

## **Mining for Business**

*Chris Mastriano, Cleveland, OH*

## Elements of a Successful 2011 Online Marketing Strategy



By: Chris Mastriano  
Date: Oct 28th, 2011



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## Agenda

- FindLaw Intro
- Reputation Management
- Search Engine Marketing
- Local Optimization
- Social Media
- Blogging



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## About FindLaw



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## What is Reputation Management?

- Managing how you are perceived online by monitoring & responding
- Buzz Words – ORM (Online Reputation Management), Digital Dirt, Online Footprint, Online Identity Management, Net Foot Print



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## Why is Reputation Management Important?

- The Internet is not the same as it was 10 years ago.
- Search engines have revolutionized the way people do business & access information.
- Search engines - The new public records database
- "Perception is Reality"



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## Why is Reputation Management Important?

A screenshot of a Google search for 'Howard Kramberg'. The search results page shows several links. One link, 'City of Rossmore Howard Kramberg Insurance Fraud - Set Up Doctor', is circled in red. The page also features the Thomson Reuters logo and the FindLaw logo.

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## Example: Serious Car Accident Long Beach CA

A screenshot of a Google search for 'Long Beach CA Accident'. The search results page features a large red warning sign with a black hand icon and the word 'BEWARE!' in bold black letters. The sign is positioned over a search result snippet. The page also features the Thomson Reuters logo and the FindLaw logo.

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## Managing Your Online Reputation

There are four steps to managing your online reputation:

- Find
- Monitor
- Create
- Defend



A slide titled 'Managing Your Online Reputation' with a magnifying glass icon. The slide lists four steps to managing online reputation: Find, Monitor, Create, and Defend. The slide also features the Thomson Reuters logo and the FindLaw logo.

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## Managing Your Online Reputation

Control messages about your firm as much as possible and work to build a good image.

### ONLINE REPUTATION MANAGEMENT TACTICS:

- Articles
- Directory listings
- Firm blog
- Firm Web site
- Local business listings\*
- Organization membership
- Professional profiles
- Press releases
- Public announcements
- Video



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## Find It

- Search for Yourself
- Search Engine Alerts
  - Google
  - Yahoo
  - Windows Live (MSN)
- Naymz (Offers free & Paid Version)



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## Find Methods

- Search the top search engines and comb results
- Google Alerts
- Naymz
- Avvo
- Spock
- Zoom Info
- Trackur



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## Monitor Your Reputation

1. Go to [www.google.com/alerts](http://www.google.com/alerts)
2. Enter your search
3. Enter the type of alert you'd like (News, Web, Video etc.)
4. Enter how often you want Google Alerts to check for results, and your email address
5. Click the 'Create Alert' button
6. Activate the Google Alerts by opening your confirmation email and clicking the link provided



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## Example of Google Alerts

Google Alerts	Alert Description	Date
Google Alerts	Google Alert - Abraham, Watkins, Nichols, Sorrels & Friend - Stop Alert for Abraham, Watkins, Nichols, Sorrels & Friend	Jun 29
Google Alerts	Google Alert - Abraham, Watkins, Nichols, Sorrels & Friend - Web Alert for Abraham, Watkins, Nichols, Sorrels & Friend	Jun 22
Google Alerts	Google Alert - Abraham, Watkins, Nichols, Sorrels & Friend - Web Alert for Abraham, Watkins, Nichols, Sorrels & Friend	Jun 9
Google Alerts	Google Alert - Abraham, Watkins, Nichols, Sorrels & Friend - Web Alert for Abraham, Watkins, Nichols, Sorrels & Friend	May 26
Google Alerts	Google Alert - Abraham, Watkins, Nichols, Sorrels & Friend - Web Alert for Abraham, Watkins, Nichols, Sorrels & Friend	May 21
Google Alerts	Google Alert - Abraham, Watkins, Nichols, Sorrels & Friend - Web Alert for Abraham, Watkins, Nichols, Sorrels & Friend	May 11
Google Alerts	Google Alert - Abraham, Watkins, Nichols, Sorrels & Friend - Web Alert for Abraham, Watkins, Nichols, Sorrels & Friend	May 5
Google Alerts	Google Alert - Abraham, Watkins, Nichols, Sorrels & Friend - Web Alert for Abraham, Watkins, Nichols, Sorrels & Friend	Apr 26
Google Alerts	Google Alert - Abraham, Watkins, Nichols, Sorrels & Friend - Web Alert for Abraham, Watkins, Nichols, Sorrels & Friend	Apr 21
Google Alerts	Google Alert - Abraham, Watkins, Nichols, Sorrels & Friend - Web Alert for Abraham, Watkins, Nichols, Sorrels & Friend	Apr 14



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## Create Your Own Destiny

- Firm's Web Site
- PDF - Article in Super Lawyers
- Expert Web site
- Expert Web site
- FindLaw directory listing
- Blog
- HG.org firm listing
- Video
- Local Business Listing

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## Search Engine Marketing (SEM)

- The importance of professional SEM is increasing as the Web grows and more law firms are online
- Due to the complexity of search engines and the legal world, law firms often rely on professional SEM to increase visibility to their target customers
- Lawyers need to understand the different types of search phrases to effectively increase their firm's visibility



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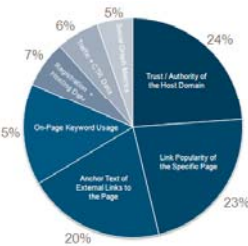
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## How Google Ranks – What matters the most?

Components of Google's Ranking Algorithm  
(According to 12 SEO's surveyed by SEMrush's Blogger Search Ranking Factors)



### **Trust & Authority**

- Page Rank
- URL Links
- Age of URL

### **Page Link Popularity**

- Targeted Page Deep Links

### **Link Anchor Text**

- Source Textual Deep Linking

### **On-Page Keyword Usage**

- Design & Structure
- Optimized Content



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## SEM Search Phrase Categories

Search phrases (the words that a client types into Google) include:

- Vanity: Practice area + "attorney" or "lawyer" or "law firm" + Geographic location

Bankruptcy Attorney San Francisco  
Google Search I'm Feeling Lucky

- Branded: Firm name, url or phone number

Minneapolis lawyer Charles A. Ramsey  
Google Search I'm Feeling Lucky

- Non-Vanity: Miscellaneous Phrase

Arrested in NYC for possession of illegal drugs need a lawyer  
Google Search I'm Feeling Lucky



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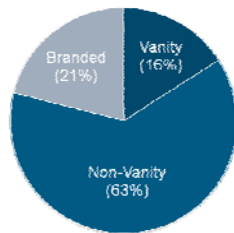
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## Frequency of Site Visits

- The majority of searches that drive clients to a Web site are in the Non-Vanity category
- How do each of these categories convert to customer contacts?



Source: FindLaw Customer Web Site Study, December 2007 - April 2008



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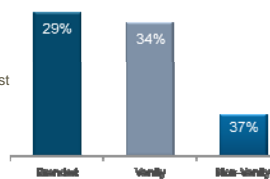
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## Conversion Rate

- Branded searches convert at the highest rate
  - Possibly due to the number of referrals going online to validate law firms (referrals tend to search using a branded approach)
- Even though non-vanity convert the lowest, they provide the highest number of original inquiries



Source: FindLaw Customer Web Site Study, December 2007 - April 2008



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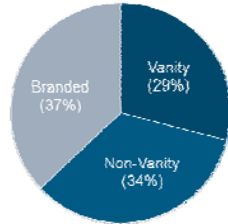
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## Breakdown of Total Leads Delivered

- All three types of searches end up delivering roughly the same number of leads to law firms
- Every search type is important to the success of your practice



Source: FindLaw Customer Web Site Study, December 2007 – April 2008



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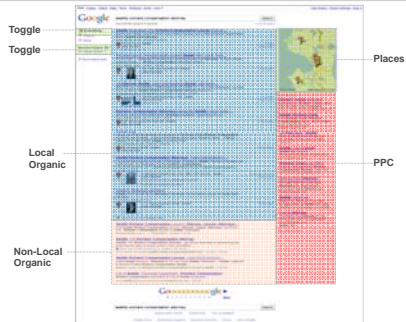
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## Decoding a Google Search Results Page



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## Google has Changed the Game Search Result Details

### Google Place Search Result Dissected:

THOMSON REUTERS

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## Local Search Has Become Critical

- More Searches are Local
  - 1 in 5 searches is local<sup>1</sup>
- More Results are Local
  - 1 in 13 searches result in a local map<sup>1</sup>
- Better Leads from Local
  - 57% of people searching locally online contact the business<sup>2</sup>



<sup>1</sup> Source: Google  
<sup>2</sup> TMPDW.com Score Local Search Usage Study 2008/2009

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## 3 Keys to Local Search Optimization

- LOCATION**
  - Proximity to geographic center of the searched area
  - Optimized for firm's main office
- INFORMATION**
  - Listings with more robust information rank higher
  - Search Engines rely on "trusted sources" for business data
- VALIDATION**
  - Local search requires relevance: citations over links!
  - Build "trust" through citations on relevant sites
  - Citation matches name, address or phone number

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## The Social Media Phenomena

- More than 700,000 local businesses have active Pages on Facebook.
- Purpose-built Facebook pages have created more than 5.3bn fans.
- It is a means to make connections with people who want to hear from you
- Cheap but time intensive form of marketing

facebook

LinkedIn

YouTube

twitter

Source: <http://econsultancy.com/blog/5324/20-mind-blowing-social-media-statistics-revisited>



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## Importance of Blogs

Capitalize on the importance search engines place on fresh, relevant content through blogging!

- 77% of Internet users read blogs
- 71% of bloggers increased the visibility of their business
- 58% of bloggers became better known in the industry
- 56% of bloggers established their company as a thought leader

Source: Technorati Authority, 2009



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Questions



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