Advanced SEO:
No Noobs Allowed

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Rankings.io

Ln 2018
BY Avvo

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ADVANCED SEO:
NO NOOBS ALLOWED

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'NO NOOBS ALLOWED'

- This is not a cookie-cutter SEO presentation.
- We give practical, actionable information.

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ABOUT ME

I have 12+ years of SEO experience and I'm the founder and CEO of Rankings.io. I have worked with 100s of law firms as well as other businesses to help them increase leads and get more clients with search engine optimization.

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GOOGLE'S RECIPE FOR SUCCESS

(I.E. DO THESE THINGS TO RANK WELL)

Google's top 3 ranking factors:

- Links
- Content
- RankBrain

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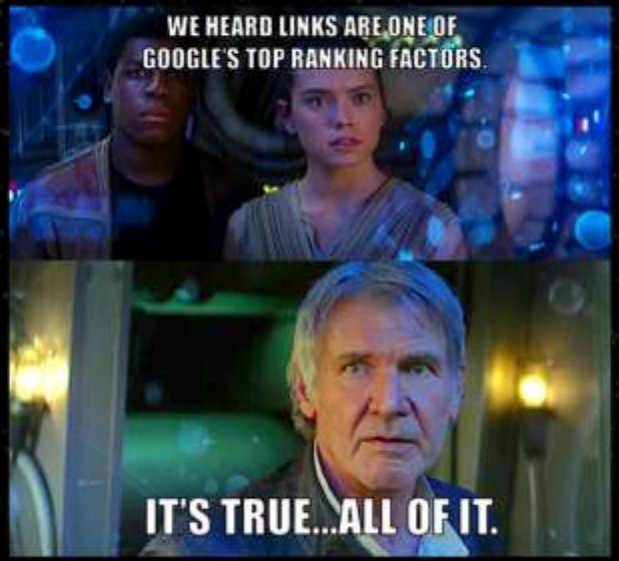
LINKS



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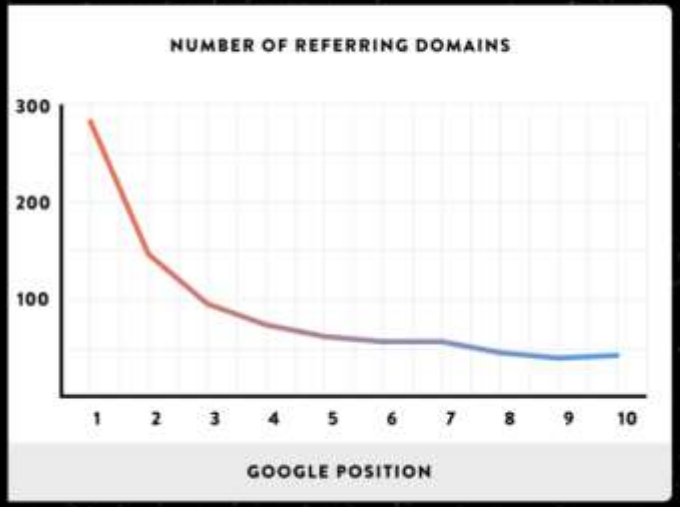
REFERRING DOMAINS VS RANK IN GOOGLE SEARCH



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EVALUATING LINK QUALITY

- Good DR (Domain Rating)
- Good DA (Domain Authority)

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BARRIERS OF ENTRY

(LINK BUILDING STRATEGIES THAT SET YOU APART FROM COMPETITION)

GUEST POSTS

Use Boolean Queries to find high-quality guest post opportunities:

- Inurl:"write-for-us"
- Inurl:"become-a-contributor"
- Inurl:"guest-post-guidelines"

Use your existing relationships:

- Non-competing firms
- Other businesses
- Other professionals

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OUTREACH

- Scholarships
- Infographics
- Charities/foundations
- Power pages

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MEDIUM-BASED LINKING

- Image sharing sites
- Creating PDFs
- Podcasts
- Books/Amazon feed links

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CONTENT

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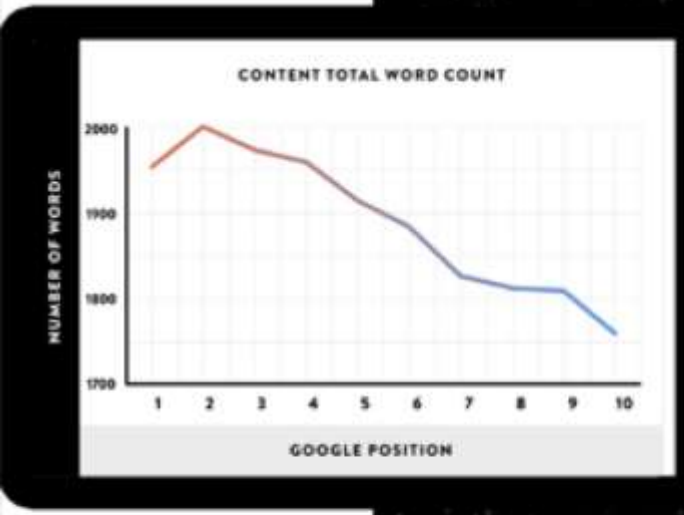

LONG-FORM CONTENT

Long-form, comprehensive content (2,000+ words) just ranks better in Google search.

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POWER PRACTICE PAGES

Pages that focus exclusively on your practice area and follow this framework:

- One page per practice area
- 2,000+ words
- Contain purchase-intent keywords
- Contain related (LSI) keywords
- Be more comprehensive than other similar sources of content on the internet

EXPAND YOUR POWER PAGE

Expand your Power Page with the following tactics:

- Contributor sections: Avvo, Lawyers.com, personalinjury.com, etc
- Answer the public
- Support pages

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REVIEW SCHEMA

(Make your search results stand out)

Additional tip: Add the phrase 'free consultation' to the value field.

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CASE RESULTS

- Keeps people interested
- Helps people make a purchase decision
- Social proof

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PERMALINKS
(THE STRUCTURE OF YOUR URLS)

Your permalinks should:

- Contain the target keyword phrase for this page
- Be short and easy to read
- Follow a logical hierarchy
  (i.e. example.com/houston/personal-injury-attorney)

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LOCAL

Proximity is still the #1 ranking factor for Google My Business listing results

TOP LOCAL RANKING FACTORS:

1 RELEVANCE

2. DISTANCE

3. PROMINENCE

The more consistent data you have about your firm on Google and the internet, the better it will rank in local results.

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RELEVANCE

- Choosing an accurate category
- Choosing a good destination URL for your GMB profile
- Using target keywords in your GMB
- Service and practice area descriptions

DISTANCE

How to rank well for your location

- The location needs to be staffed during business hours. (you can't just rent an office and have it locked all day).
- The staff has to be yours (not a virtual office service i.e. you do their payroll)
- Do not share an office with another attorney (filtering issues).
- Do not use virtual office services or coworking space.
- Have permanent signs visible from street view.

source: Joy Hawkins

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PROMINENCE

- Content (discussed earlier)
- Images: Add more images than your competition
- Reviews: get reviews everywhere like Google, Facebook, BBB, Avvo, etc
- Our preferred review tool is Podium. PODIUM
- Make sure you respond to reviews everywhere, Links and directories (discussed earlier)

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THANKS!

CONNECT WITH ME

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Program will resume at 2 pm in Ballroom EF