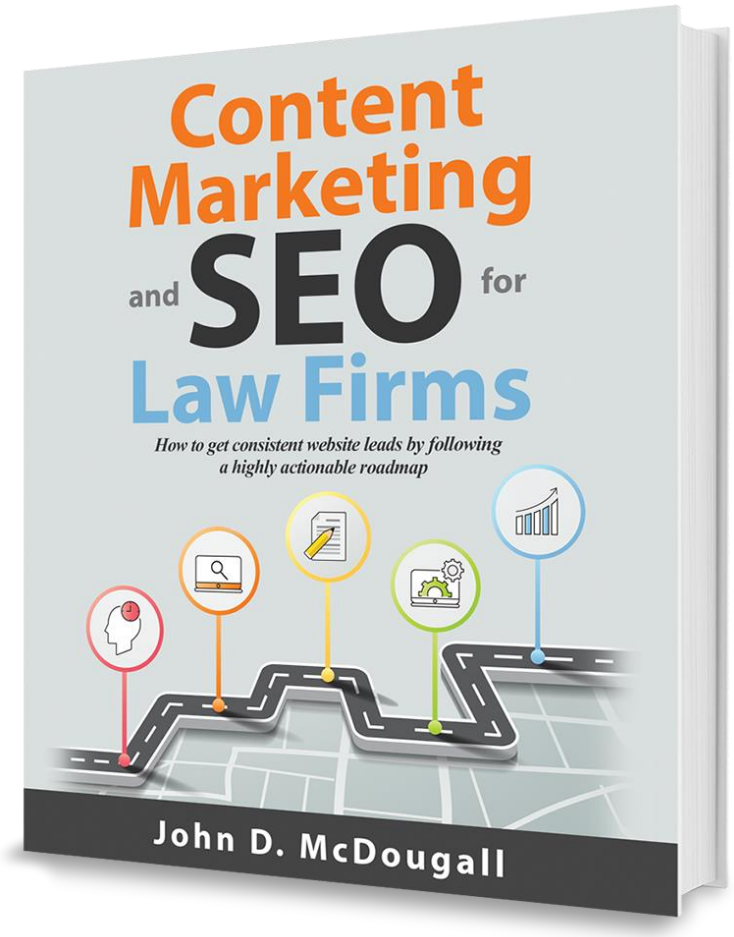
How to Develop an Effective Law Firm **SEO Action Plan for 2021**



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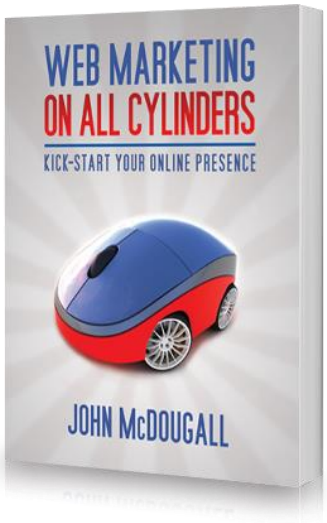
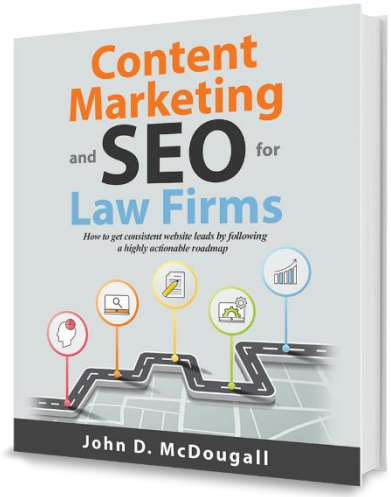
Hosted by:

John McDougall
President
McDougall Interactive

- 25 years of SEO experience
- College textbook author

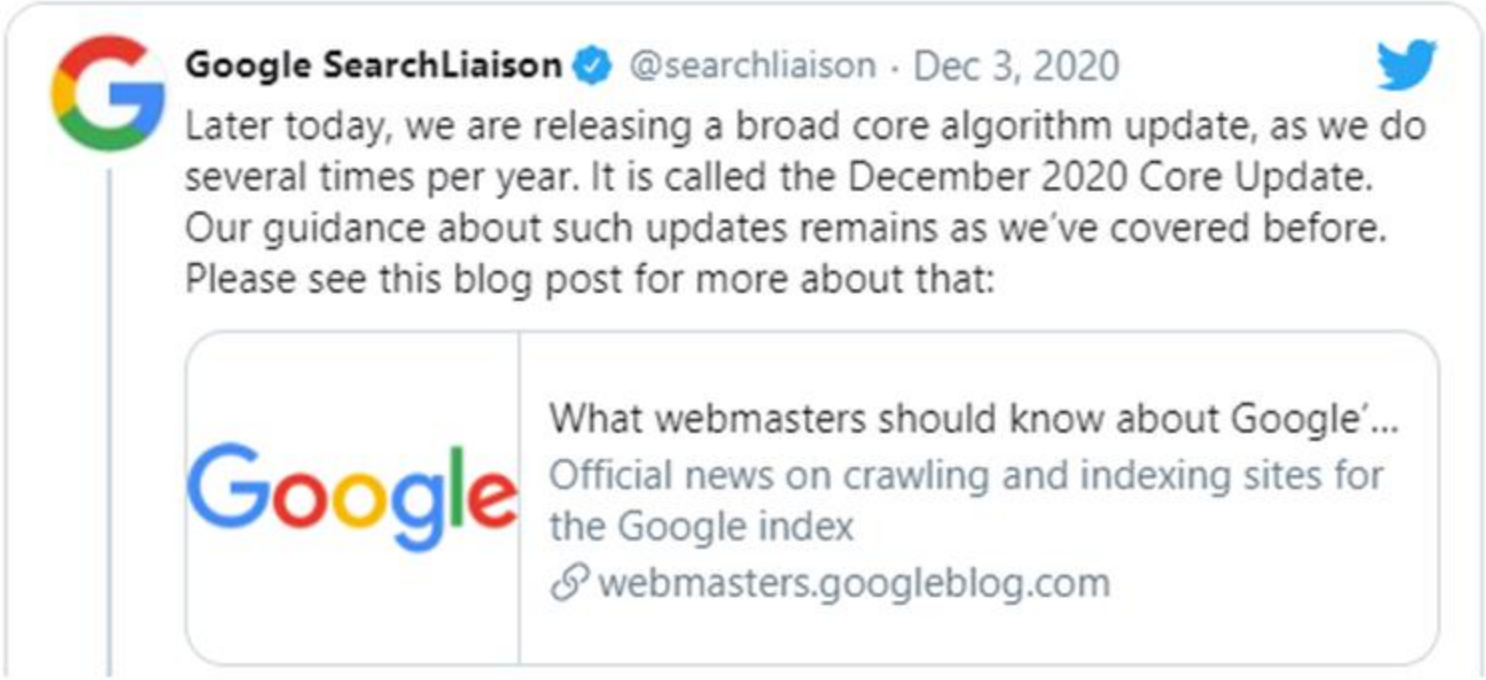




Billy Thieme
Web Content Specialist
National Law Review

- Decades of writing, journalism, content creation, and editing experience
- Two-decade career in newspapers, primarily working for The Denver Post and Rocky Mountain News, and the Denver Newspaper Agency
- Writes, edits, and optimizes original content for the National Law Review

MAY
THE 4TH
BE WITH YOU


Google SearchLiaison @searchliaison · Dec 3, 2020
Later today, we are releasing a broad core algorithm update, as we do several times per year. It is called the December 2020 Core Update. Our guidance about such updates remains as we've covered before. Please see this blog post for more about that:
Google
What webmasters should know about Google'...
Official news on crawling and indexing sites for the Google index
webmasters.googleblog.com

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Google

What webmasters should know about Google'...
Official news on crawling and indexing sites for the Google index
webmasters.googleblog.com

Mike Payton
@Payt

All I need for 2020 to get worse is for Google to tank my sites.... If they do I am going to just get a job a the local supermarket and be done with SEO haha

10:42 AM · Dec 3, 2020

84 See Mike Payton's other Tweets

Google December 2020 Core Update rolling out

After seven months, Google has just released a new core update - the December 2020 core update.

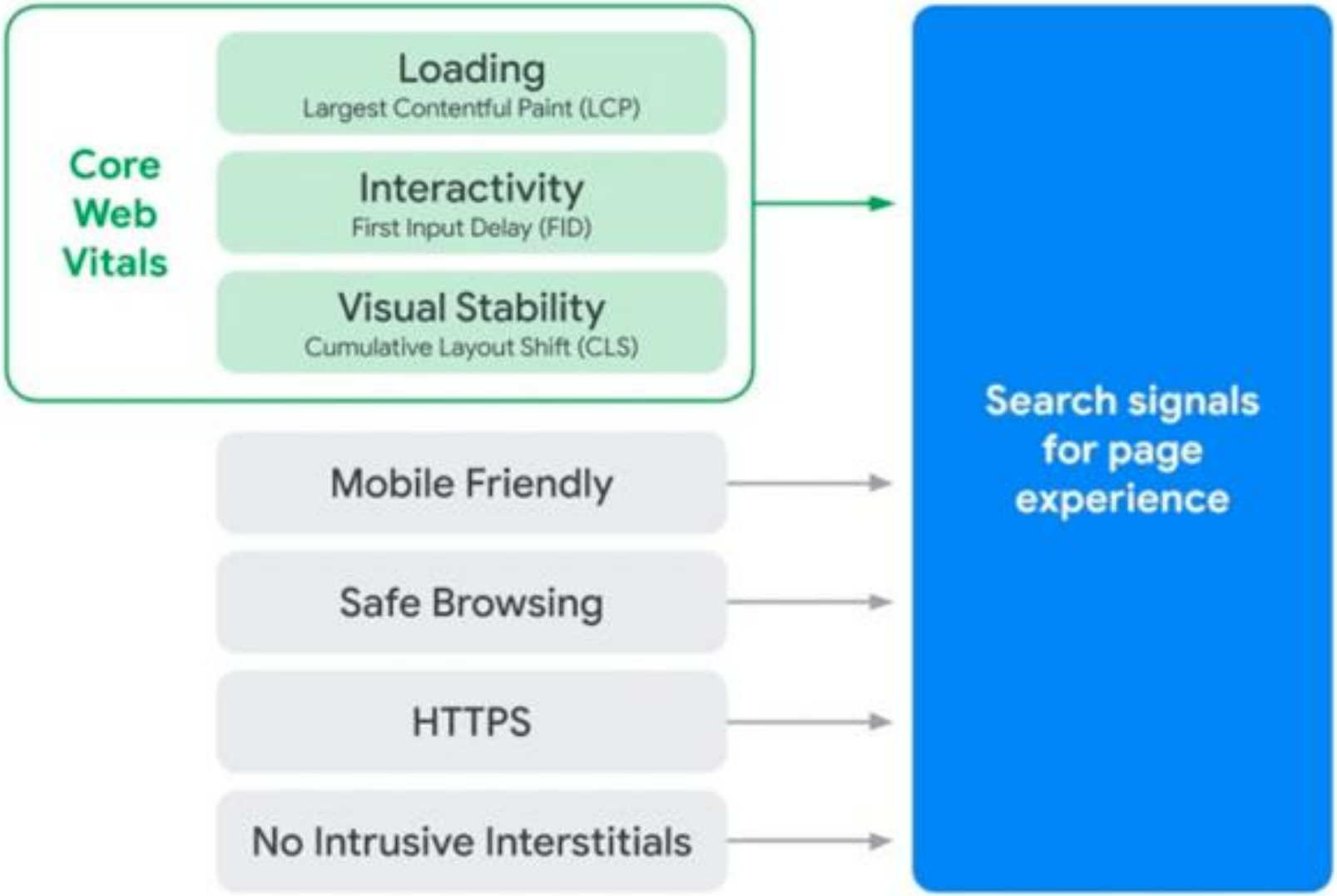
by Barry Schwartz

Google Discovery ads can now use your 4:5 social image assets
by Ginny Marvin

What to evaluate ahead of Google's Page Experience update
by George Nguyen

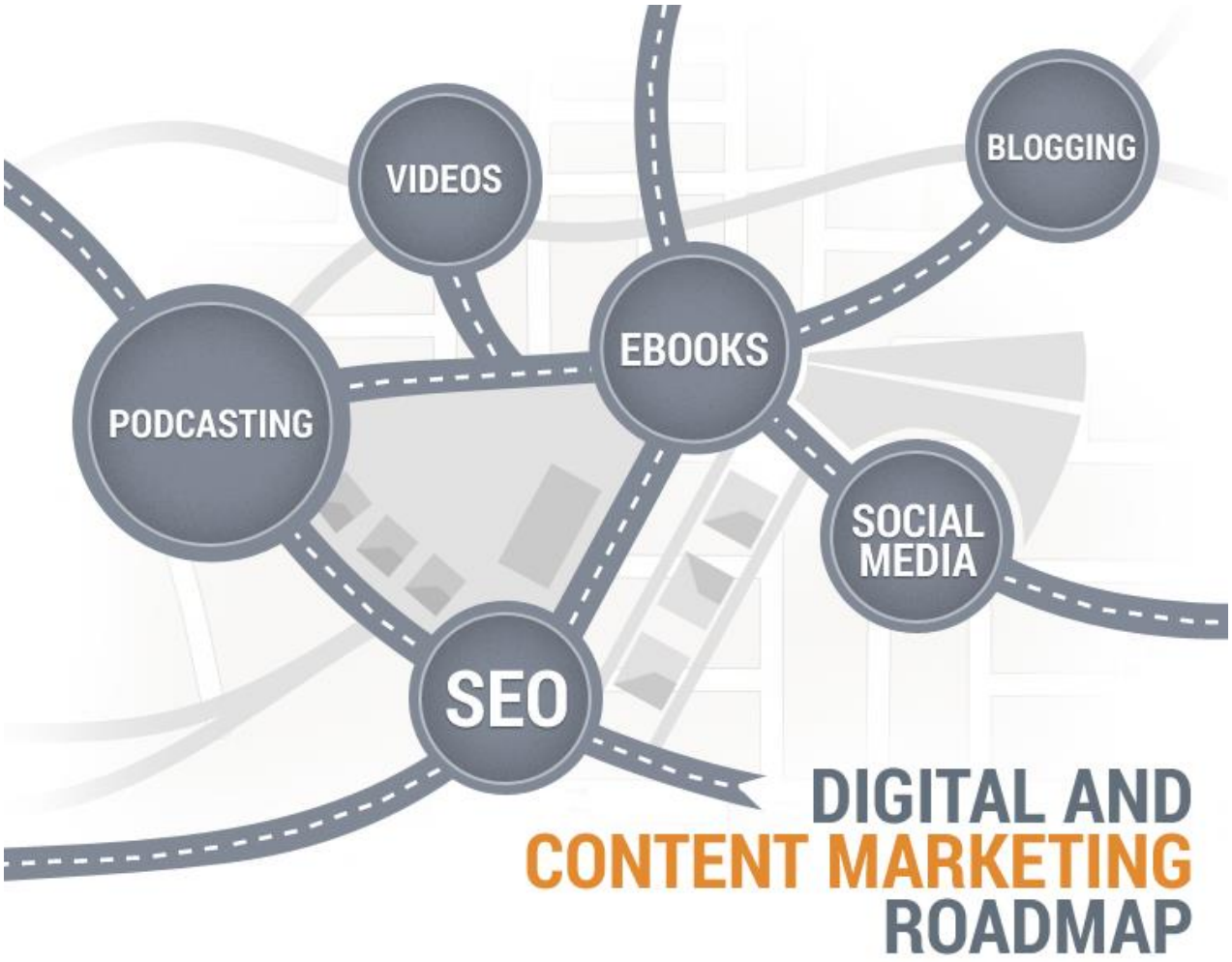
The problem with the 'structured content' mindset
by Mordy Oberstein

How to kickstart your channel on Roku and stand out: A comprehensive guide
by Sponsored Content: Allroll


Core Web Vitals
Loading
Largest Contentful Paint (LCP)
Interactivity
First Input Delay (FID)
Visual Stability
Cumulative Layout Shift (CLS)
Mobile Friendly
Safe Browsing
HTTPS
No Intrusive Interstitials
Search signals for page experience

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

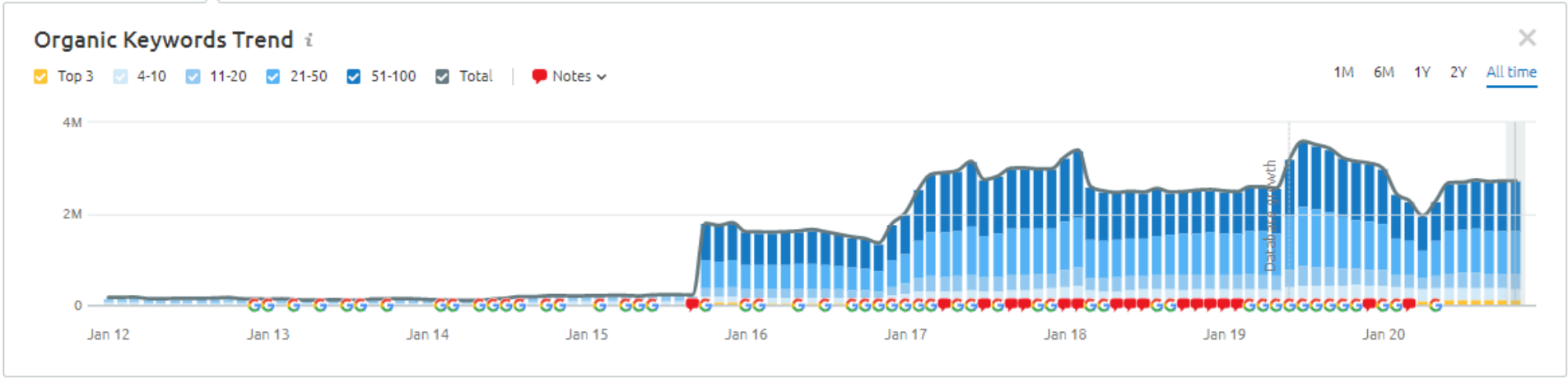

VIDEOS
BLOGGING
EBOOKS
PODCASTING
SOCIAL MEDIA
SEO
DIGITAL AND
CONTENT MARKETING
ROADMAP

Findlaw.com

Keywords 2.7M 0.02%

Traffic 5.9M -0.61%

Traffic Cost $30M -15.33%

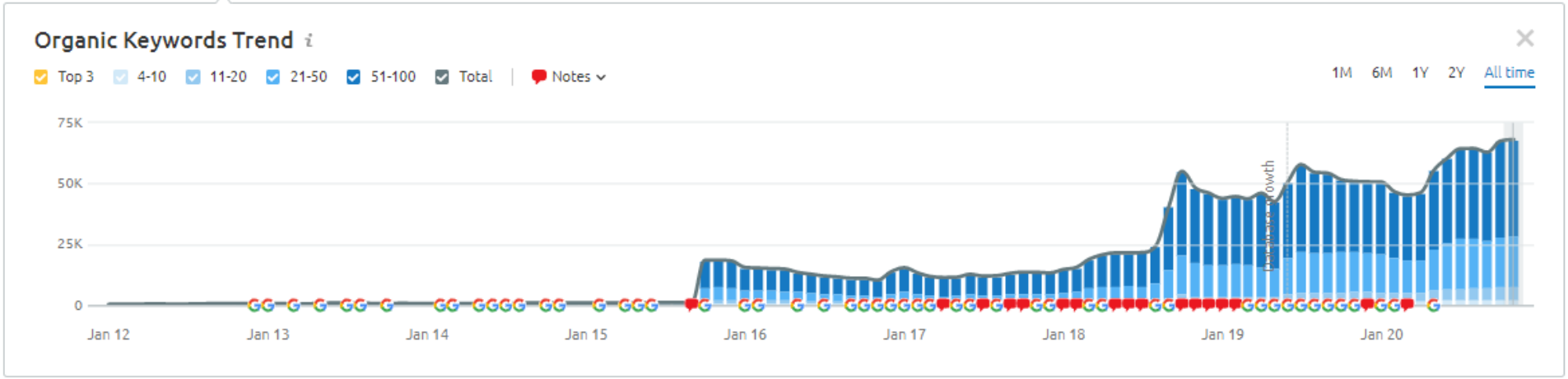


Mintz.com

Keywords
68.1K 0.95%

Traffic
44.8K 9.37%

Traffic Cost
$87.8K 37.86%



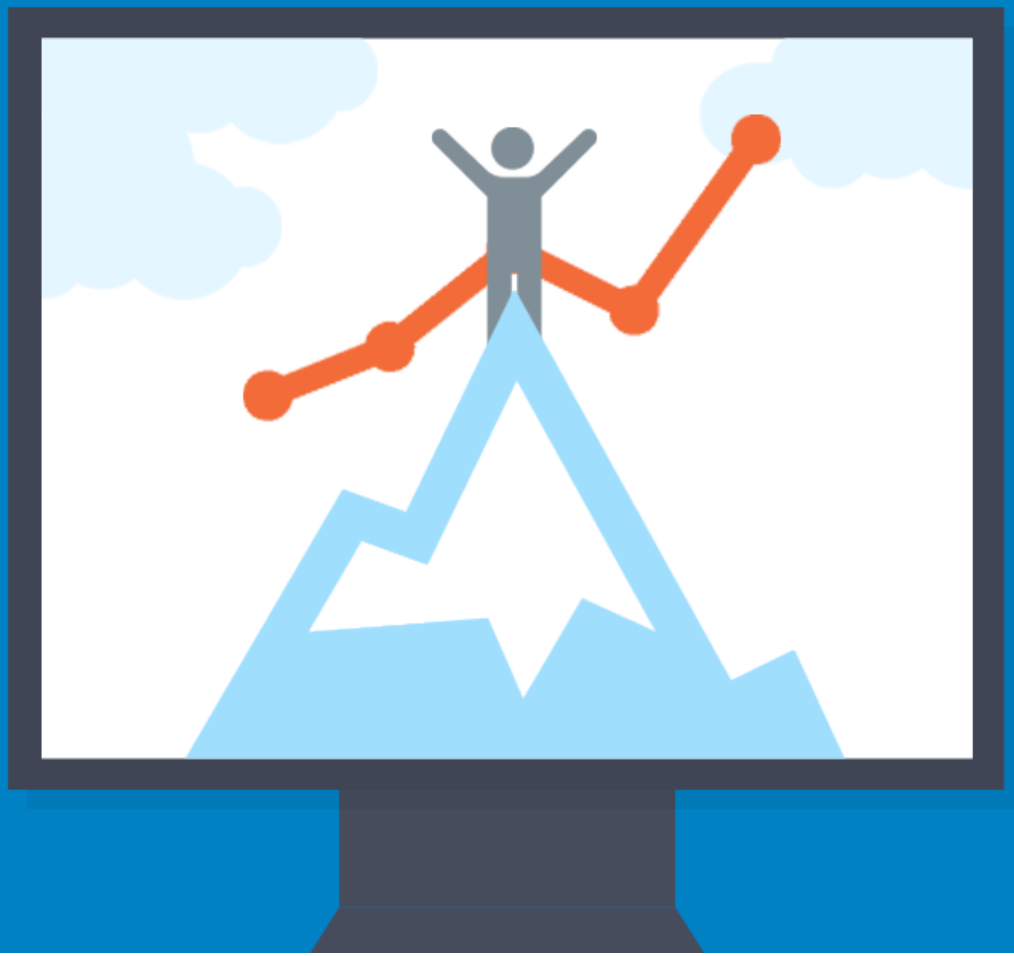
2021 SEO Landscape

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

+ Brand Signals

All of which make your website better and protect referrals

9 MUST-DO ACTION STEPS *for* SUCCESS



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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

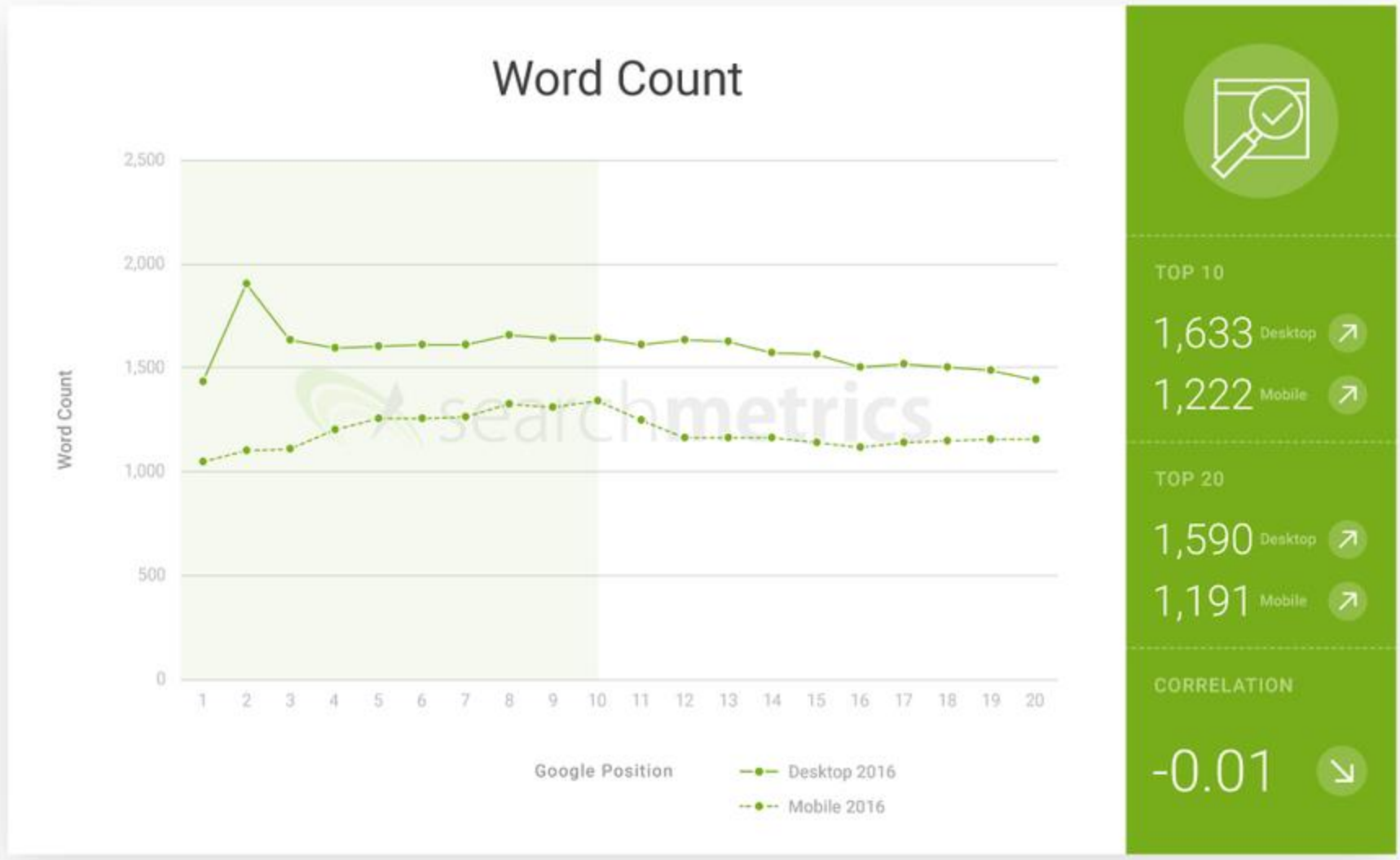
- Google Analytics
- SEMrush
- Advanced Web Ranking
- Etc.

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

3. Optimize User Signals

- Click-Through Rate, Time on Site, and Bounce Rate are top ranking factors.
- The pages in positions 1–3 have an average CTR of 36%.
- The average Bounce Rate for URLs on the first page of search results is 46%.
- The Time on Site for the top 10 URLs is 3 minutes and 10 seconds

Use Compelling Title and Meta Desc.

4. Optimize User Experience

- Internal links are said to be one of the most important user experience ranking factors yet often not optimized.
- A reasonable amount of external links to resources is helpful
- Use a legible font size
- Have a decent number of images
- Include videos
- Add lists and bullet points.
- Avoid: Too many ads, excessive links, Flash, excessively long bullet lists

Systematically Lower Bounce Rate

Target Pages that Stink at Deepening Visits

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	3,971 % of Total: 12.02% (33,026)	3,633 % of Total: 13.99% (25,966)	00:04:12 Avg for View: 00:01:58 (114.68%)	3,436 % of Total: 16.06% (21,394)	88.33% Avg for View: 83.89% (5.29%)	84.94% Avg for View: 64.78% (31.12%)
1. /content-marketing/14-highly-profitable-internet-marketing-strategies-for-law-firms/	**3,971**(100.00%)	3,633(100.00%)	00:04:12	3,436(100.00%)	88.33%	84.94%

Talk to an Attorney Now
Present Your Case - Free & Secure.
Lawyers Respond Fast.
legalmatch.com

DOL Overtime 7-Step Guide
Learn About the Proposed Changes.
Download Our New Guide to Prepare.
paycor.com

Find an Employment Lawyer Today!

Support Workplace Fairness

Ask a Lawyer - Free
Find the Right Lawyer in Your Area. Save Time - Describe Your Case Now!
legalmatch.com

PROTECT YOUR RIGHTS

Do I Need A Lawyer?

Jewelry that gives back.
10% of every purchase supports workplacefairness.org
Shop the Collection at AllAboutEquality.com

This page provides answers to the following questions:

1. Why might I need a lawyer to handle a employment-related problem?

2. Do I need to talk to a lawyer right away?

3. How do I find a lawyer?

Workplace Fairness Employment Attorney Directory

1. Why might I need a lawyer to handle a employment-related problem?

To fully enforce state and federal laws protecting employees against illegal actions by their employers, you will need an attorney in many situations where you have a serious problem with your employer and need to take legal action. Most attorneys representing employees do so because they understand that non-unionized employees are relatively powerless against employers.

While you may be caught up in a serious employment dispute only once or twice in your lifetime, some larger employers and their attorneys handle many employment disputes every single day. Most employers have much more experience and resources than you to evaluate and handle claims. An employee who has not consulted an attorney can be at a real disadvantage.

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Ropes & Gray's intellectual property group delivers results over a full range of IP services, from rights protection and litigation to licensing and transactions. With more than 230 lawyers and 40 patent agents/technical advisors, our team can tackle any IP challenge, anywhere in the world.

Ropes & Gray's intellectual property practice is one of the most sought-after in the world. Combining a sophisticated understanding of the latest legal developments with cutting-edge technical and scientific knowledge, we stand ready to offer cohesive and comprehensive guidance on any and all IP matters. We work in approximately 70 countries and represent clients on cross-border matters in the United States, Europe, India, Japan, China, Korea, Latin America and Israel. Our IP practice consistently delivers results across a wide range of industries, including life sciences, technology and media, retail and consumer, private equity and financial services, and health care and education.

In the highly competitive world of intellectual property, our attorneys are regularly recognized for their legal acumen by *Chambers, Managing IP, IAM* and other national and global publications. *IAM Patent 1000's* 2014 edition says, "Ropes & Gray boasts arguably the most complete patent practice in the country. Unlike many top-end trial practices, it also supports a robust rights management operation and, with a potent presence in Asia and Europe, is adept at devising global protection and enforcement strategies. It also boasts a dedicated domestic and international licensing and transactional practice." The *International Who's Who of Patent Lawyers* named six Ropes & Gray attorneys to its distinguished list for 2013, and *Managing IP's* 2013 "World IP" survey has also recognized our IP practice in China, Japan and the United States.

EU UNIFIED PATENT COURT RESOURCES

Europe's move to the Unitary Patent and Unified Patent Court represents a global sea change in patent law, and Ropes & Gray is closely following the latest news and developments. In a new, indispensable reference for U.S. practitioners, the firm's renowned IP rights management attorneys provide a practical, comprehensive overview of the process for securing European patent rights.

RELATED PRACTICES

- Intellectual Property Litigation
- Intellectual Property Rights Management

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With over 110 attorneys worldwide dedicated to patent litigation, Ropes & Gray's IP litigation group offers clients seamless global service and successful solutions to their most critical disputes.

OVERVIEW | EXPERIENCE | AWARDS

Ropes & Gray's IP litigation group has a proven track record of success in high-stakes litigation. Some of our recent achievements include:

- A groundbreaking victory for **SAP America** in the first covered business method review trial initiated under the new post-grant challenge proceedings created by the America Invents Act.
- A favorable result on behalf of **a multinational alcoholic beverages company** in the first investigation of the ITC's pilot program for possible early disposition of cases.
- A summary judgment win for **Purdue Pharma,** marking the end of 14 years of litigation relating to Purdue's OxyContin® pain medication.
- A decisive win for **Becton Dickinson** and **Nova Biomedical** against Therasense and Abbott Laboratories in one of the most significant patent decisions to date on the issue of inequitable conduct.
- An appellate victory for **PerkinElmer** and **NTD Laboratories** in one of the Federal Circuit's first attempts to apply the U.S. Supreme Court's decision in *Mayo v. Prometheus*.

IP LITIGATION CAPABILITIES

- Copyright Infringement
- ITC Proceedings / Section 337
- Patent Trial & Appeal Board (PTAB) Proceedings
- Trademark & Related IP Litigation
- Trade Secrets

RELATED PRACTICES

- Appellate & Supreme Court
- Intellectual Property Litigation
- Intellectual Property Transactions
- Intellectual Property / Antitrust

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Ropes & Gray's intellectual property group delivers results over a full range of IP services, from strategic counseling and litigation to licensing and transactions.

OVERVIEW | AWARDS

For over 150 years, our global intellectual property group has provided clients across the world with a broad spectrum of IP services, handling cutting-edge cases, transactions and other strategic matters from six offices in key cities across the United States – Boston, Chicago, New York, San Francisco, Silicon Valley, and Washington, D.C. and four international offices in London, Shanghai, Tokyo, and Seoul. On the ground across three different continents, our intellectual property professionals provide clients with around-the-clock, top-tier IP support on an international stage.

Our IP attorneys are highly educated and experienced across a wide range of industries, including: technology, media and telecommunications; life sciences; retail and consumer products; private equity; financial services; health care; and education. Whether the goal is protecting IP assets, forming a venture, securing capital, developing technology, issuing securities, licensing IP rights or making acquisitions, our IP team stands ready to offer cohesive and comprehensive guidance.

Intellectual Property Offerings

- Biotechnology & Pharmaceuticals
- Brand, Ownership & Licensing
- Co-Branding & Distribution Allowances

TRENDING VIDEOS

Peter Brody

- Trade secret litigation after the Defend Trade Secrets Act

Matt Rizzolo

- U.S. International Trade Commission

Scott McKeown

- Impact of changes at the PTAB on patent owners

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Have Clear Calls To Action (TOFU)

Taking Action in an Auto Accident Lawsuit

The statute of limitations in New Hampshire is three years from the date of the car accident in most instances. This statute of limitations holds for both personal injury and property damage. If you fail to file a lawsuit before the statute of limitations runs out, your case will not be heard in court. **Reaching out to an experienced auto accident attorney** can help you file your claim in court.

To learn more about the practice of Burns, Bryant, Cox, Rockefeller & Durkin, use the form to the right or call us at 1-800-371-3228 today!

Improve Internal links / # of Pgs. Visited

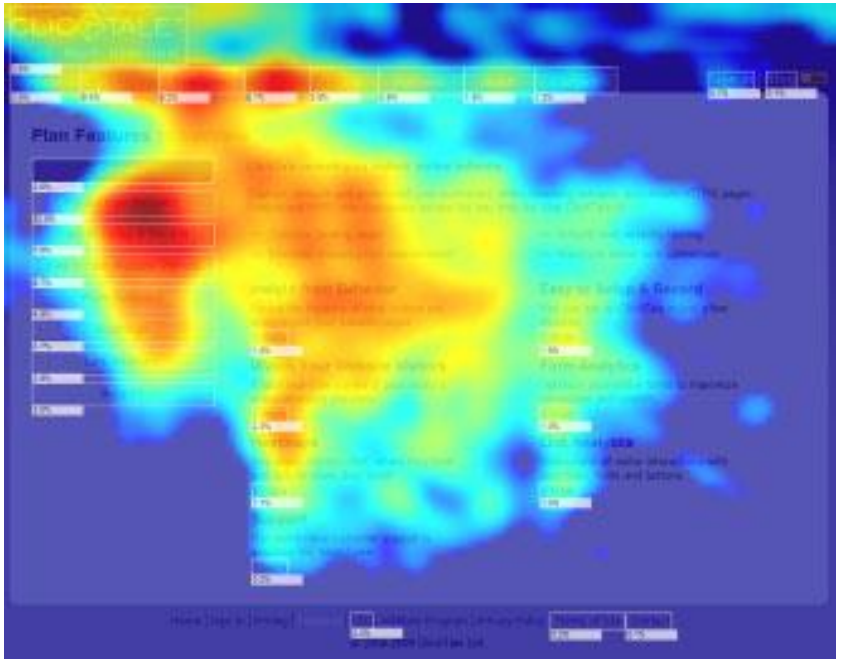
Yesterday's data won't perform today

One huge challenge content marketers face when creating content for a new topic is that it's hard to get any useful data. No database in the world (besides Google's own index) can automatically include everything as soon as it's picked up by the Googlebot, which logically means that things will have lost at least some of their freshness by the time a search database has incorporated them.

Until now.

With the "on-demand brief" feature of the Searchmetrics Content Experience, content planners can now pull up real-time data on any keyword they can think of, replete with all the insights needed to define a fully-fledged content brief. This is what your writers need, not just to create not just great content, but to create content that search engines will love too.

Do User Tests and Use Heat Maps to Improve Time on Site



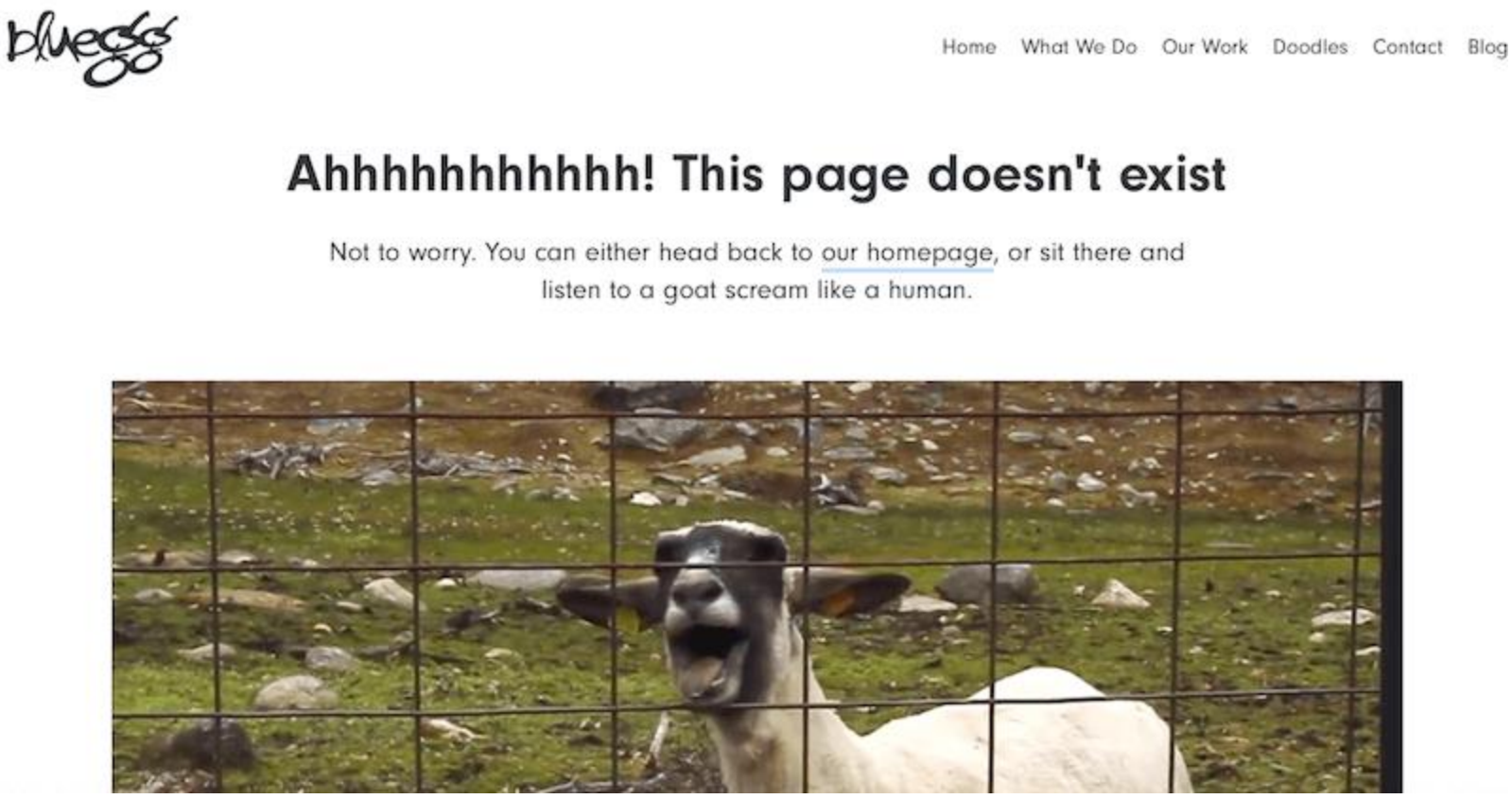
Tools: usertesting.com, usersthink.com, crazyegg.com, hotjar.com, clicktale.com

5. Correct Technical Problems

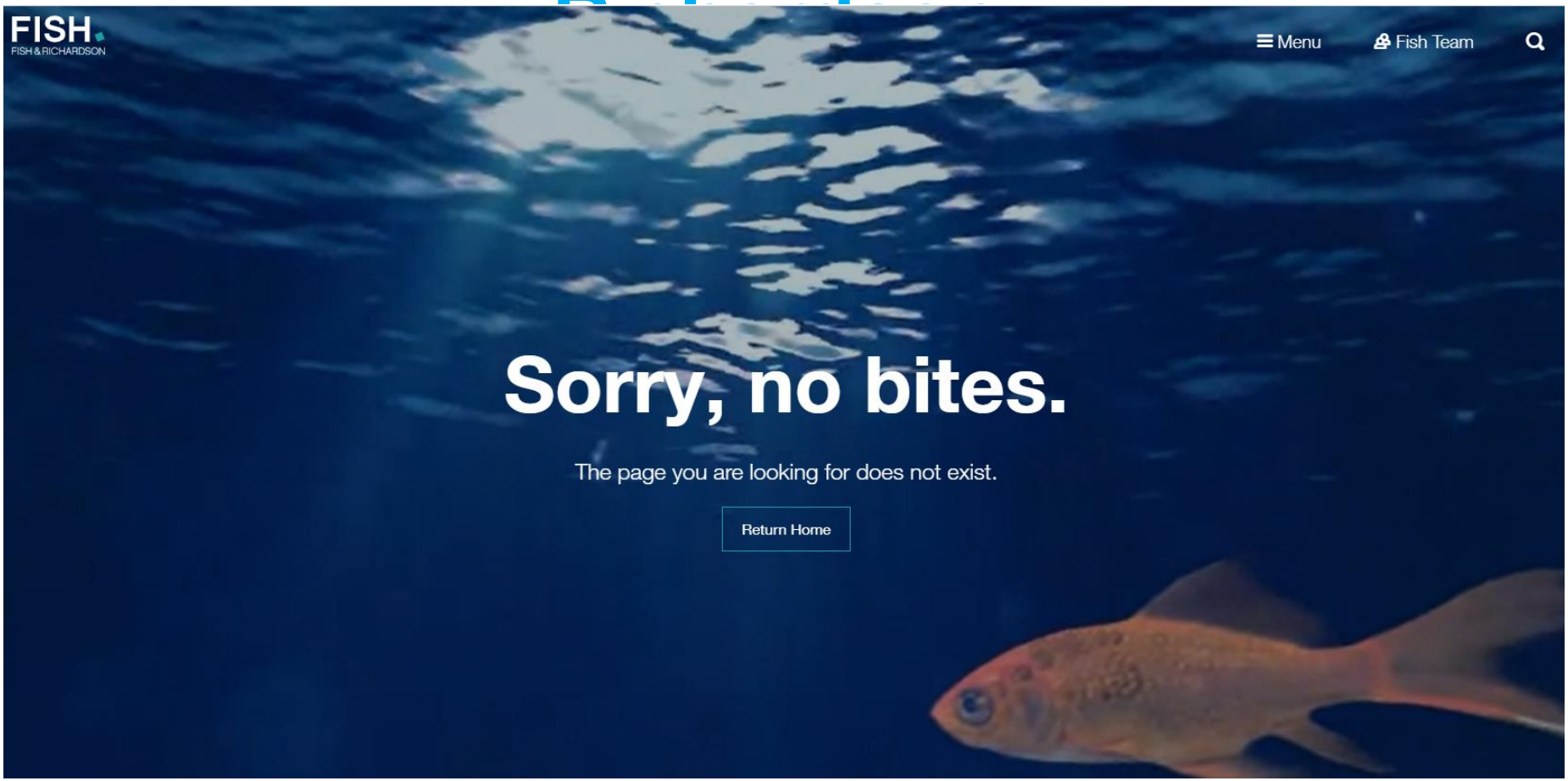
- Set up a site audit semrush.com/features/site-audit
- Use HTTPS
- Google says: Slow mobile pages start to load in over 2.5 seconds.
- Fix broken links, indexing and sitemap issues
- Fix too long/short/missing/duplicate title tags and meta descriptions
- All 100 of the top 100 domains are mobile-friendly.
- Since not all URLs make use of H2s, Searchmetrics recommends using them for a competitive advantage

Complete list at **legalmarketingreview.com/downloads**

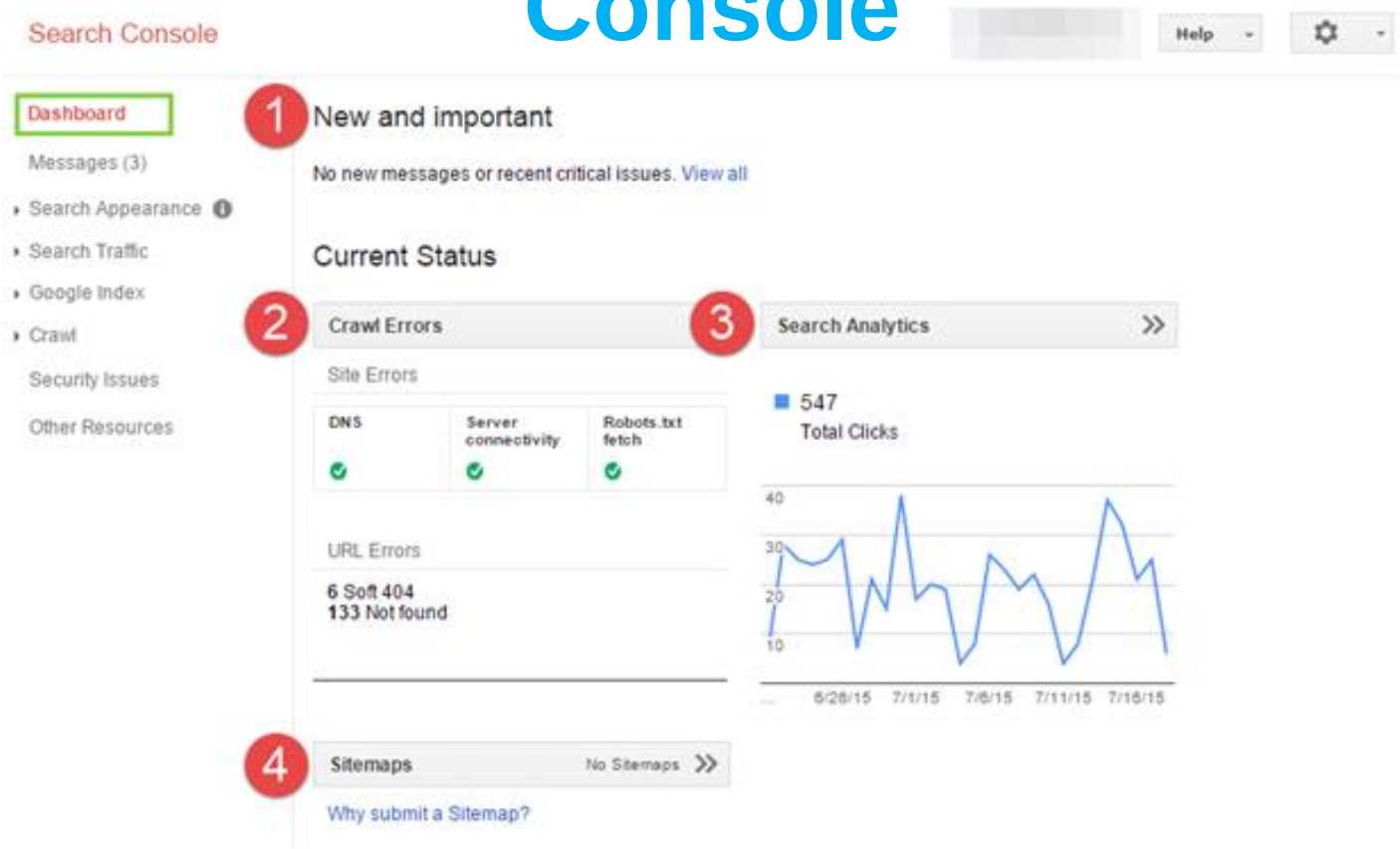
Custom 404 Pages



Creative 404 page from Fish &

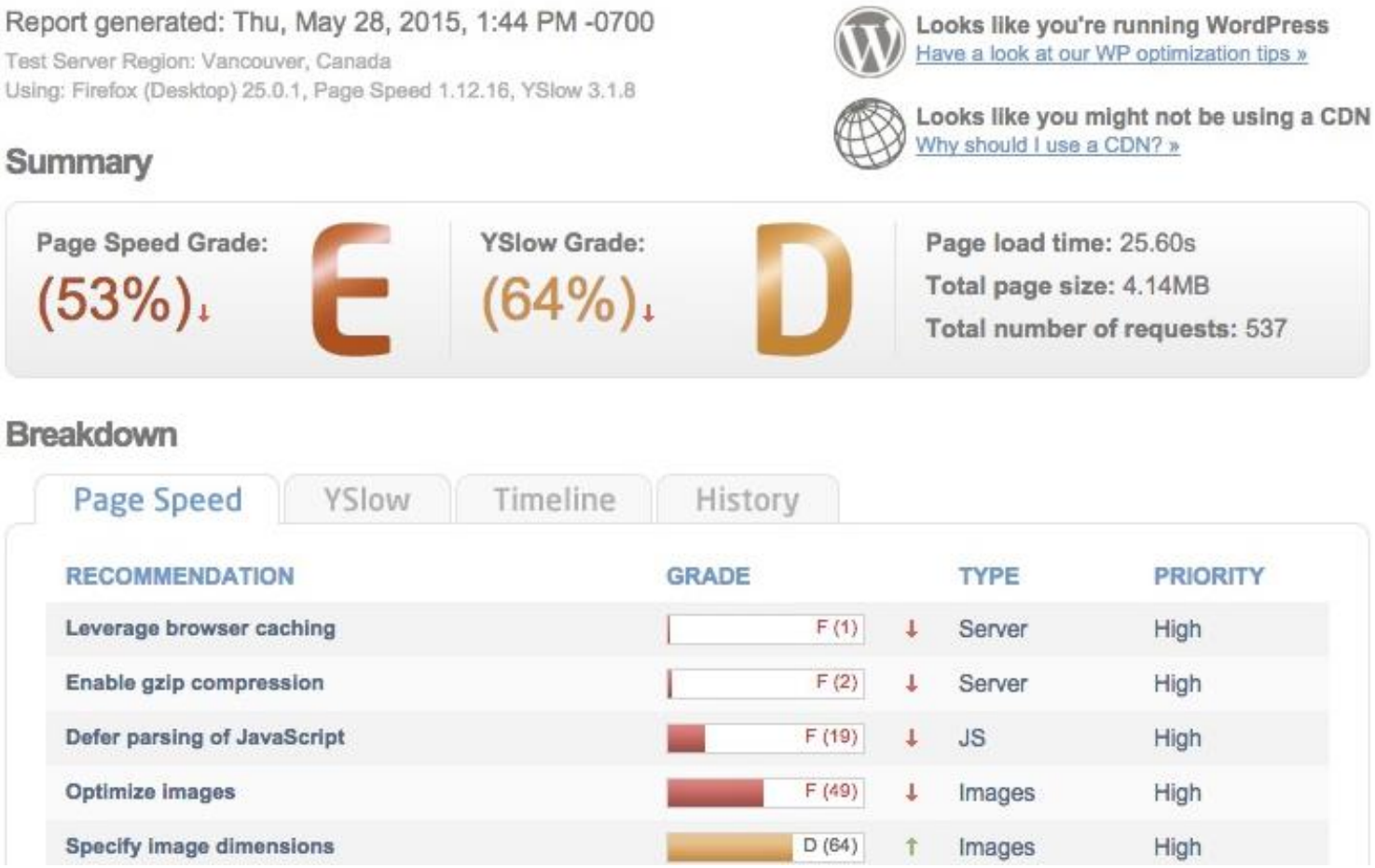


Set Up and Use Google Search Console

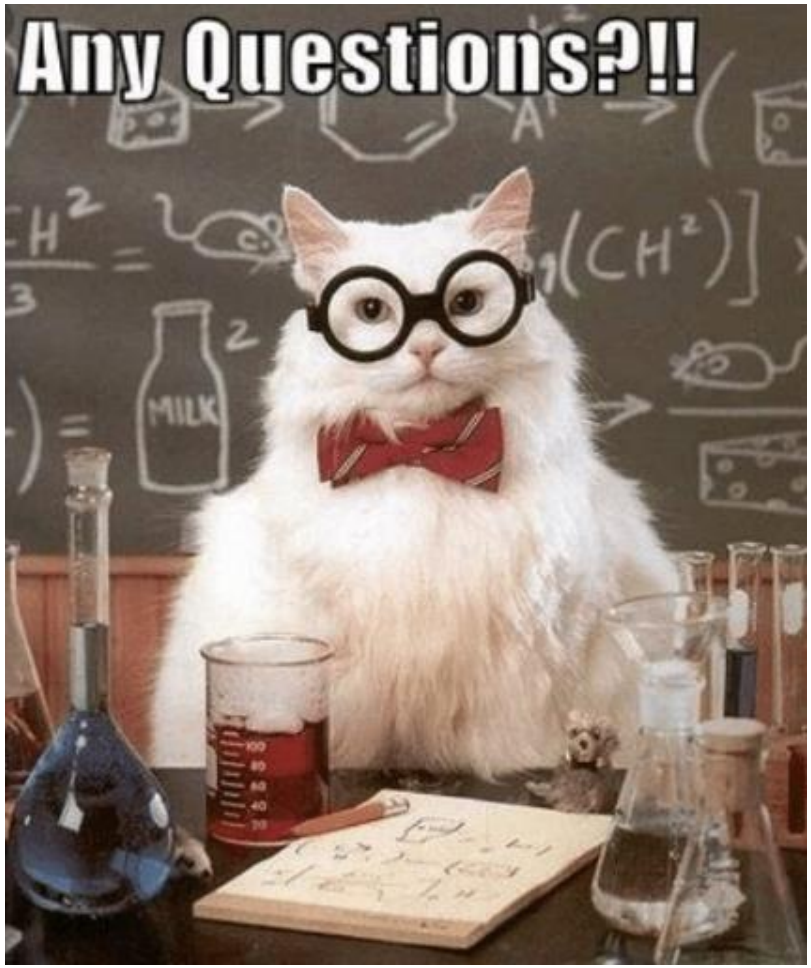


Tools: https://search.google.com/search-console/welcome

Optimize Mobile UX / Site Speed

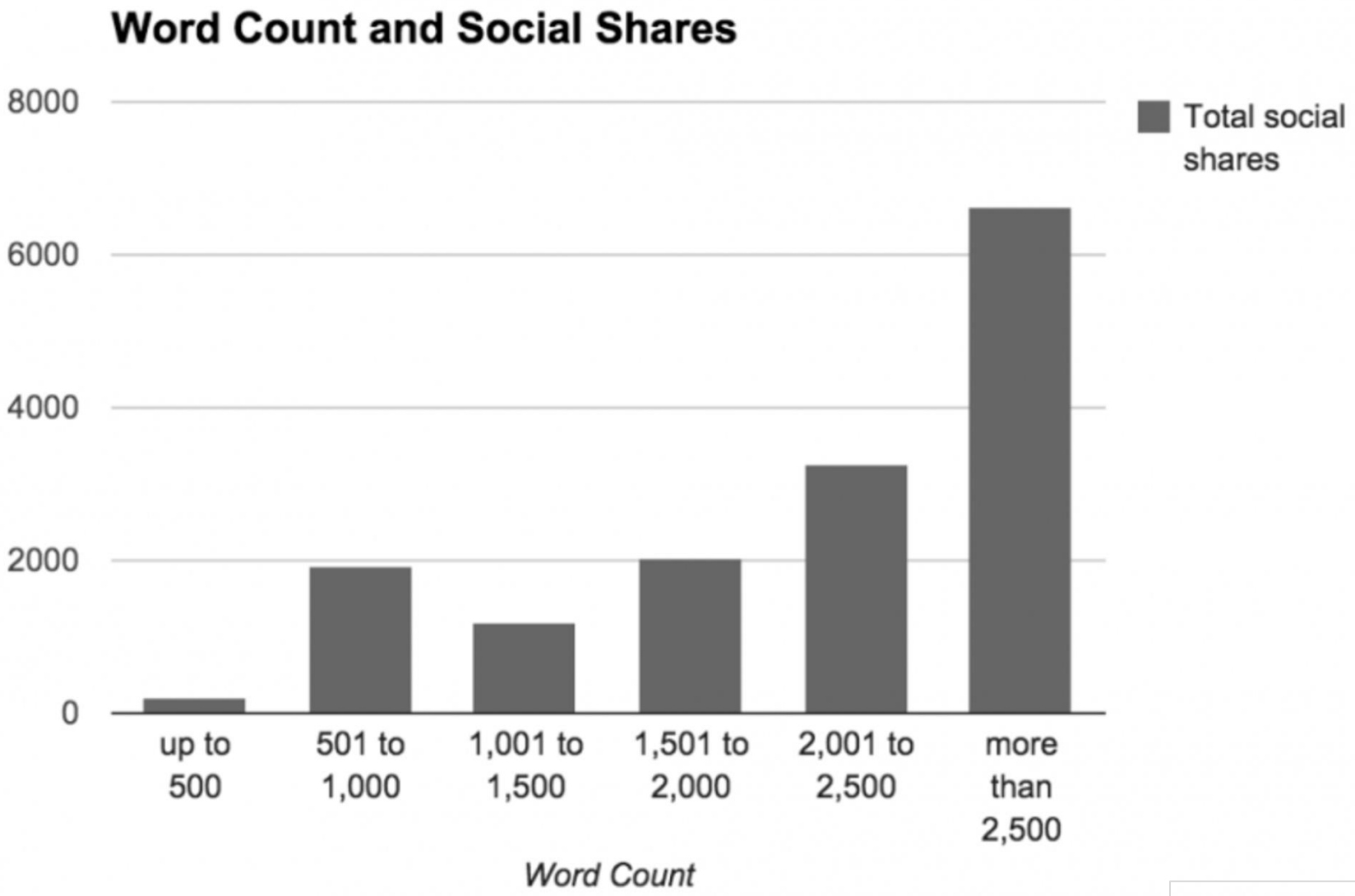


Tools: gtmetrix.com, developers.google.com/speed


Any Questions?!!
MILK

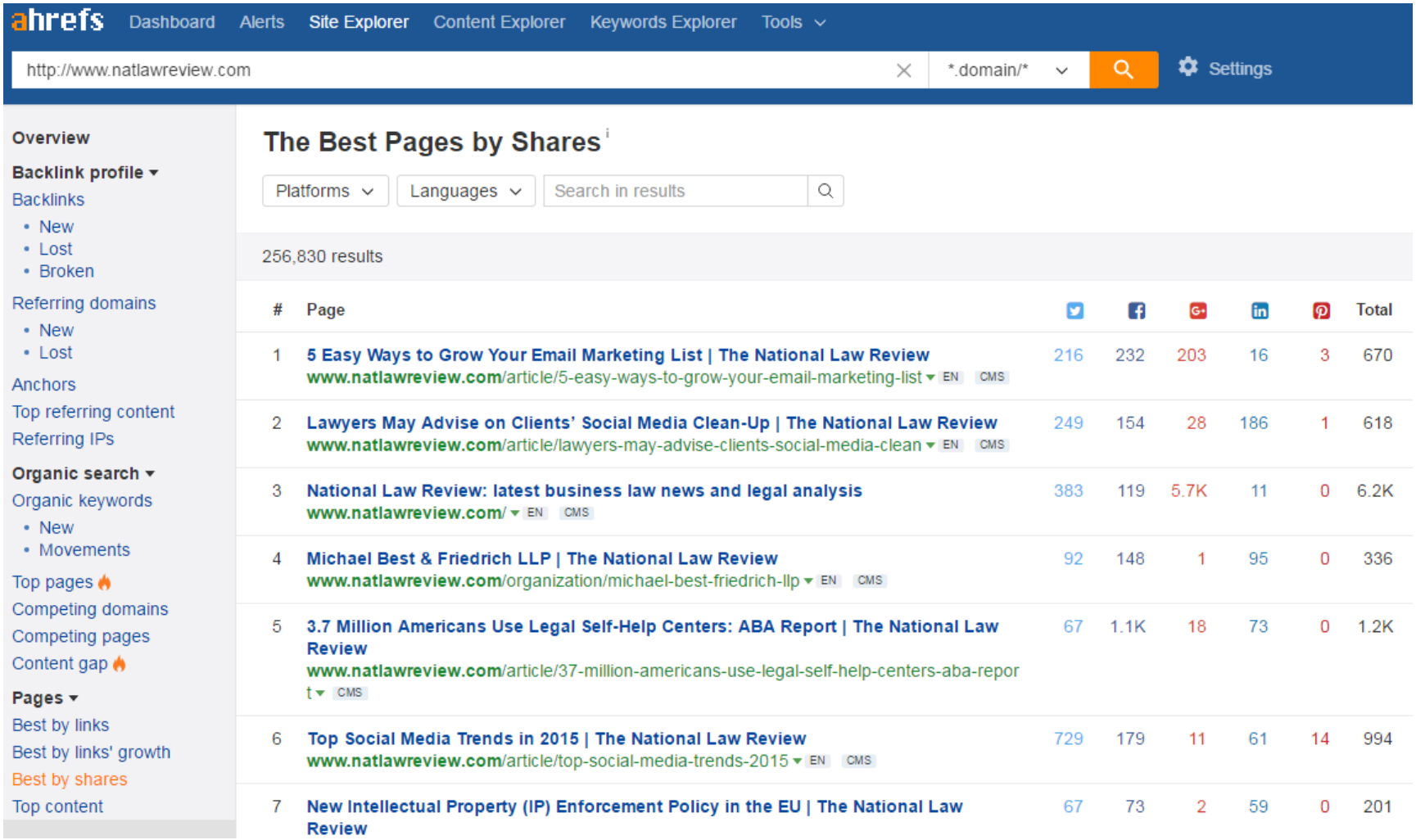
6. Optimize “Supportive” Social Signals

- There is an extremely high **correlation** between social signals and ranking position, despite Google saying social is not a direct ranking factor.
- Facebook Ads, boosts and groups can get your link worthy content linked to which directly affect SEO.
- YouTube is more “Popular” than Facebook and since videos appear for certain searches, you miss out on those highly visible features if you don’t have videos.
- Journalists love Twitter and more likely interview you if you look alive on social
- LinkedIn Builds thought leadership with a business audience who can share and link to your content.
- Brands rank better and few popular brands do not have strong social.



Source: Buffer

Understand The Most Shared Content

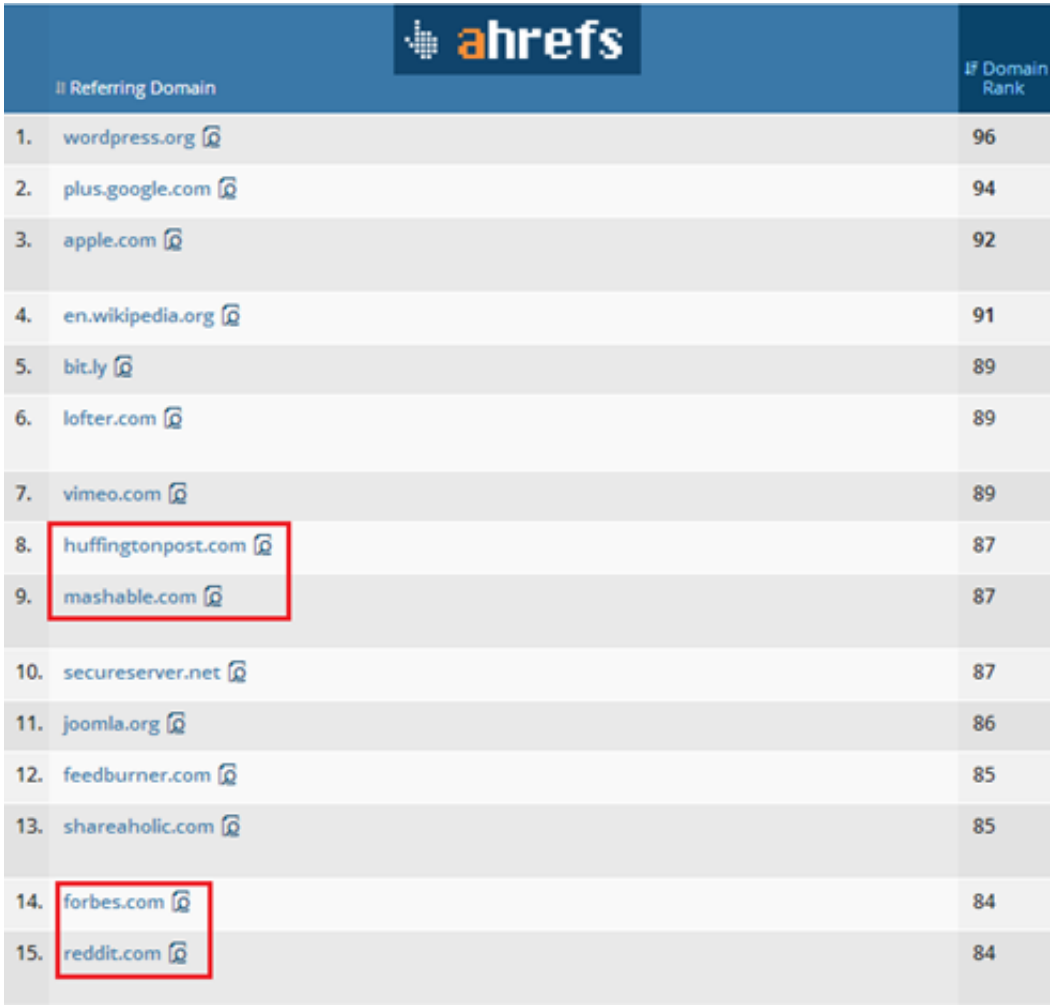


Tools: ahrefs.com

7. Have a concrete plan for earning links

- The correlation for backlinks remains high, but their importance is set to continue its decline.
- For certain niche topics its possible to obtain a high ranking without a lot of high quality backlinks.

Use the right tools



Tools: ahrefs.com

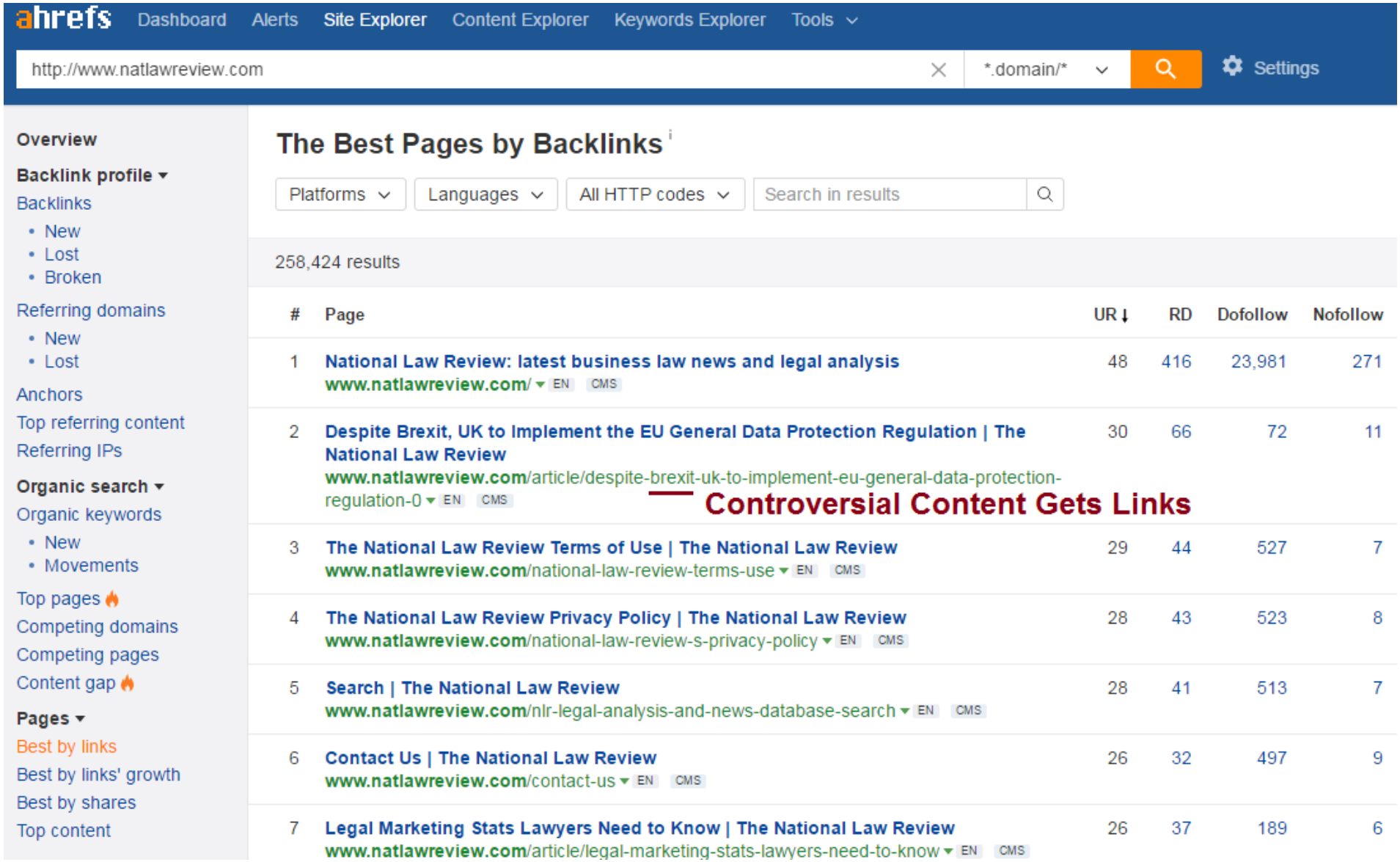
Media Coverage = Authority

prleads.com

- $99 a month, emails as often as every 30 minutes
- Leads are completely customized to fit your expertise
- Less competition from other responders

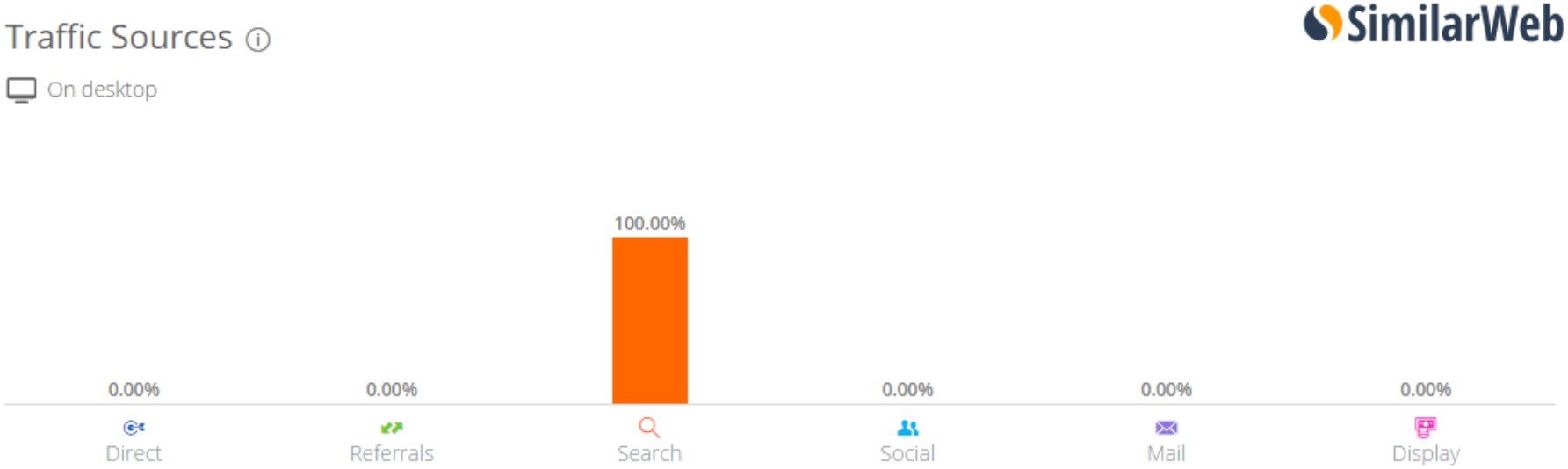
helpareporter.com (HARO)

- Free to sign up for 3x daily emails
- Paid: filters, profile, mobile alerts
- “Submit a New Pitch”



Tools: ahrefs.com

8. Optimize for all Traffic Sources – Brand Build



Tools: similarweb.com

RETHINK SEO COMPLETELY!!!

Source: contentmarketinginstitute.com/2016/03/future-content-rankings

RETHINK SEO COMPLETELY!!!

Source: contentmarketinginstitute.com/2016/03/future-content-rankings

Source: Rand Fishkin (Map keywords to content types and pages)

9. Use Authority Marketing

Expertise, Authoritativeness, Trustworthiness

Tools: authoritymarketing.com/quiz

legalmarketingreview.com/downloads

Julie E. Manser

Associate

Exton, PA
610.458.6705

Julie serves as an advocate in family law matters for clients in Eastern Pennsylvania, particularly in the counties of Chester, Montgomery, Bucks, Delaware, Lancaster, Berks and Lehigh. She has handled cases for clients resident in West Chester, Norristown, Doylestown, Media, Reading and Allentown. Throughout her career, Julie's practice has focused on family law litigation and related matters, such as:

- Litigation, mediation and arbitration of family law matters
- Matrimonial actions, including complex matters involving valuation issues and high conflict matters
- Custody and Parenting Time
- Alimony and child support
- Equitable distribution
- Appellate practice in family law matters
- Grandparent visitation
- Domestic violence
- Negotiation and preparation of prenuptial, postnuptial, and

Biography
News
Publications
Speaking Engagements/Events
Blog

Practice Areas

Family Law
Litigation

Bar Admissions

Pennsylvania

Education

J.D., cum laude, University of Pennsylvania Law School, 2005
M.B.E., University of Pennsylvania, Center for Bioethics, 2005
B.A., summa cum laude, University of Pennsylvania, 2002

Memberships

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Mintz Levin - It's Time.

THOUGHT LEADERSHIP

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11.07.2013	Energy & Clean Tech Connections
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11.05.2013	What a Difference 16 Years Can Make: FTC Approves Merger Between Office Superstore Giants Office Depot and OfficeMax
11.04.2013	ML Strategies Energy & Environment Update
11.04.2013	ML Strategies Financial Services Legislative & Regulatory Update
11.04.2013	ML Strategies Health Care Reform Update
10.31.2013	Mintz Levin Health Care Qui Tam Update

MINTZ SPOTLIGHT

Maintaining Good Client-Outside Counsel Relationships

Bob Bodian, the firm's Managing Member, speaks about how Mintz Levin works with inside counsel clients in Corporate Counsel magazine.

VIDEO INSIGHTS

Our attorneys discuss the hottest issues affecting clients today.

SOCIAL MEDIA & BLOGS

WHAT'S HAPPENING EVENTS @ MINTZ

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“the era of fixed ranking factors is over. Today's ranking factors are fluid and flexible-they are as malleable as water.“

Searchmetrics

Conclusion

To succeed in SEO and content marketing, you must be able to shift as fast as algorithms do, have a technically proficient website and 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. ahrefs.com
2. buzzsumo.com
3. gtmetrix.com
4. webpagetest.org
5. google.com/webmasters/tools/mobile-friendly
6. google.com/analytics
7. google.com/webmasters/tools/home?hl=en
8. search.google.com/search-console/mobile-friendly
9. testmysite.thinkwithgoogle.com
10. usertesting.com
11. clicktale.com
12. crazyegg.com
13. hotjar.com
14. searchmetrics.com
15. similarweb.com
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17. hubspot.com

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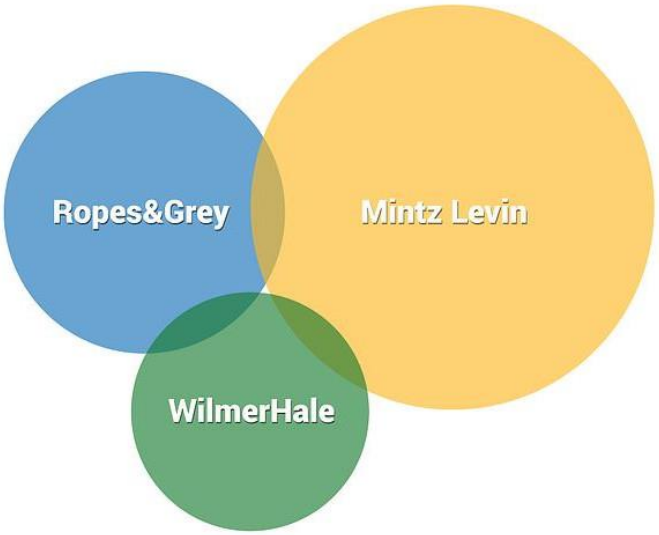

	Keywords	Ad Savings
mintz.com	43,804	$64,600
ropesgray.com	22,378	$22,200
wilmerhale.com	16,101	$7,500

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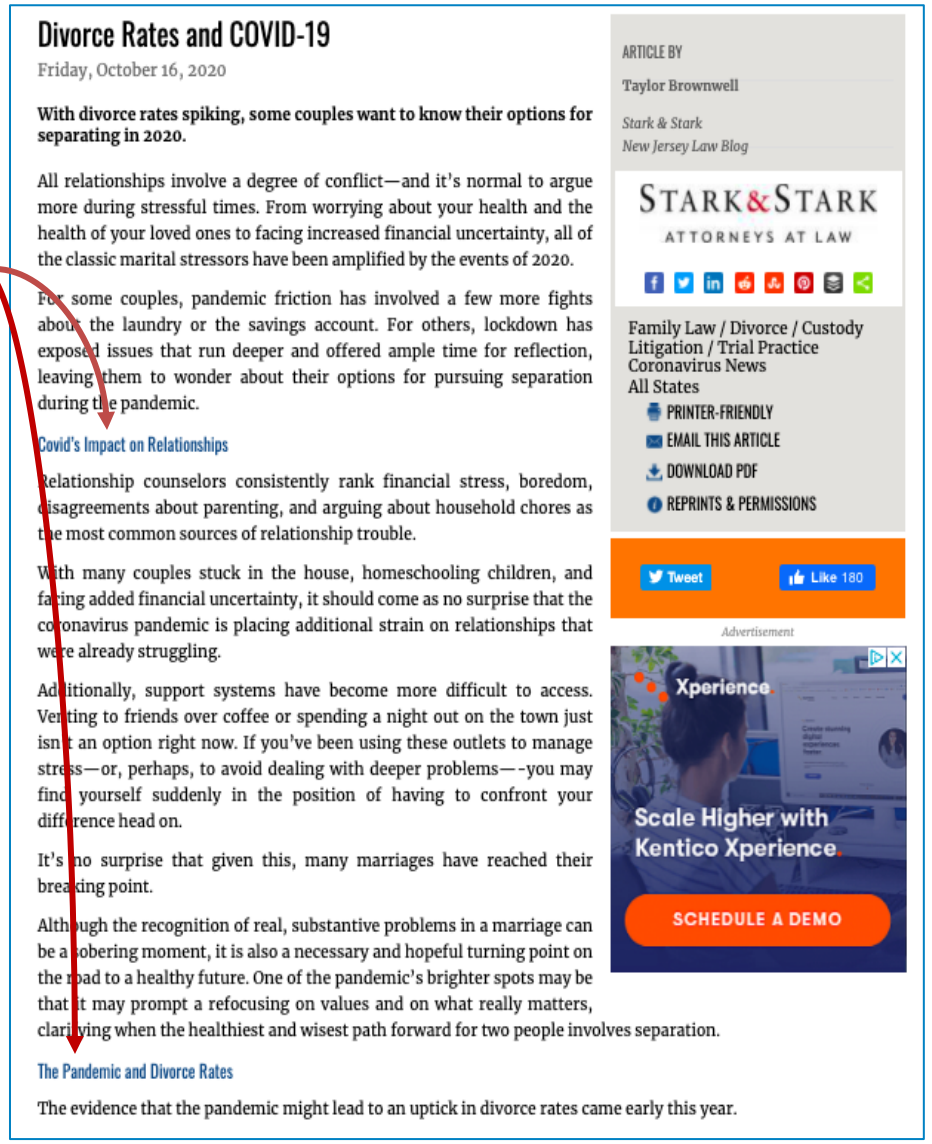
National Law Review SEO Best Practices

Do these things every day

Rich Keywords in Article content

1. Identify Keywords in article headings
2. Keywords, Keyword Phrases in Meta Tags (Title, Description, News)
    1. Organizations, locations, Official abbreviations
    2. Case names, numbers
    3. Location, type of law, jurisdiction
3. Page SEO tags
    1. Geography (Country, State, Jurisdiction)
    2. Type of Law, Jurisdiction



Divorce Rates and COVID-19

Friday, October 16, 2020

With divorce rates spiking, some couples want to know their options for separating in 2020.

All relationships involve a degree of conflict—and it's normal to argue more during stressful times. From worrying about your health and the health of your loved ones to facing increased financial uncertainty, all of the classic marital stressors have been amplified by the events of 2020.

For some couples, pandemic friction has involved a few more fights about the laundry or the savings account. For others, lockdown has exposed issues that run deeper and offered ample time for reflection, leaving them to wonder about their options for pursuing separation during the pandemic.

Covid's Impact on Relationships

Relationship counselors consistently rank financial stress, boredom, disagreements about parenting, and arguing about household chores as the most common sources of relationship trouble.

With many couples stuck in the house, homeschooling children, and facing added financial uncertainty, it should come as no surprise that the coronavirus pandemic is placing additional strain on relationships that were already struggling.

Additionally, support systems have become more difficult to access. Venting to friends over coffee or spending a night out on the town just isn't an option right now. If you've been using these outlets to manage stress—or, perhaps, to avoid dealing with deeper problems—-you may find yourself suddenly in the position of having to confront your difference head on.

It's no surprise that given this, many marriages have reached their breaking point.

Although the recognition of real, substantive problems in a marriage can be a sobering moment, it is also a necessary and hopeful turning point on the road to a healthy future. One of the pandemic's brighter spots may be that it may prompt a refocusing on values and on what really matters, clarifying when the healthiest and wisest path forward for two people involves separation.

The Pandemic and Divorce Rates

The evidence that the pandemic might lead to an uptick in divorce rates came early this year.

ARTICLE BY

Taylor Brownwell

Stark & Stark
New Jersey Law Blog

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Family Law / Divorce / Custody
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Alt-Text for ALL Images

Where is this bar?

Where is this woman? What's she waiting for?

1. **Use keyword-rich alt-text**
   - Use keywords from the content in the tag

2. **Think ADA Accessibility (readers)**
   - How would you want to hear it read?

3. **Locations, situations, relevance**
   - Add strong, relevant descriptions. Include actions, place, context

What exactly is going on here?

Longtail keyword linking in articles

1. **Relevant keywords & phrases**
   - lead to other relevant onsite content, landing pages

2. **Types of law**
   - Lead to relevant attorneys

3. **Practice/Focus Groups**
   - Lead to practice group pages, landing pages

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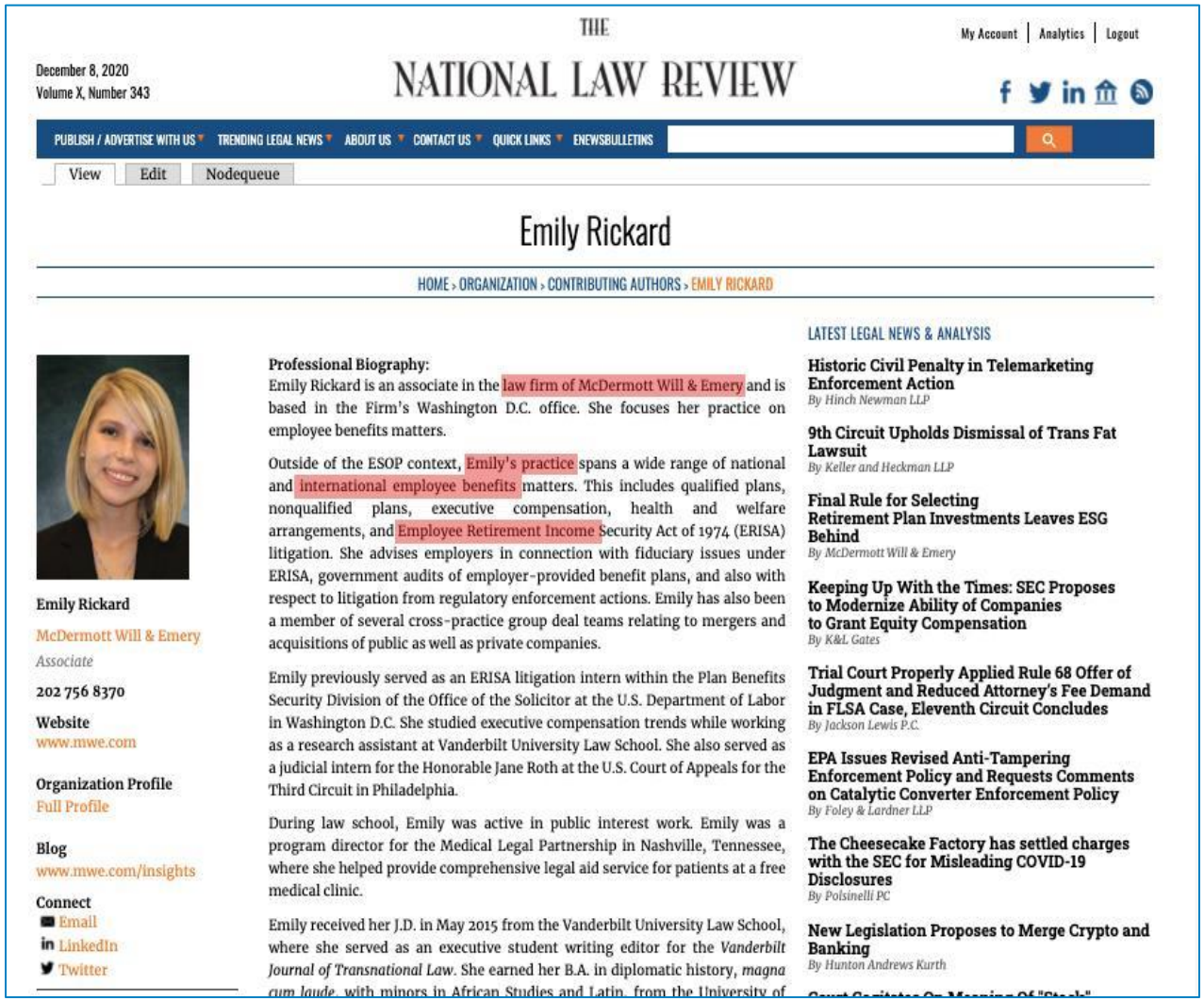
Strong Keywords in attorney/author profiles



THE NATIONAL LAW REVIEW

December 8, 2020
Volume X, Number 343

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Emily Rickard

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Emily Rickard
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www.mwe.com/insights

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Email
LinkedIn
Twitter

Professional Biography:
Emily Rickard is an associate in the law firm of McDermott Will & Emery and is based in the Firm's Washington D.C. office. She focuses her practice on employee benefits matters.

Outside of the ESOP context, Emily's practice spans a wide range of national and international employee benefits matters. This includes qualified plans, nonqualified plans, executive compensation, health and welfare arrangements, and Employee Retirement Income Security Act of 1974 (ERISA) litigation. She advises employers in connection with fiduciary issues under ERISA, government audits of employer-provided benefit plans, and also with respect to litigation from regulatory enforcement actions. Emily has also been a member of several cross-practice group deal teams relating to mergers and acquisitions of public as well as private companies.

Emily previously served as an ERISA litigation intern within the Plan Benefits Security Division of the Office of the Solicitor at the U.S. Department of Labor in Washington D.C. She studied executive compensation trends while working as a research assistant at Vanderbilt University Law School. She also served as a judicial intern for the Honorable Jane Roth at the U.S. Court of Appeals for the Third Circuit in Philadelphia.

During law school, Emily was active in public interest work. Emily was a program director for the Medical Legal Partnership in Nashville, Tennessee, where she helped provide comprehensive legal aid service for patients at a free medical clinic.

Emily received her J.D. in May 2015 from the Vanderbilt University Law School, where she served as an executive student writing editor for the *Vanderbilt Journal of Transnational Law*. She earned her B.A. in diplomatic history, *magna cum laude*, with minors in African Studies and Latin, from the University of

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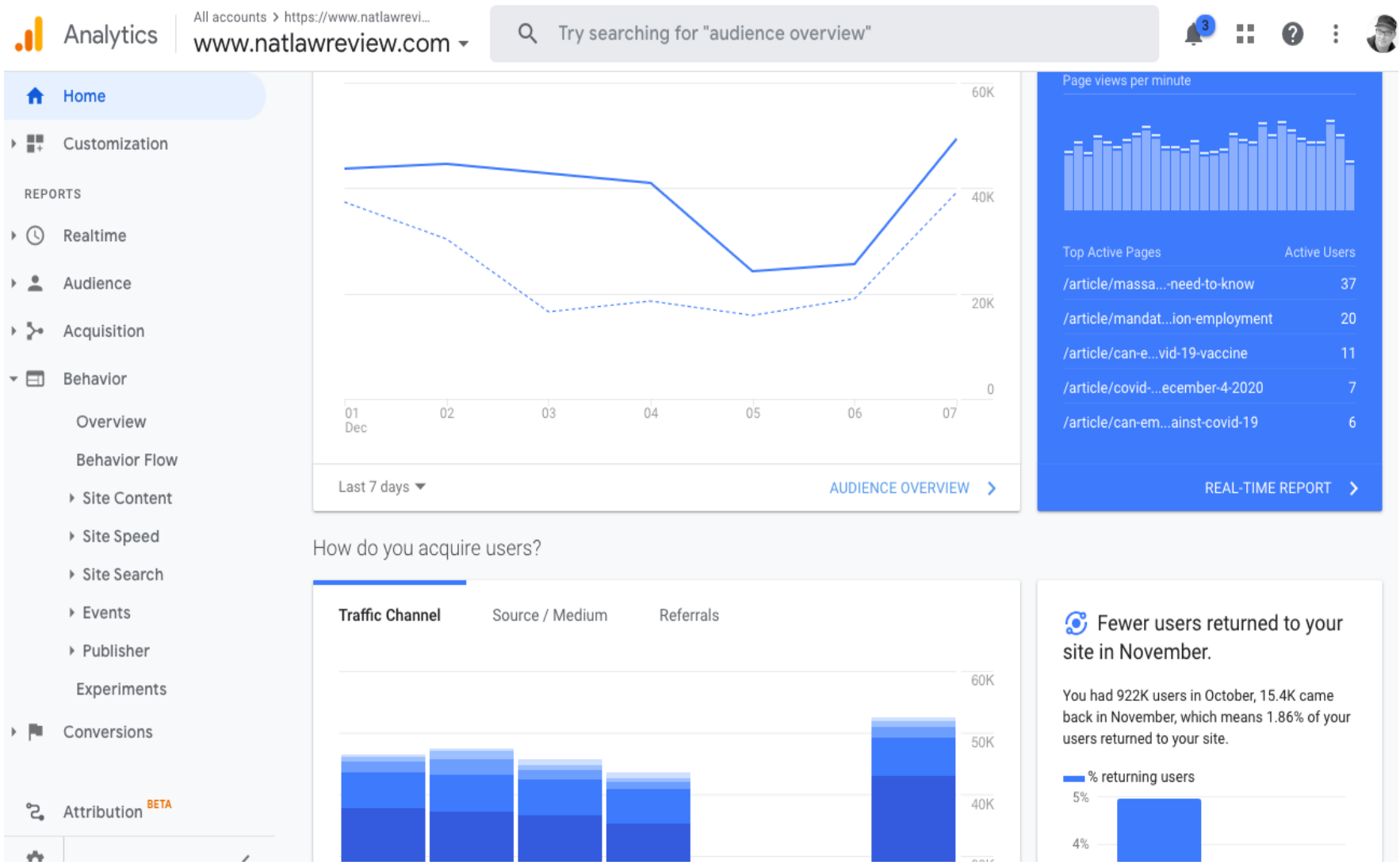
The Cheesecake Factory has settled charges with the SEC for Misleading COVID-19 Disclosures
By Polsinelli PC

New Legislation Proposes to Merge Crypto and Banking
By Hunton Andrews Kurth

1. **Consistent search terms**
   - "Law Firm," "Attorney," "Lawyer"
2. **Locations**
   - Especially less attorney-populated
3. **Practice, specialization**
   - Call out focus of practice

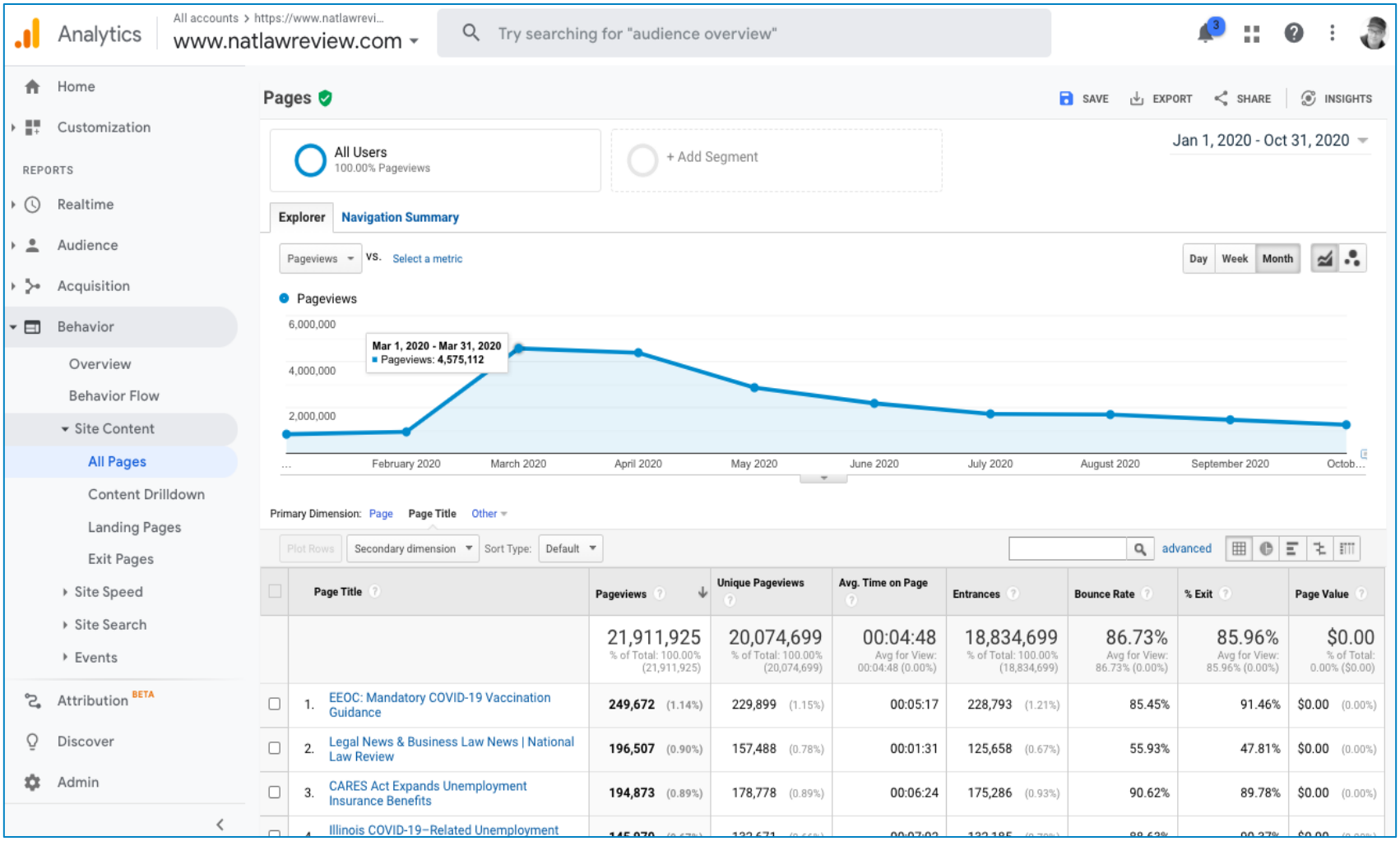
Google Analytics



Content performance

A constant source of inspiration & data for optimization, insight

Which articles are “popping”? Why?



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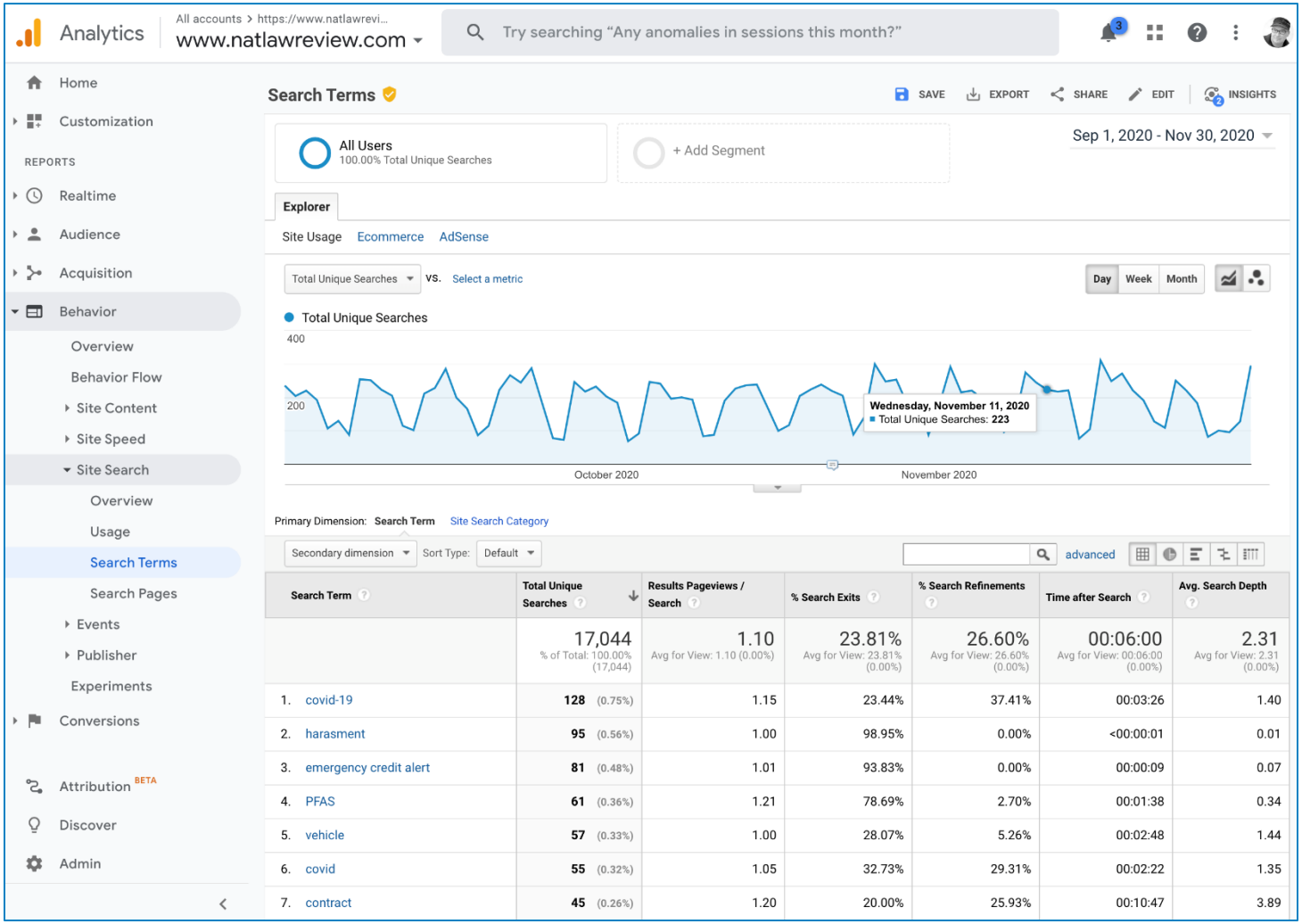
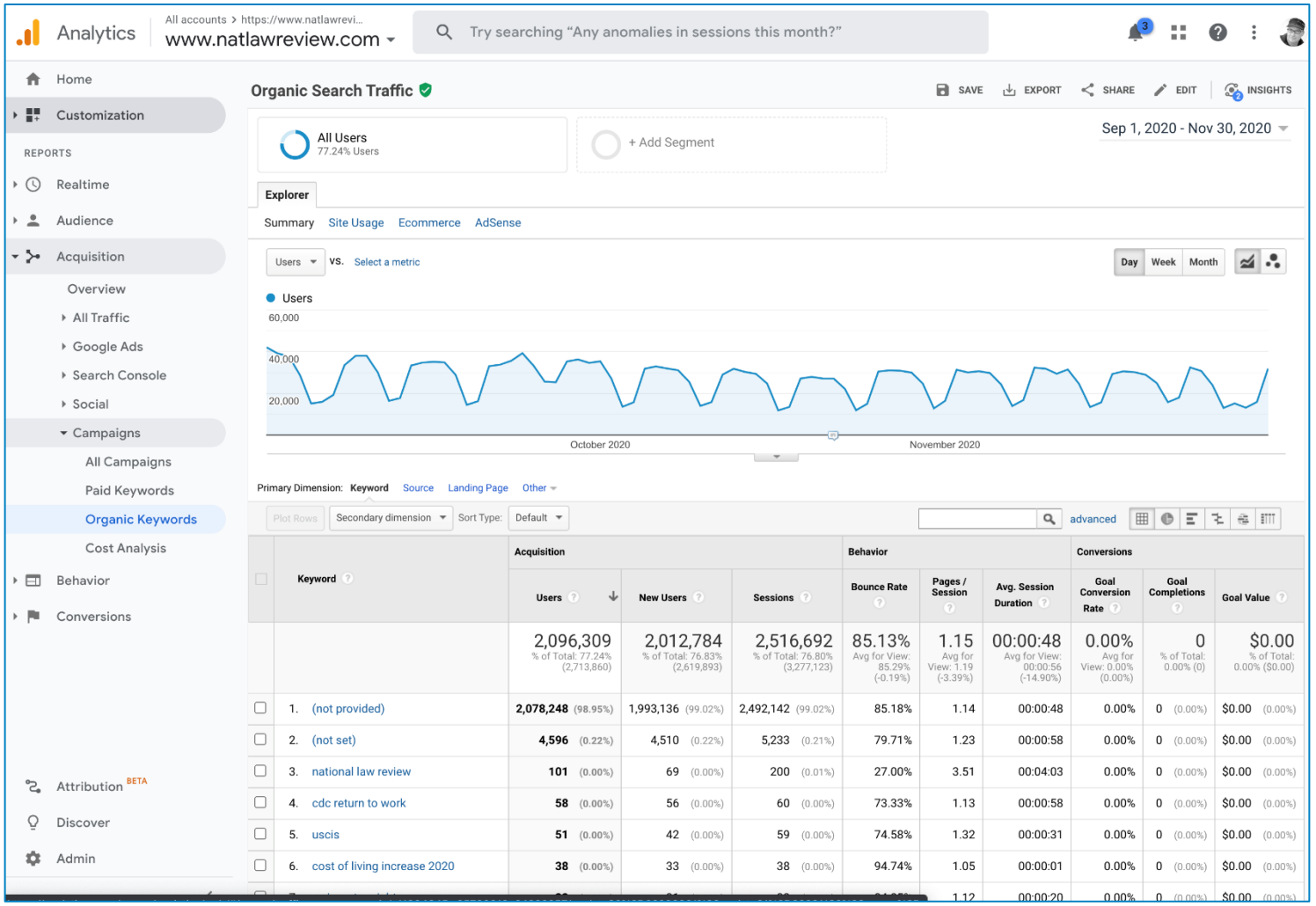
Site Search Terms

1. Track common site searches
2. Track trending site search keywords



Keyword performance

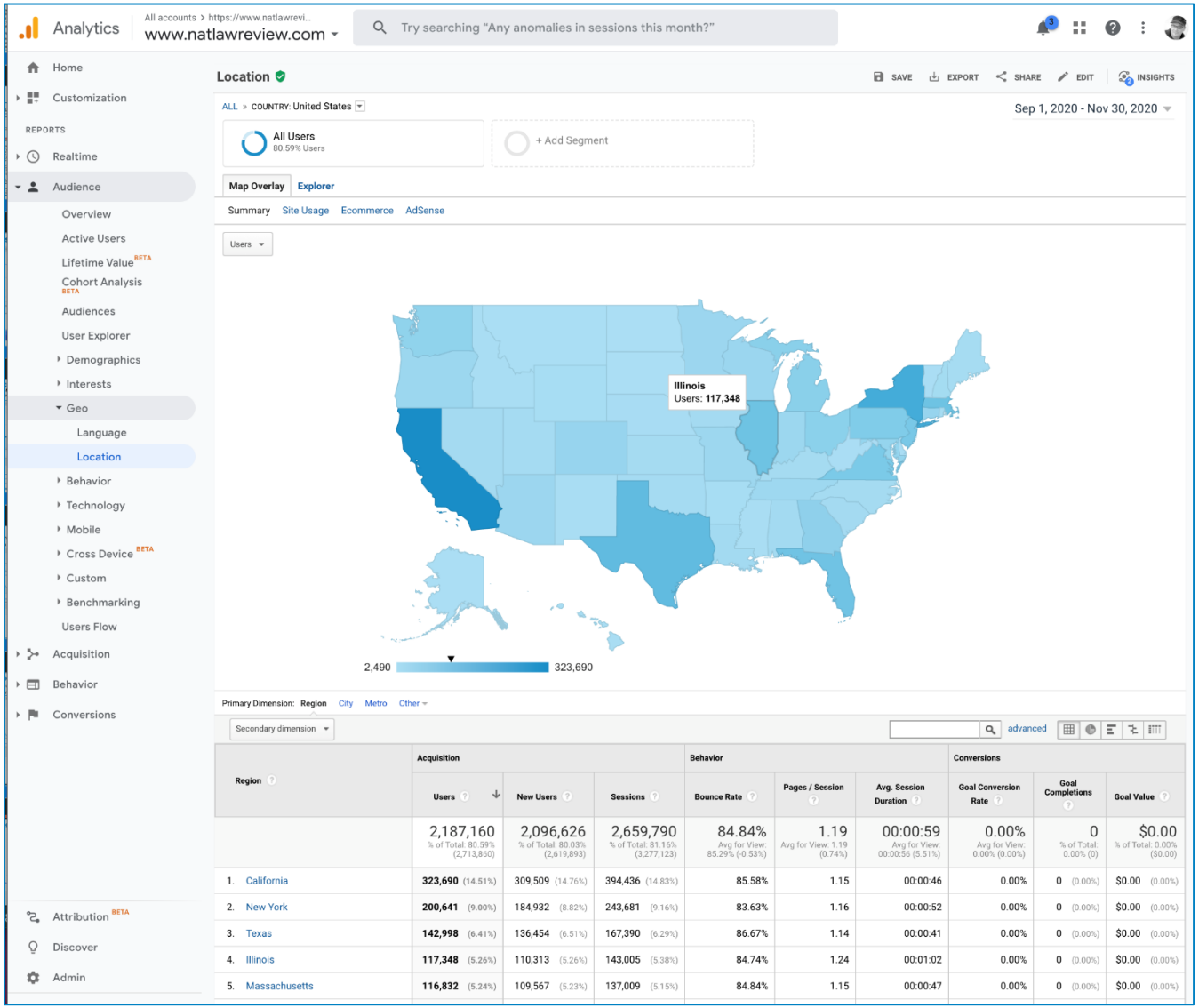
1. Which KW or KW phrases are driving engagement?
2. How valuable are some of the KW/phrases we're using?



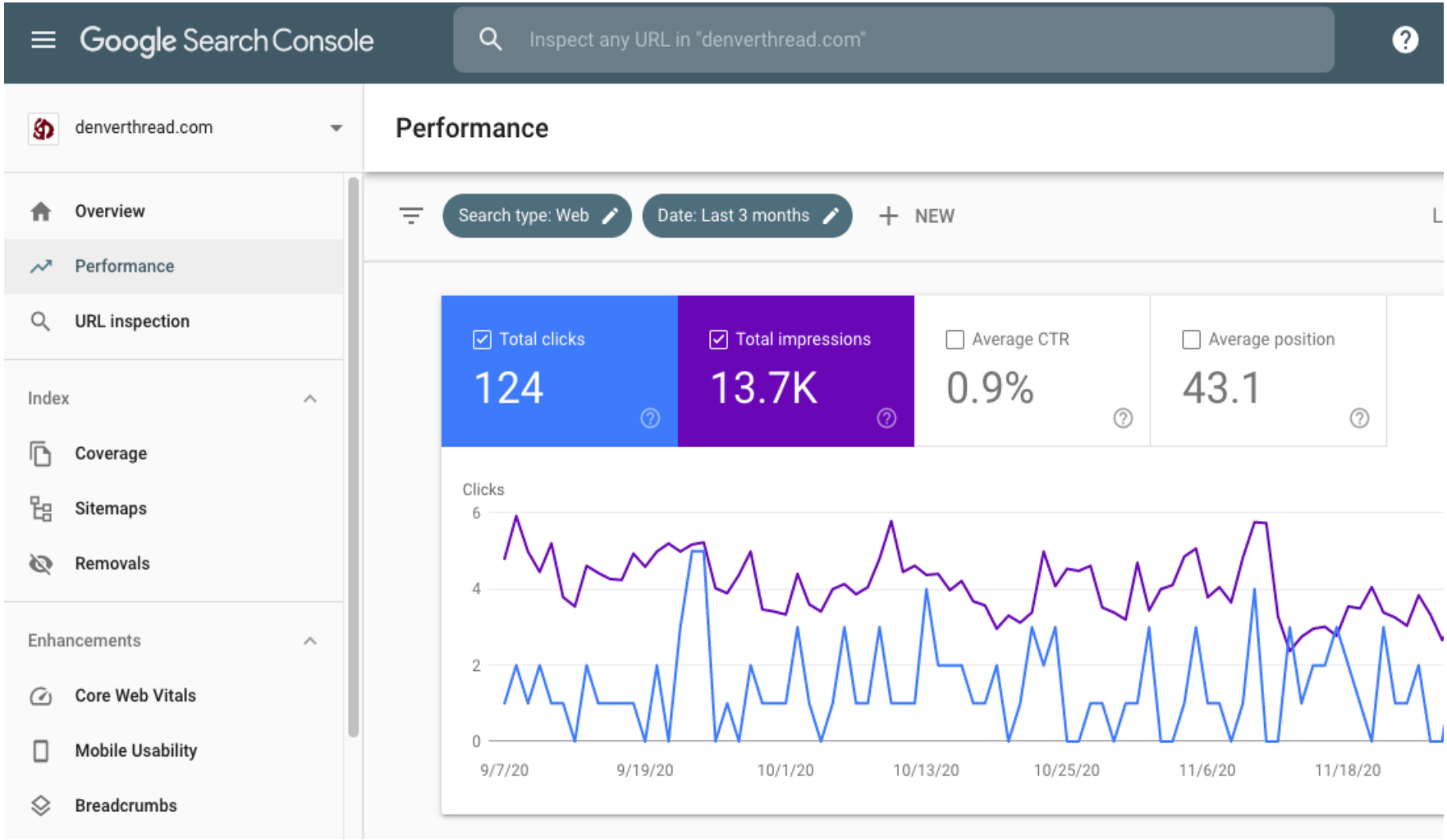
Location Engagement

1. GEO, DEMO stats, trends
2. What content are users consuming where?

Why?



Google Search Console



Exactly what Google wants you to do

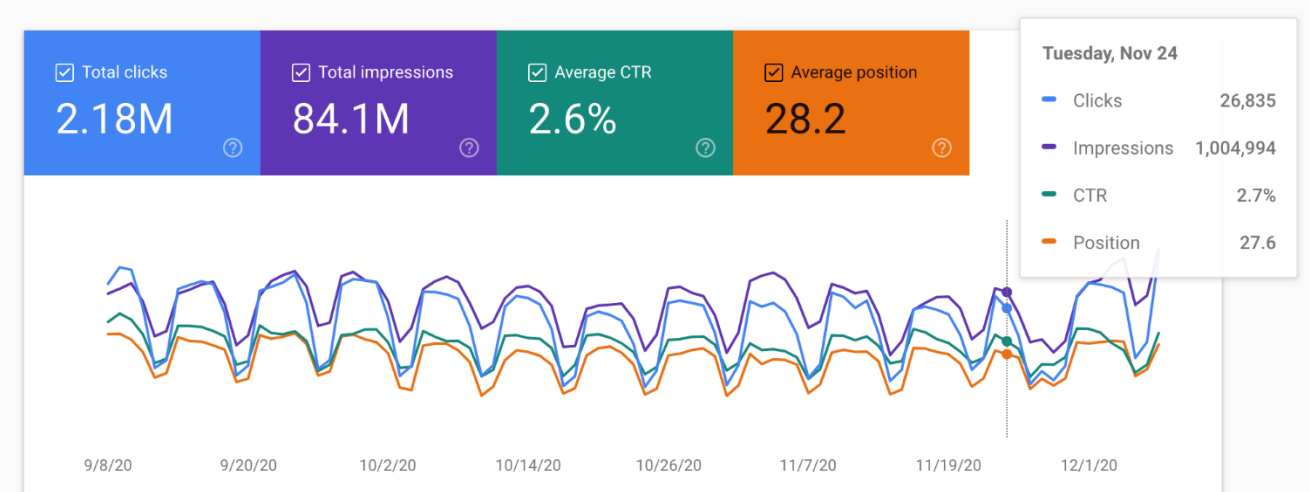
Search Results

1. **Queries**
   - what searches are people using to find us?

2. **Pages**
   - which pages are performing well, and why?

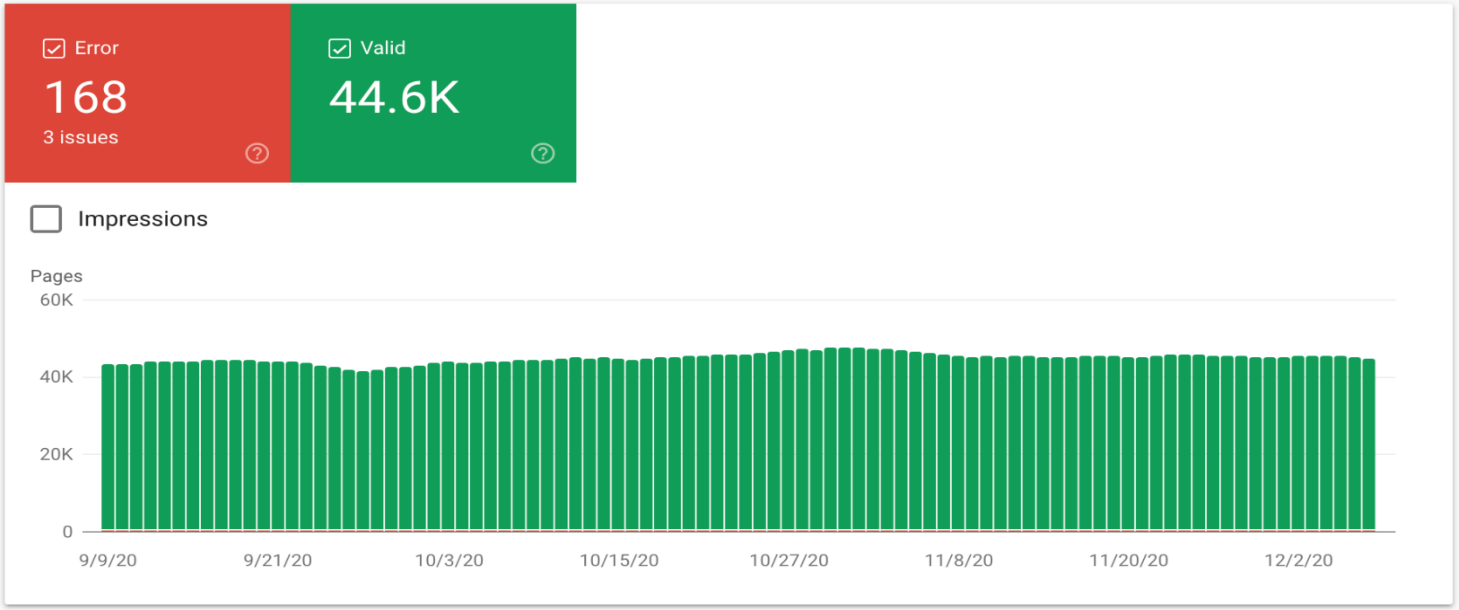
3. **Devices**
   - Watch your mobile, and other non-website access

4. **Search Appearance**
   - Which channels are strongest/weakest?



Mobile Usability

1. Mobile optimization guidance



Details

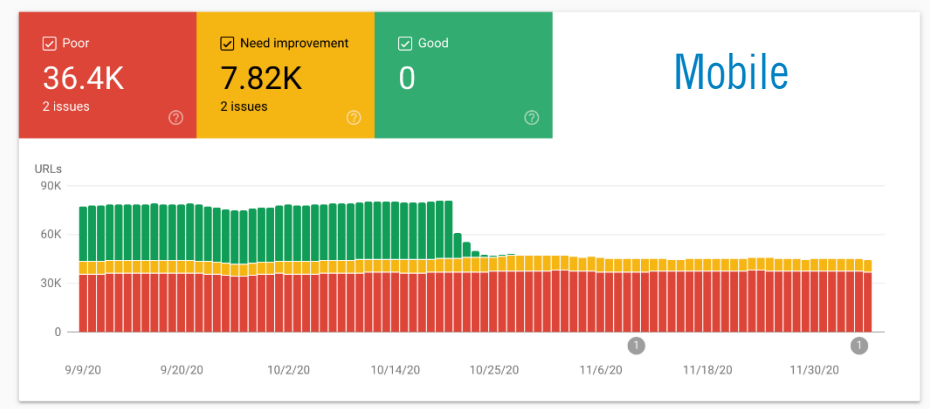
Status	Type	Validation	Trend	Pages
Error	Clickable elements too close together	Not Started		168
Error	Content wider than screen	Not Started		168
Error	Text too small to read	Not Started		164
Valid	Mobile-friendly pages	N/A		44,630

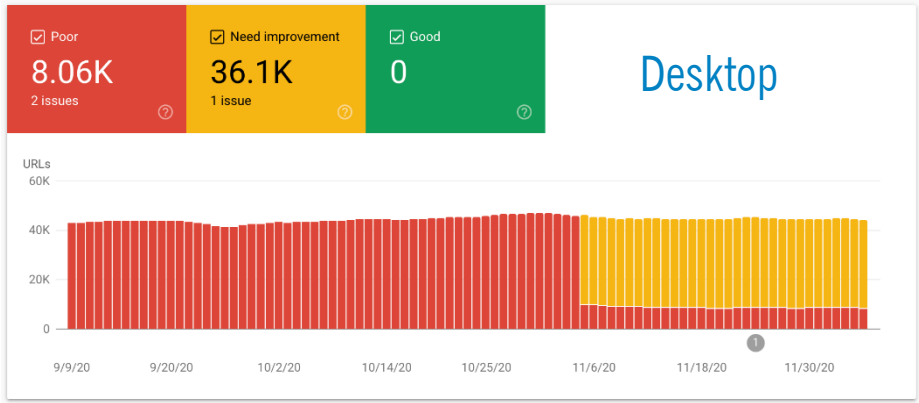
Core Web Vitals = User experience

1. ***Largest Contentful Paint (LCP)****:* How long does it take for your website to start displaying elements that are important to the user?

2. ***First Input Delay (FID):*** the time between a user's first interaction with the page and when the browser can respond to that interaction.

3. ***Cumulative Layout Shift (CLS):*** the frequency of unexpected layout changes and a web page's overall visual stability.



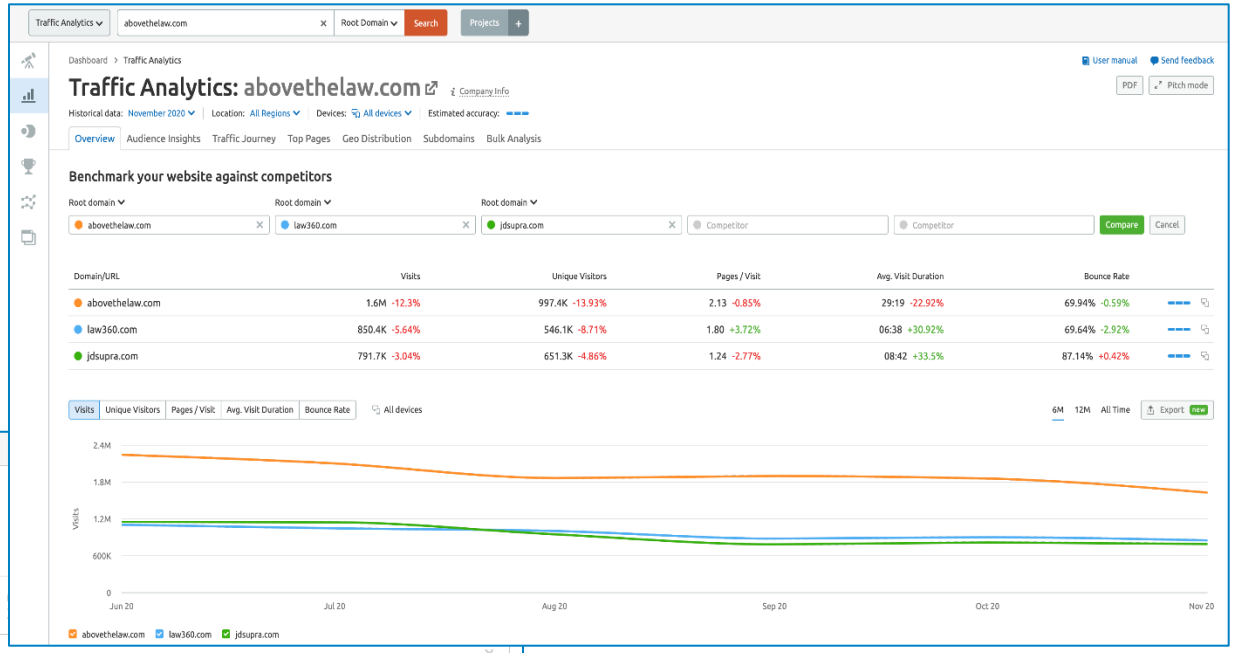


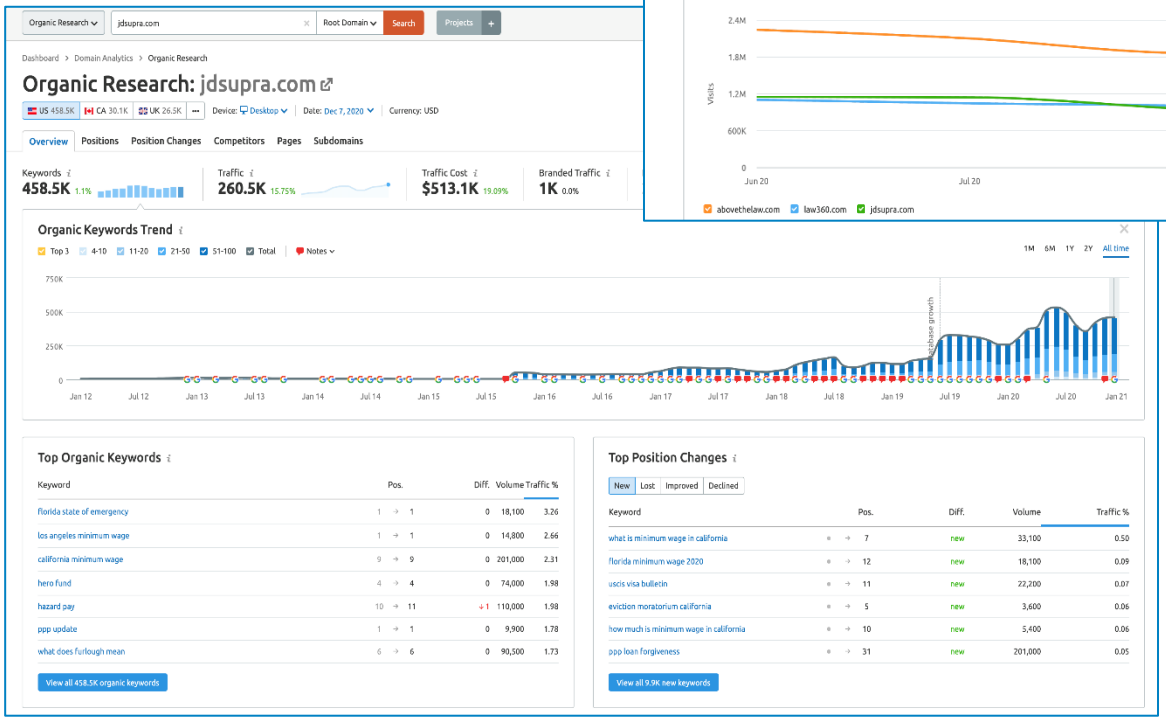
SEM Rush

Use the web - and your competition - for optimization

Competitive research

Compare common KPIs across your competition



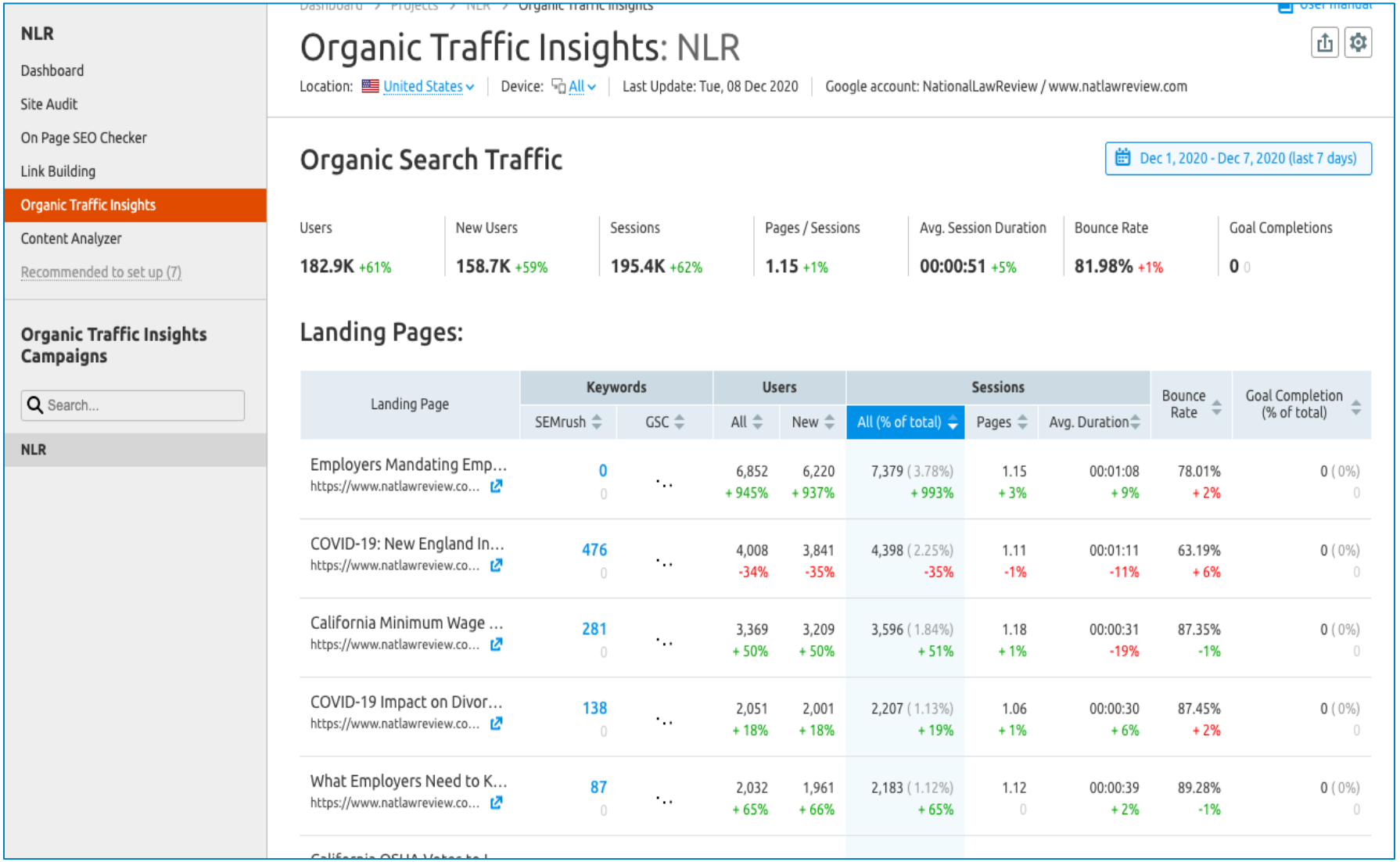


See how your competition's keywords are performing

Keyword tools

Organic Traffic Insights

Gain insight into your top content



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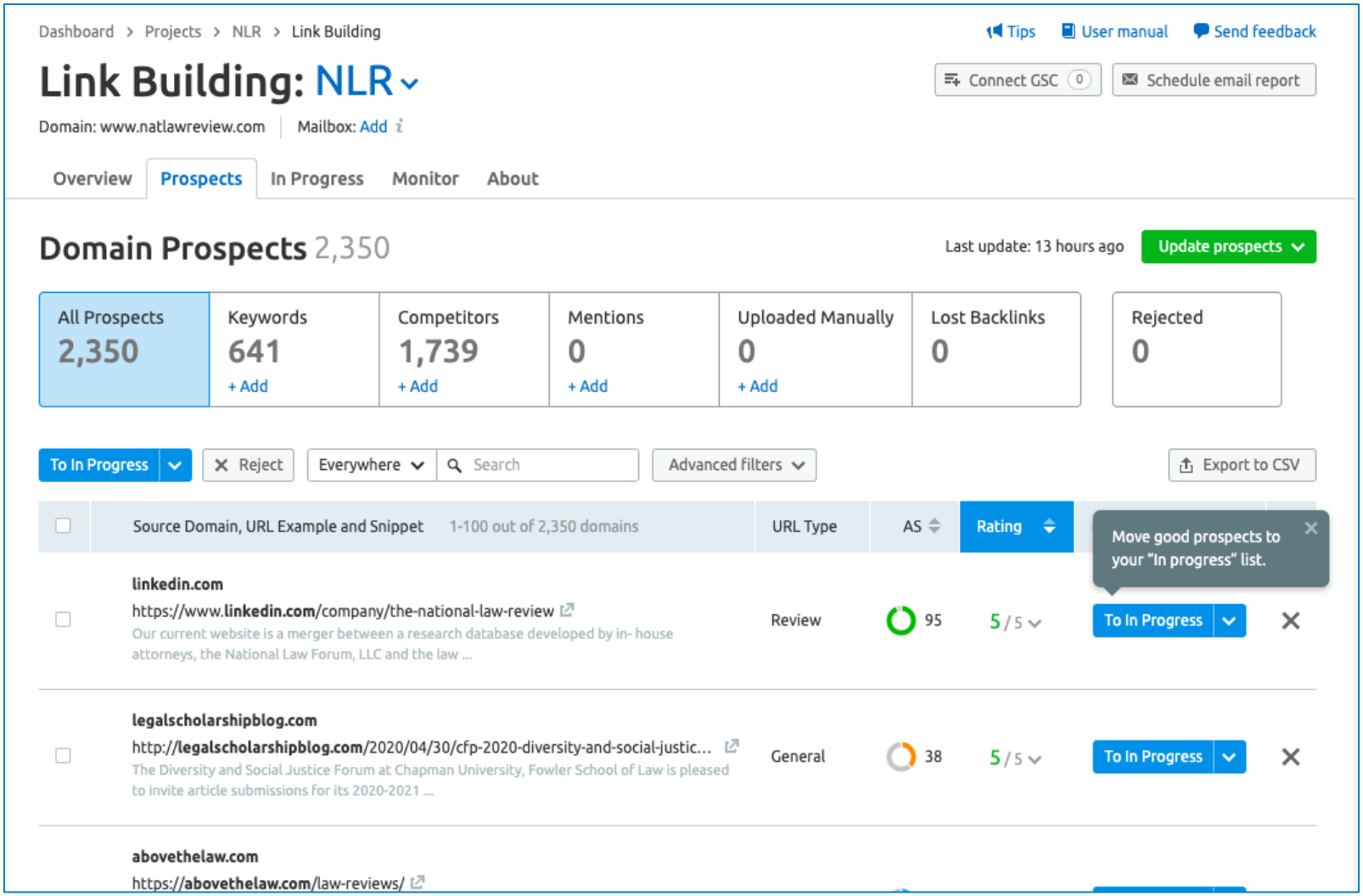
Link building

Think of link building as a social tool



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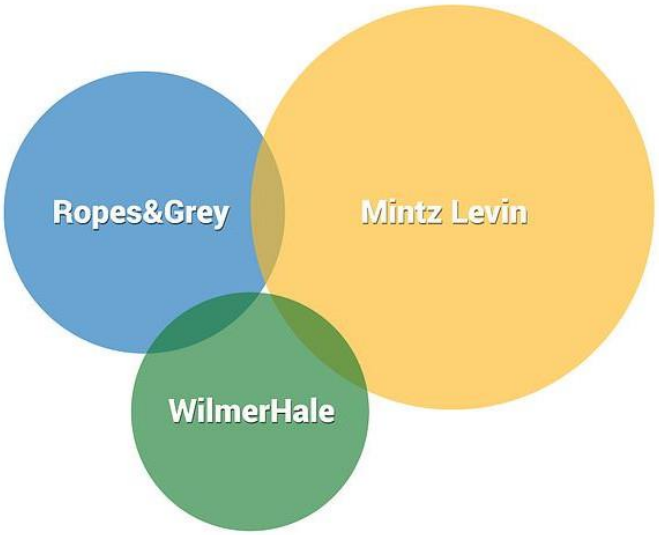

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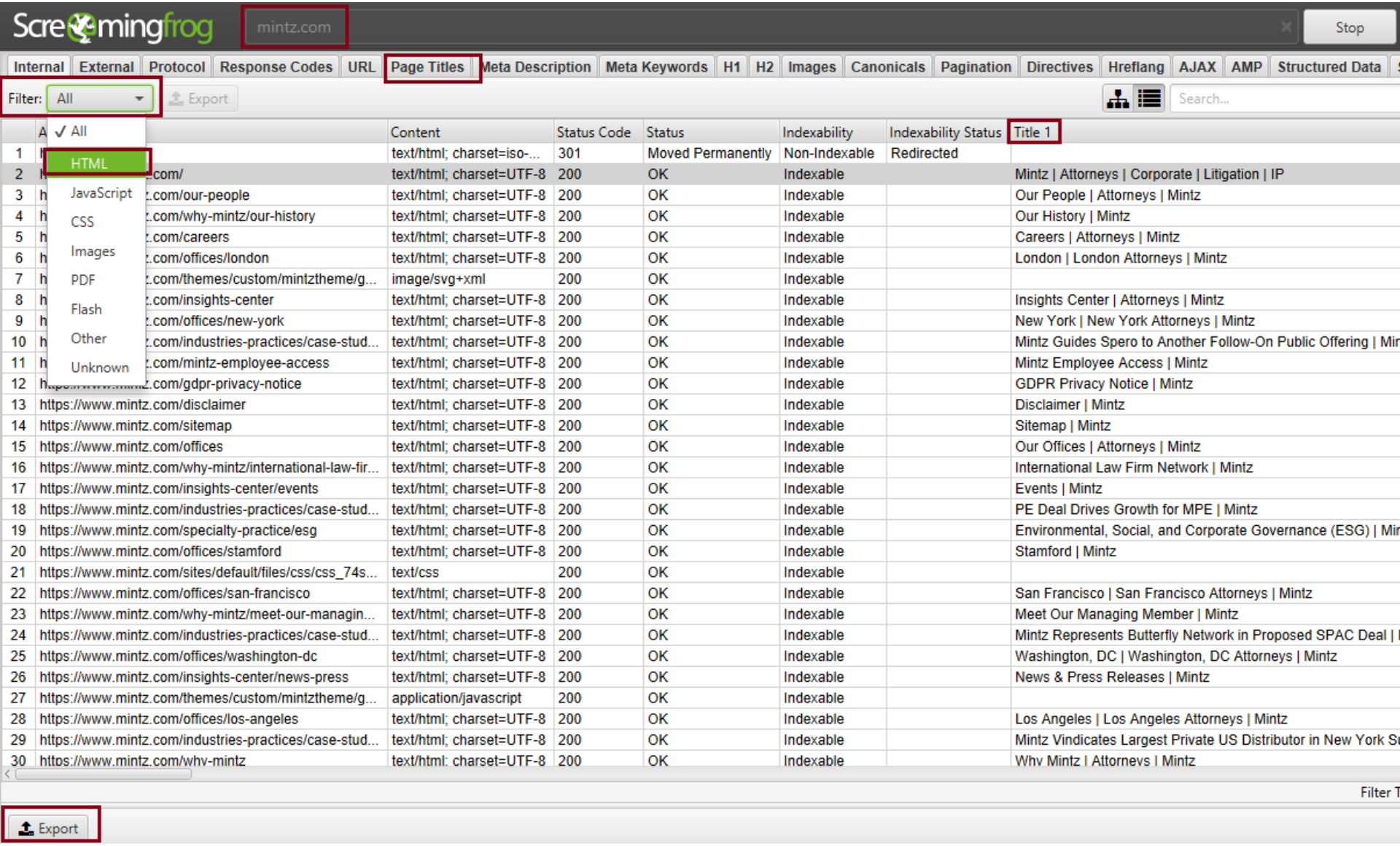

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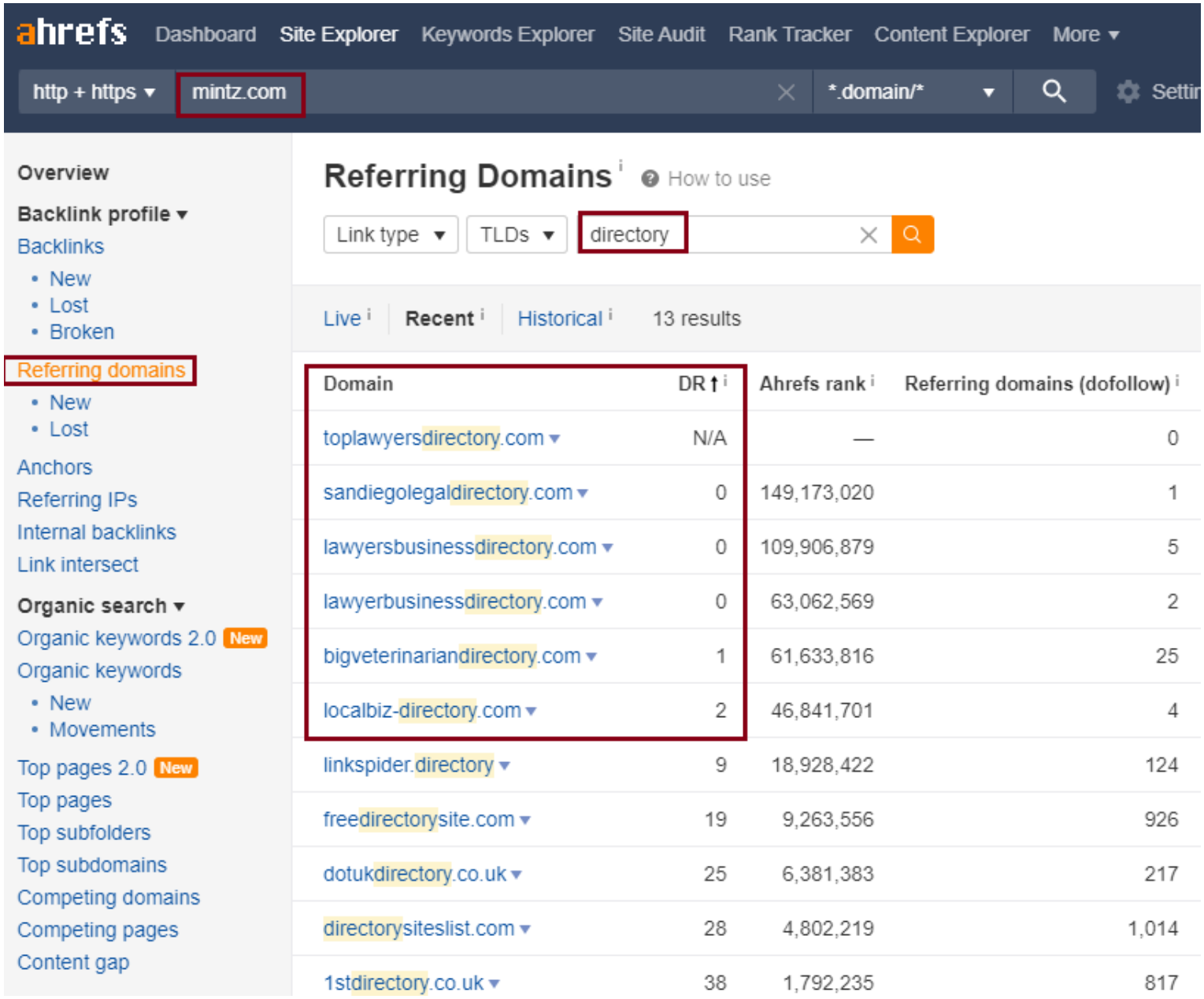
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Keywords Explorer
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Backlinks
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Lost
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New
Lost
Anchors
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Internal backlinks
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New
Organic keywords
New
Movements
Top pages 2.0
New
Top pages
Top subfolders
Top subdomains
Competing domains
Competing pages
Content gap
Referring Domains
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TLDs
directory
Live
Recent
Historical
13 results
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DR
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Referring domains (dofollow)
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lawyerbusinessdirectory.com 0 63,062,569 2
bigveterinariandirectory.com 1 61,633,816 25
localbiz-directory.com 2 46,841,701 4
linkspider.directory 9 18,928,422 124
freedirectorysite.com 19 9,263,556 926
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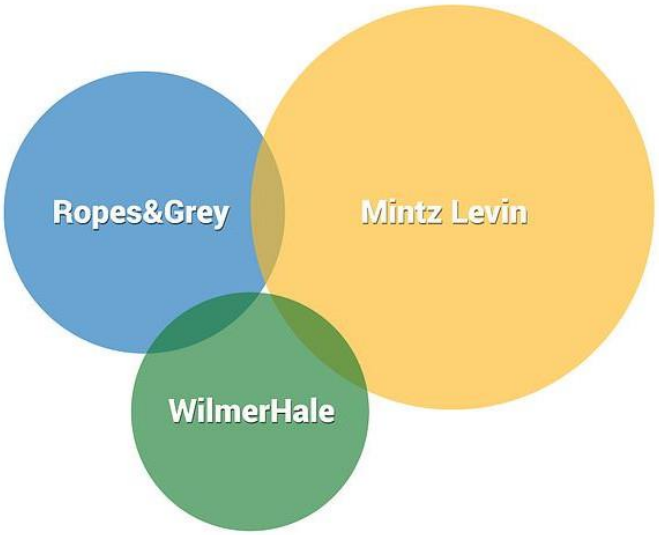

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