Clusters
12. Link Bait
13. Case Studies

Auto Accidents

At Burns, Bryant, Cox, Rockefeller & Durkin, we handle a variety of personal injury claims, but far and away the most common one is injuries as a result of auto accidents. With so many cars and drivers on the road, it's really no surprise. With so many types of vehicles and so many dangerous scenarios, there a lot of ways a crash can happen including:

- Hit and Run Accidents
- DUI Accidents
- Motorcycle Accidents
- Pedestrian Accidents
- Bicycle Collisions
- Truck Crashes
- Aggressive Driving Accidents
- Road Condition Accidents
- Negligent Driving Accidents
- Distracted Driving Collisions
- Violating the Rules of the Road
- Rear End Accidents
- Speeding Collisions

What to Do When You Are In an Auto Accident

Even when you practice defensive driving and maintain awareness of your surroundings, there is always a chance that you could be involved in an auto accident.

After an accident you should try to take a moment to inspect yourself for injuries and to check on your passengers. If you or anyone else is hurt, you should call 911. **Even if no one appears to be hurt, it is still advisable to seek medical attention after a car accident.**

Check on the passengers of the other vehicle(s). **If they appear to be injured or are unresponsive, call 911 immediately.** Do not attempt to move them unless you believe that they are in danger where they are—if their vehicle is on fire, for example.

Exchange information with the other driver(s). This information should include:

- Driver's Name
- Driver's Address
- Driver's License Number
- Registration Number of the Vehicle
- Name and Address of Each Occupant
- Name of Driver's Insurance Company

It is advisable to make a note of the vehicle(s) make and model, the location of the accident, and the contact information of eyewitnesses in the area. Further, creating your own documentation is generally a good idea. You can use your smartphone or camera to get photographic evidence of the accident.

A copy of **the Operator's Report** can be found here. It must be mailed within 15 days to the DMV at the following address:

Auto Accident Statistics in NH

The United States suffered 29,989 fatal car accidents in 2014. As a result, 32,675 people lost their lives. That is 10.2 deaths per 100,000 people, and 1.8 deaths per 100 million vehicle miles traveled.

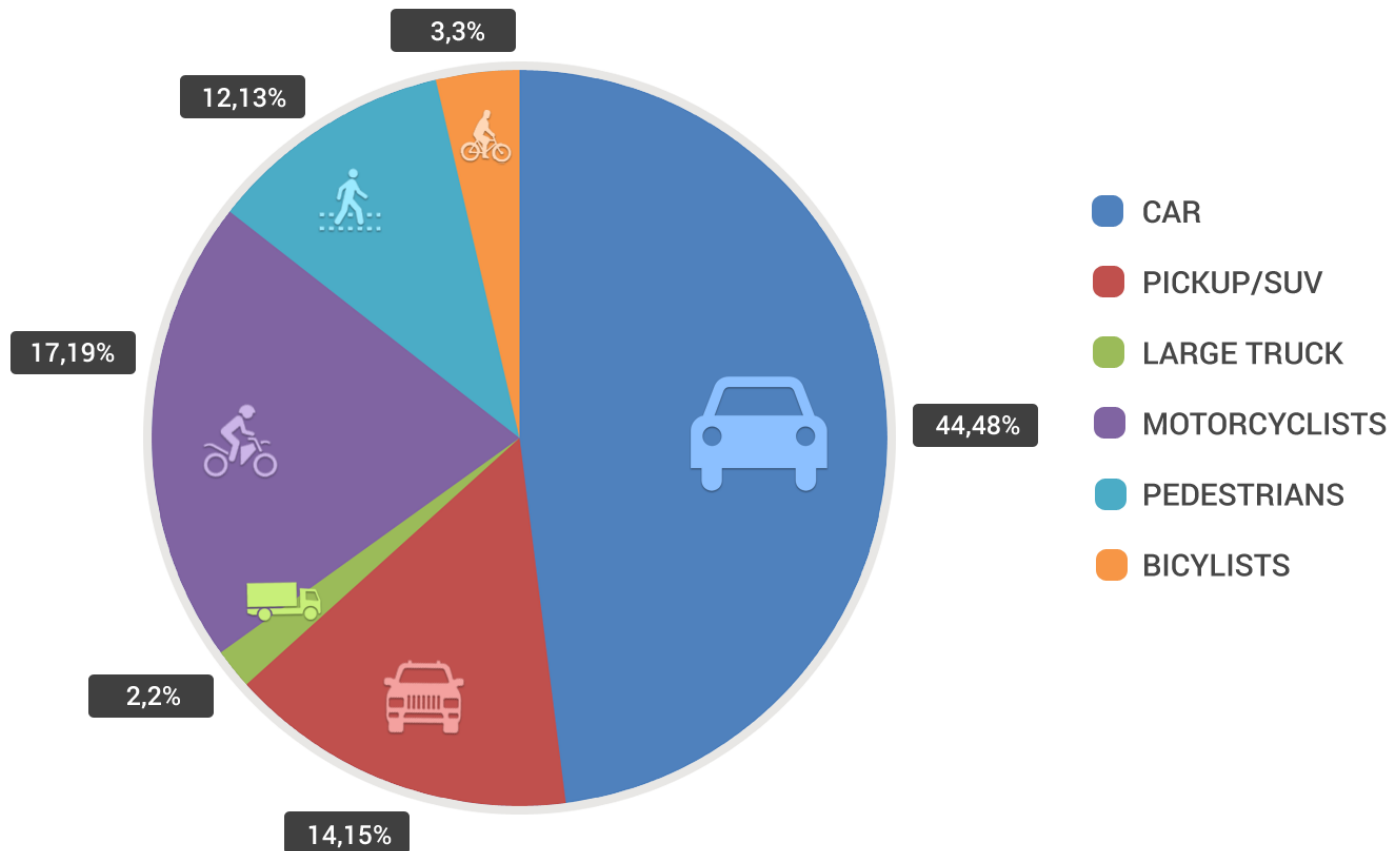
New Hampshire lost 95 people in 89 fatal car accidents in 2014. Although that is down from 2013's high of 135 deaths, even one life lost is too many.

New Hampshire has a small population relative to other states—only 1.3 million people live here. The crash fatality rate per 100,000 people within the state is 7.2, and the deaths per 100 million vehicle miles traveled is 0.73. In comparison:

- Wyoming has a death per 100,000 people rate of 25.7. The population of Wyoming as of 2014 is 584,153.
- Montana's auto accident deaths per 100,000 is 18.8. In 2014, its population was 1,023,579.
- New Jersey had a population of 8.9 million people that same year. The state lost 6.2 people per 100,000 due to car crashes.
- Washington had a population of around 7 million people. In 2014, auto accidents claimed the lives of 6.5 people per 100,000 in the state.
- Minnesota lost 6.6 people per 100,000. It had a population of 5.4 million people

New Hampshire

Fatalities by Vehicle Type (2014)



DOG BITE 101

Every Year, the CDC Reports 4.5 Million
People Are Attacked & Bitten by Dogs¹



Approximately
800,000 of those
people will seek
medical care for
dog attacks²



In 2015, dog
attacks caused
35 fatalities³



Dog bites
are often **deeper**
and **more damaging**
than they might
appear on the
surface.



If left untreated,
dog bites can
cause bone, muscle,
and nerve damage
and leave
permanent scars.

Consult With an Experienced Dog Bite Attorney

The attorneys at Mazow | McCullough, PC, have represented hundreds of victims of dog bites in Massachusetts and New Hampshire. They have the knowledge and experience to help you or a loved one recover from the unexpected trauma of being bitten by a dog. We pursue all potentially liable parties for their responsibility, and we help ensure that you or your loved one is fully compensated for the injuries.



Please contact Mazow | McCullough, PC, today for a free consultation about your case. The right lawyer makes all the difference. [See our recent settlements here.](#)

The Importance of Photographs in a Dog Bite Case



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The Importance Of Photographs In a Dog Bite Case

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6:25

▶ 12

John Maher: Hi. I'm John Maher. Today I'm here with Robert Mazow and Kevin McCullough, of the law firm of Mazow McCullough, a personal injury law firm with offices in Massachusetts, and New Hampshire.

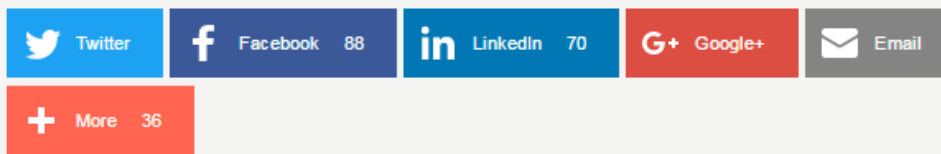
Robert and Kevin have a great deal of experience as dog bite attorneys, and today we're going to be talking about the importance of photographs in a dog bite case.

Tricks & Tips to Describe an Invention in a Patent Application



By [Gene Quinn](#)
December 26, 2015

[Print Article](#) 0



One of the biggest problems that inventors face when setting out to describe an invention is with defining what the law refers to as “alternative embodiments of the invention,” or simply “alternative embodiments.” Whenever you read the word “embodiment” in a patent application or issued patent the drafter is merely talking about a particular version of the invention.

The trouble many inventors have is that they don’t understand why they would ever have more than a single version of their invention. They will sometime say: “Everyone would do it this way and include all the features, you’d be crazy not to!” The problem created by this mentality can be enormous. If you do not describe it then it is not a part of your invention. So, for example, if you describe an invention as always having elements A + B + C + D and then someone makes virtually the same thing but leaves D (or any of the other elements out) they couldn’t possibly be infringing. Why? Because the invention was too narrowly described.

#1 for:

“tips on how to file a patent”

2,858 words

Articles in the National Law Review by John McDougall

[HOME](#) > [ARTICLES IN THE NATIONAL LAW REVIEW DATABASE](#) >

Date	Title
10 Apr	The Surprising Myths and Realities of Law Firm Rainmakers with Dr. Heidi Gardner [PODCAST]
24 Feb	How to do Competitive Analysis and Authority Marketing With SEMrush
26 Oct	Search & Social Strategies
10 Oct	Business Development for Attorneys w/ Barry Gardiner [PODCAST]
7 Apr	The Future of Law Firm Marketing with Deloitte CMO Diana O'Brien [PODCAST]
7 Jan	2016 Legal Marketing Challenges Opportunities - Jim Matsoukas [PODCAST]
4 Jan	2016 Legal Marketing Challenges and Opportunities with Russell Guest
29 Dec	2016 Legal Marketing Challenges and Opportunities with Robert Mazow [PODCAST]
31 Jul	Thought-Leadership and Content Marketing for Law Firms [Podcast]
29 Apr	Three Tips for Better Law Firm Videos [PodCast]

[1](#) • [2](#) ▶

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By Greenberg Traurig, LLP

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By Pierce Atwood LLP

Ending Up On The Naughty List: Dismissal Of A Pending Appeal Under The Disentitlement Doctrine

By Sheppard, Mullin, Richter & Hampton LLP

Comerica Leasing Corporation v Bombardier Inc.

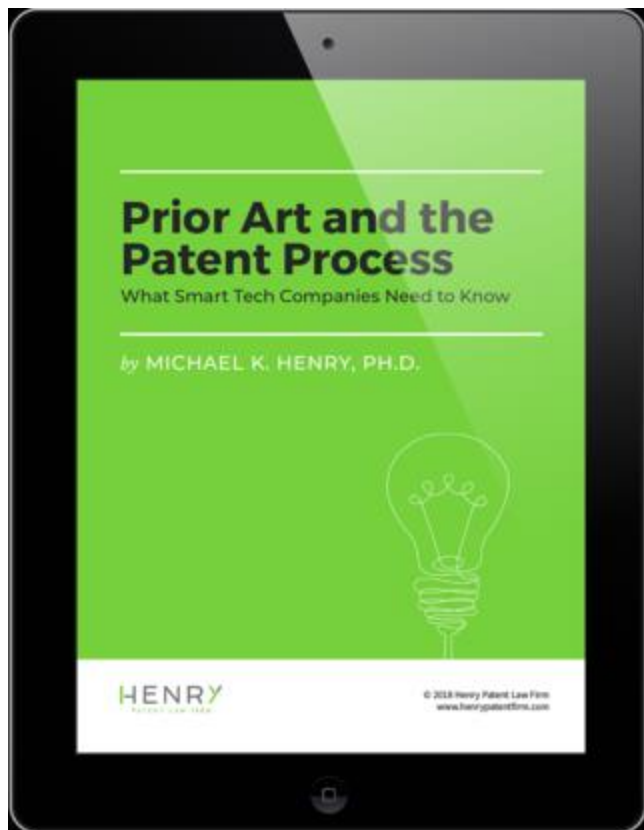
By Vedder Price

California Supreme Court Incommodes Wireless Access to Rights of Way

By Sheppard, Mullin, Richter & Hampton LLP

H-1B Electronic Registration Process

By K&L Gates



A promotional graphic for an ebook. On the left, a small image of the ebook cover is shown, featuring a close-up of a dog's face. A red diagonal banner in the top left corner of the graphic reads "FREE EBOOK!". To the right of the book image, the text "WHAT YOU NEED TO KNOW ABOUT DOG BITE LAW" is displayed in a large, bold, sans-serif font. Below this text is a red rectangular button with the words "DOWNLOAD NOW" in white, uppercase letters.

NEW PARTNER ONBOARD: GSK STOCKMANN REINFORCES INDUSTRY-COMPLIANCE GROUP WITH PARTNER HIRE FROM POHLM

December 2017. Press Releases by [GSK Stockmann + Kollegen](#) ([view listing](#)).

GSK Stockmann reinforces its compliance group with a lateral hire from Pohlmann & Company and continues its push to focus on specific industry sectors and internationalization. Eric Mayer (51) will join GSK Stockmann on December 1, 2017 as a partner and will play a key role in growing the compliance group at GSK.

[Read more...](#)

News & Insights



CCPA Compliance Webinar Series - Part 1

Webinar

09.26.2019

[ADD TO CALENDAR +](#)

Stinson LLP's three-part webinar series on the California Consumer Privacy Act (CCPA) is designed to ensure that you are legally compliant with the CCPA as you move through 2020.

ATTORNEYS



DAVID D. AXTELL

Partner

Minneapolis



STEPHEN J. COSENTINO, CIPP

Partner

Kansas City



What Happens If You Die Without A Will?



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Settings

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About 1,100,000,000 results (0.59 seconds)

If you die without a will, it means **you** have died "**intestate**." When this happens, the **intestacy** laws of the state where **you** reside **will** determine how your property is distributed upon your **death**. This includes any bank accounts, securities, real estate, and other assets **you** own at the time of **death**.

What Happens If You Die Without a Will? - FindLaw

<https://estate.findlaw.com › wills › what-happens-if-i-die-without-a-will->

in Massachusetts

in California

in Texas

in Florida

in Alabama

in North Carolina

About Featured Snippets

Feedback

People also ask

Who inherits when there is no will?



What happens if a single person dies without a will?



How does probate work when there is no will?

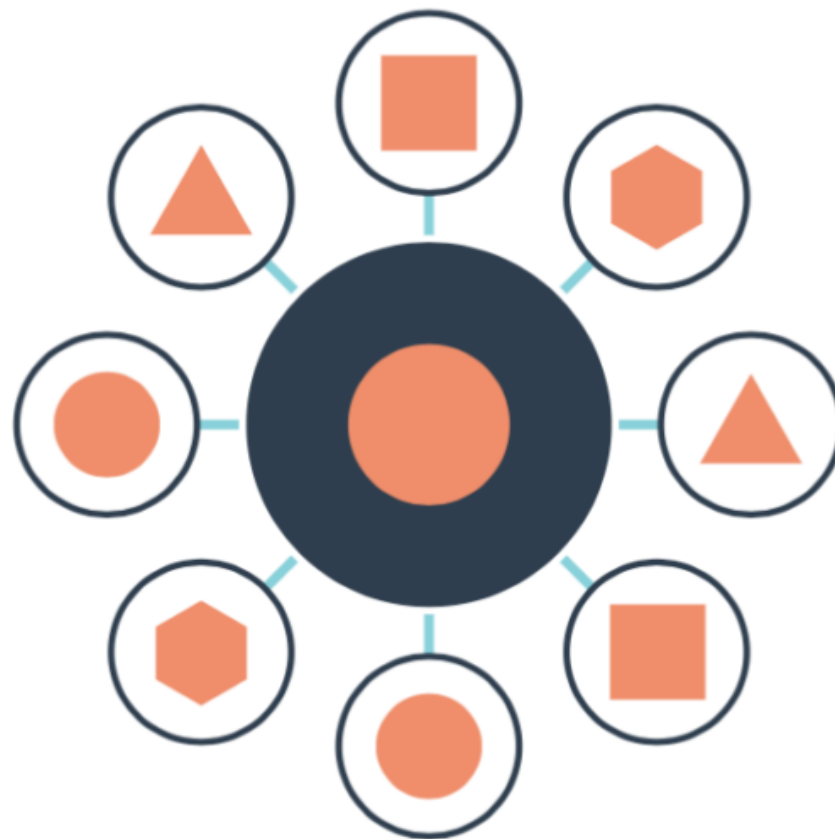


What happens to my child if I die without a will?



Feedback

Topic Clusters



URL	Links
constitution.findlaw.com/amendments.html	403
constitution.findlaw.com/amendment1.html	1,573
criminal.findlaw.com/criminal-charges/megan-s-law-resources-by-state.html	24
family.findlaw.com/child-support/child-support-basics.html	51
constitution.findlaw.com/amendment25.html	267
family.findlaw.com/child-support/child-support-overview.html	14
family.findlaw.com/marriage/common-law-marriage.html	64
constitution.findlaw.com/amendment5.html	722
findlaw.com	20,824
criminal.findlaw.com/criminal-procedure/what-is-an-indictment.html	45

Gamechanging Settlement Creates New Case Law while Winning Attorney Fees and Allowing Client to Make Building Repairs

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Thought leadership, news, events — you will find them all here, right at your fingertips. We've consolidated the firm's most popular content in one, easy to search location. Enter a key word or phrase to find pertinent blog posts, articles, press releases, and upcoming events.



Use quotation marks to search for an exact phrase (e.g. "class action")







TYPE

Blog

Advisory

Alert

Article

Podcast

Video

Showing 1 - 8 of 6272 results



California AB 5's
Impact on Board
Directors and



Antitrust Settlement
Reached in College
Recruiting Case



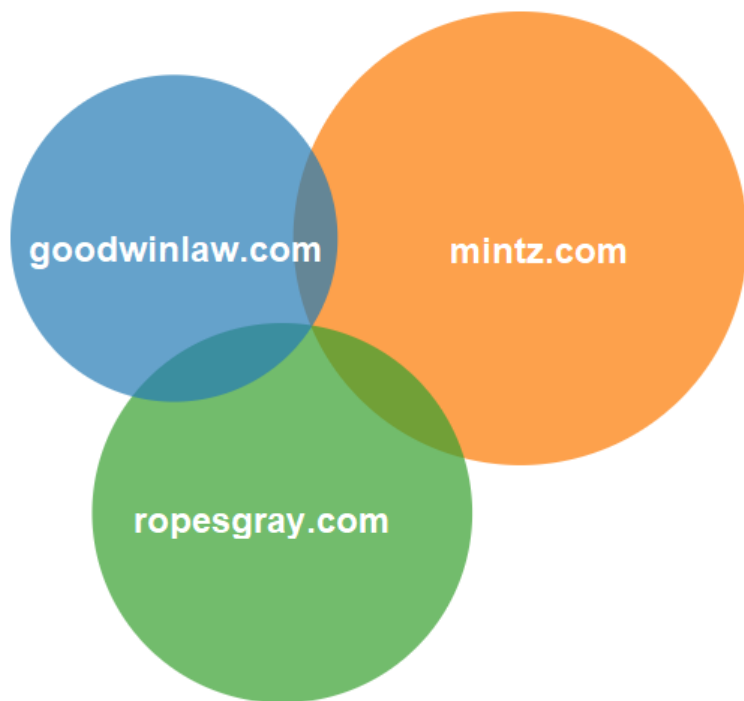
Federal Circuit affirms
Safe Harbor ruling and
\$70 million award in



CCPA QOTD: What
are the
employee/applicant

Content Based on Competitive Analysis

Company Name	Pages	Links	Keywords	Traffic Value	Page Speed
Mintz.com	18,800	3.13k	51k	87k	3.6s
Ropesgray.com	15,800	2.49k	35k	18k	5.0s
Goodwinlaw.com	12,900	1.48k	26k	48k	4.9s



(Data from 1/2020)

Content for Specific User Intent



Spender




Backpacker



Intellectual


Content for Specific Actions


Our Services



Patents


Our team recognizes the importance of identifying and securing one's technological innovations through patent protection and we work with our clients to develop their Patent portfolio both in the U.S. and abroad.


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In today's competitive world based economy, protecting your company's name, as well as achieving product recognition is vital. Our team assists our clients in navigating the Trademark process to secure their names, slogans, and logos.

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Use Keywords but Know They are More of a Prerequisite

" The importance of individual keywords continues to decline-also as a result of Google machine learning algorithms.

The relevant factors above showed that good rankings are based on the holistic optimization of text at a topic level, meaning that the keyword itself is now of secondary importance." Searchmetrics

Keywords go here

Title Tag

Meta Description

Headings (H1 and use H2
also)

Body Text

Alt Tags

URL

Keywords in the body

Top 10 have 7.5
instances

Top 20 have 7.4
instances

Relevance

Relevant content can rank without exact
keywords

Topical Authority Trumps Keywords

Keywords go here

Title Tag

Meta Description

Headings (H1 and use H2 also)

Body Text

Alt Tags

URL

Keywords in the body

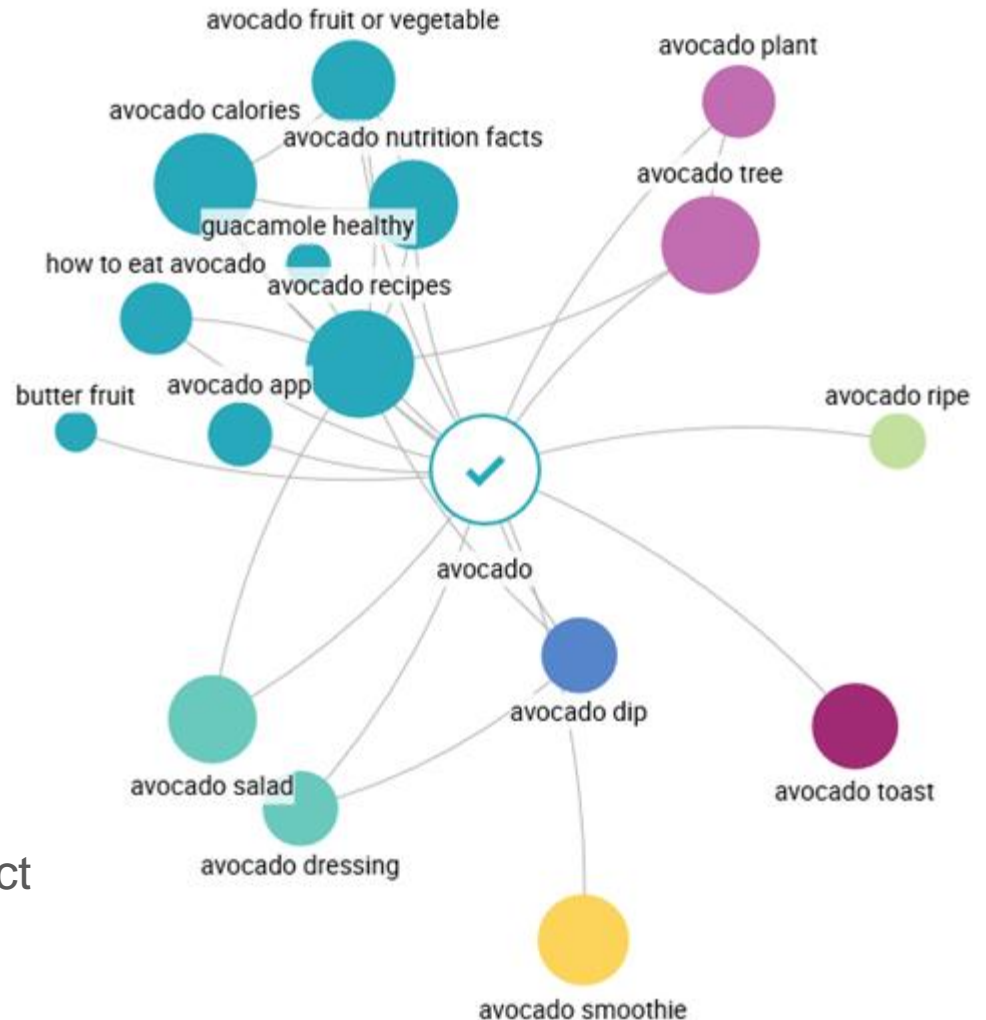
Top 10 have 7.5 instances

Top 20 have 7.4 instances

Relevance

Relevant content can rank without exact keywords

Topical Authority Trumps Keywords



Content Factors

- Relevance is key
- Well over 1,000 words
- Comprehensiveness
- About half of the top 20 URLs include the keyword in their title.

“This clearly demonstrates that Google evaluates content according to its relevance – and not by the inclusion of individual keywords.” Searchmetrics

Want to put yourself in the top 5% of bloggers?

Two million blog posts are published every day. Using any of the following techniques will put you in the top 5% of all bloggers, according to Orbit Medias 1,000-person study:

1. Put in the Time

Just 5.5% of bloggers spend 6+ hours on a typical post.

2. Go Deep

Only 4.9% of bloggers write 1500+ words per post on average.

3. Flood the Zone – IF you can sustain it

Only 4.7% of bloggers publish daily.

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2. Go Deep

Only 4.9% of bloggers write 1500+ words per post on average.

3. Flood the Zone – IF you can sustain it

Only 4.7% of bloggers publish daily.

4. Build a Team and a Process for Perfection

Just 2.8% of bloggers use more than one editor in their process.

5. Add Audio

Only 2.6% of bloggers are producing audio content.

6. Promote with social, SEO and email

Although research shows that the ideal blog post length for SEO is more like 1,500 words, only 1 in 20

Ideal Length Guidelines for Everything in Your Marketing

Blog Posts (<i>for ranking</i>)	1,500 words
Email Subject Lines (<i>for open rates</i>)	50 characters or less
Line of Text	12 words
Paragraph	4 lines or less
YouTube video (<i>for views</i>)	3 to 3.5 minutes
Podcast	22 minutes
Title Tags	55 characters
Meta Description	155 characters (<i>maximum</i>)
Facebook Post (<i>for likes & shares</i>)	100-140 characters
Tweets (<i>for retweets</i>)	120-130 characters
Domain Name	8 characters or less

Ideal Length Guidelines for Everything in Your Marketing

Blog Posts (<i>for ranking</i>)	1,500 words
Email Subject Lines (<i>for open rates</i>)	50 characters or less
Line of Text	12 words
Paragraph	4 lines or less
YouTube video (<i>for views</i>)	3 to 3.5 minutes
Podcast	22 minutes
Title Tags	55 characters
Meta Description	155 characters (<i>maximum</i>)
Facebook Post (<i>for likes & shares</i>)	100-140 characters
Tweets (<i>for retweets</i>)	120-130 characters
Domain Name	8 characters or less

Conclusion

To succeed in SEO and content marketing, you must build real authority, based on content that has insight, not just content to satisfy search engines.

If you have true insight inside you, the rest will fall in line with the right help.

Resources/Tools

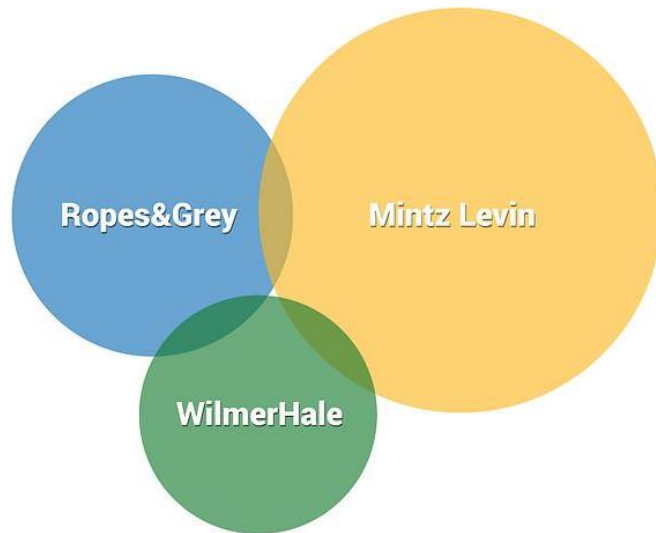
1. semrush.com
2. gtmetrix.com
3. webpagetest.org
4. google.com/webmasters/tools/mobile-friendly
5. google.com/analytics
6. google.com/webmasters/tools/home?hl=en
7. search.google.com/search-console/mobile-friendly
8. ahrefs.com

legalmarketingreview.com/downloads



Free Competitive Analysis Offer

Email us 4 competitors and we will tell you what they are doing with SEO/Content



	Keywords	Ad Savings
mintz.com	43,804	\$64,600
ropesgray.com	22,378	\$22,200
wilmerhale.com	16,101	\$7,500

jm@mcdia.com 978-423-4274

Organic Research: natlawreview.com

US 377.5K UK 24.2K CA 21.8K ... Device: Desktop Date: Nov 5, 2020 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Positions Filter by keyword Volume SERP features Advanced filters

Keywords 377.5K 0.16%

Traffic 210.9K -4.32%

Traffic Cost \$1.2M 0.59%

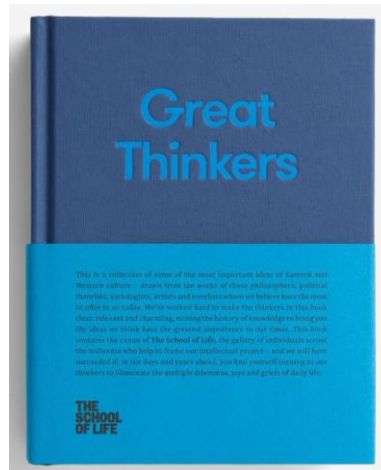
Organic Keywords Trend

Top 3 4-10 11-20 21-50 51-100 Total Notes

1M 6M 1Y 2Y All time



Why Are You Writing or Speaking?



THE
NLR

What Questions do
you have that need
answers?

Identify
your
audience

Getting Started: What to Write

What Questions
do Your Clients
Ask You?

Issues in Briefs &
Opinion Letters

National Events: Local & Industry Specific Impact

Identify Your Audience

Pop-Ups and Kiosks, and Carts - Oh My! Specialty Leases Take Shopping Centers by Storm

ARTICLE BY

Megan L.W. Jerabek

Monday, October 7, 2016

As the holidays approach, the excitement and buzz created by the elaborate window displays of the large department stores. However, in today's shopping centers it is the dynamic displays and specialty products featured in carts, kiosks, and pop-ups that are garnering consumer attention – and not just during the holiday season. These customizable sites are

specialty retail REPORT

STAFFING & HIRING

RUNNING A CART OR KIOSK

MERCHANDISING & MARKETING

RETAILER PROFILES

RETAILING LOCATIONS

ICSC SPREE RECON May 23 – 25, 2016 | Las Vegas, NV Las Vegas Convention Center

TEST NEWS

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Turn the old Lord and at Fairlane... May 10

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Mid Malls Are Dead?

Pop-Ups and Kiosks, and Carts - Oh My! Specialty Leases Take Shopping Centers by Storm

by Megan L.W. Jerabek
NatLawReview.com

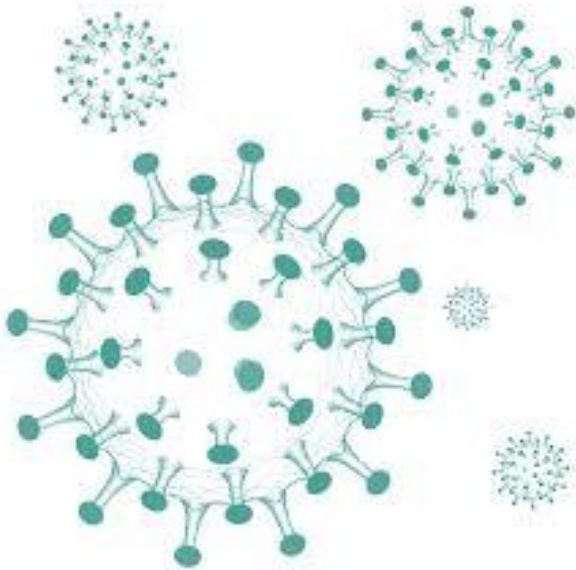
As the holidays approach, many of us remember back to the excitement and buzz created by the elaborate window displays of the large department stores. However, in today's shopping centers it is the dynamic displays and specialty products featured in carts, kiosks, and pop-ups that are garnering consumer attention – and not just during the holiday season. These customizable sites are

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What Questions Do Your Clients Ask You?



What Questions Do Your Clients Ask You?



EEOC: Mandatory COVID-19 Vaccination Guidance

CARES Act Expands Unemployment Insurance Benefits

COVID-19: ADA Takeaways for Businesses Requiring Face Masks

Illinois COVID-19–Related Unemployment Benefit Changes

Department of Labor Issues OSHA, Wage/Hour, and FMLA Guidance Addressing COVID-19

Questions About COVID-10 PPP Terms For Loan Forgiveness

Highlights of the CARES Act: Forgivable SBA Loans

Crossing State Lines During the COVID-19 Pandemic

COVID-19 Shelter in Place Orders: What's an Essential Business?

Can Employees Refuse to Return to Work due to COVID-19?

What Questions Do You Need Answered?



What Makes Thought Leadership Pop?

families first coronavirus
response act
ppp loan forgiveness guidance
zantac lawsuit
california shelter in place date
ppp forgiveness requirements
paycheck protection program
force majeure clause
shelter in place california
michigan shelter in place



covid 19 patent
indiana stay at home law
care act unemployment
stay at home orders legal
are hotels open in florida
business interruption
insurance covid 19
indiana stay at home order
cares act unemployment \$600
hair cutters bankruptcy

What Makes Thought Leadership Pop?

families first coronavirus
oregon stay at home laws
ppp loan forgiveness guidance
california shelter law
california shelter in place date
ppp forgiveness requirements
paycheck protection program
force majeure clause
shelter in place california
michigan shelter in place



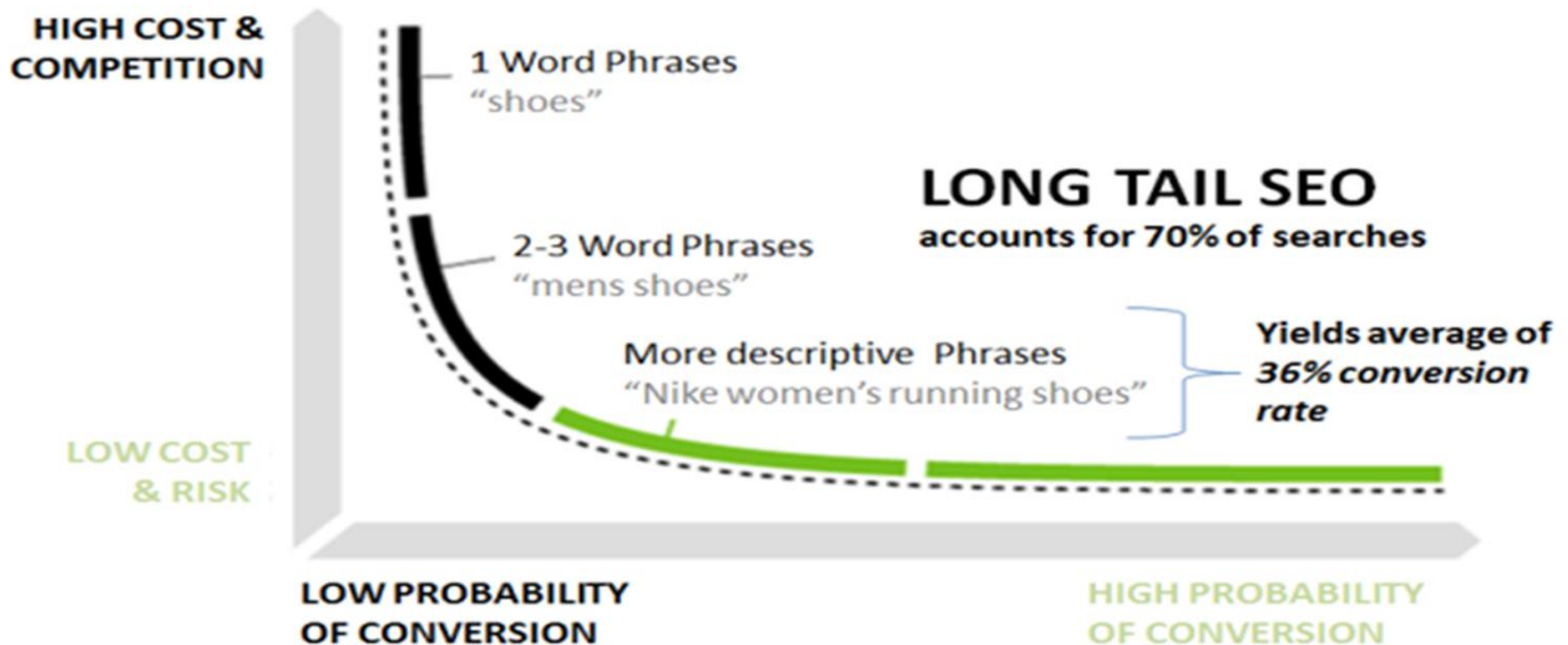
sba ppp loan forgiveness rules
indiana stay at home law
nc shelter in place
stay at home orders legal
are hotels open in florida
business interruption
insurance covid 19
indiana stay at home order
cares act unemployment \$600
ppp loan forgiveness rules

How Do We Do Meta, Subtitles, Alt Text + Social Media at NLR?



Long-Tail Search Terms = Snacky

Search Demand



Source: <http://neilpatel.com/blog/7-brilliant-examples-of-brands-driving-long-tail-organic-traffic/>

What to do if you Want to be Known For Something In Search?



- Variations / Analogous Language
- Quick Blast on Various Owned Properties
- Develop Relationships with News, Industry Verticals, Adjacent Industries (AKA Accounting, Consulting, Risk Management)

What to do if you Want to be Known For Something In Search?

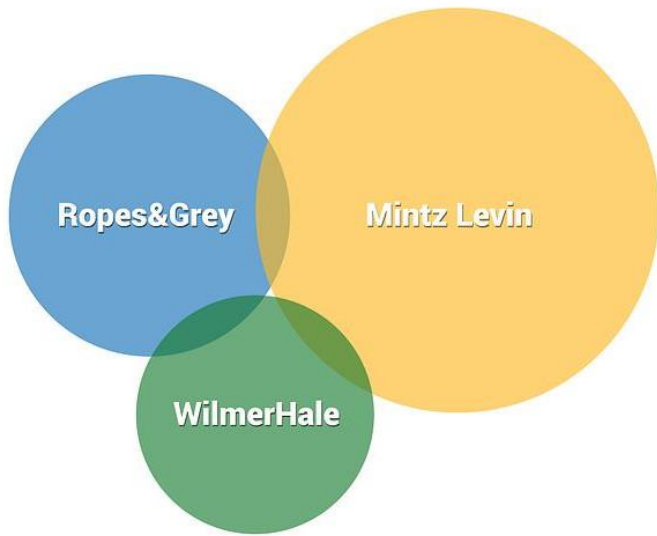


- Third Party Syndication
- Linking – Internally + Repurposing Content
- Consistency + Regularity
- Evergreen and Newsy Content



Free Competitive Analysis Offer

- Email us 4 competitors and we will tell you what they are doing with SEO/Content



	Keywords	Ad Savings
mintz.com	43,804	\$64,600
ropesgray.com	22,378	\$22,200
wilmerhale.com	16,101	\$7,500

Webinar December 9th 2020 12:00 PM ET [Part 2 - SEO Action Plan for 2021 and How To Use Essential Tools]

<https://go2.mcdougallinteractive.com/content-marketing-and-seo-2021-webinar>

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