

FindLaw®



# FINDLAW® BLOG SERVICES

LEVERAGING SOCIAL MEDIA  
TO ENHANCE ONLINE VISIBILITY

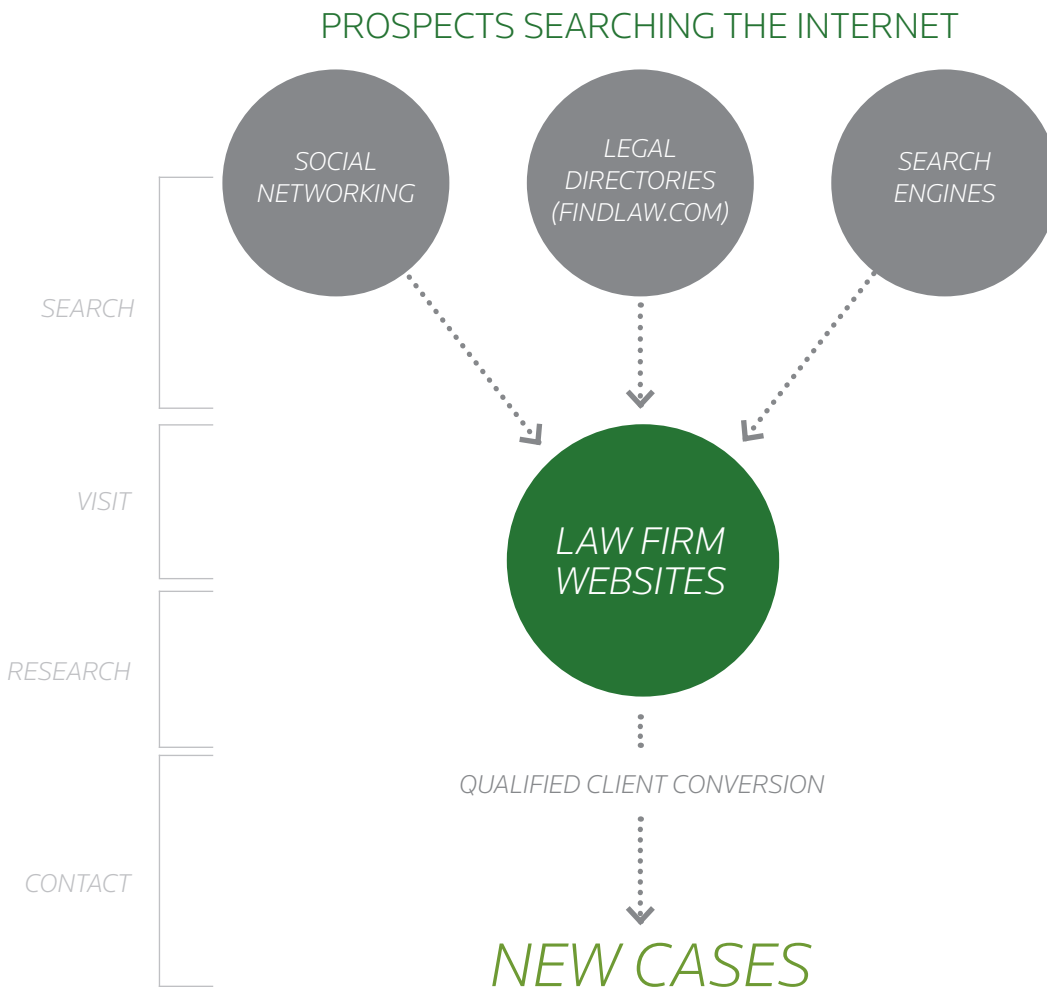


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# WHY FINDLAW?

**WE DELIVER QUALIFIED CLIENTS.**

A combination of experience and dedication, along with well-established assets and capabilities, means FindLaw is the go-to resource for attorneys and law firms seeking a competitive edge and intelligent Web-based solutions. Count on FindLaw to create a customized solution that helps deliver what you need — qualified prospects who become clients.



When a visitor becomes a client, that's *return on investment* — and that's how FindLaw makes you successful.

## CUSTOMER MEASUREMENTS

### STRONG ONLINE PRESENCE

From websites to advertising, FindLaw editors, designers and audience developers will help you create a strong online presence with marketing solutions that attract, support and convert visitors; the more value you add, the more clients will connect with your firm.

### VISIBILITY

Four million people a month visit FindLaw.com looking for legal information or a local attorney.\* When you partner with us, you harness that visibility and the expertise that built it.

\* Source: Omniture HitBox Traffic Reporting



# OPTIMIZE YOUR ONLINE PRESENCE WITH BLOG SERVICES

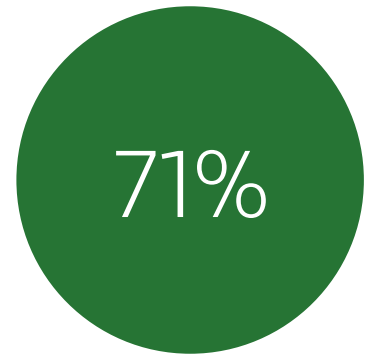
MARKET-LEADING ONLINE TOOLS, SERVICES AND CONTENT  
TO ATTRACT HIGH-VALUE CLIENTS



# MARKET YOUR FIRM WITH A HIGHLY TARGETED SOLUTION

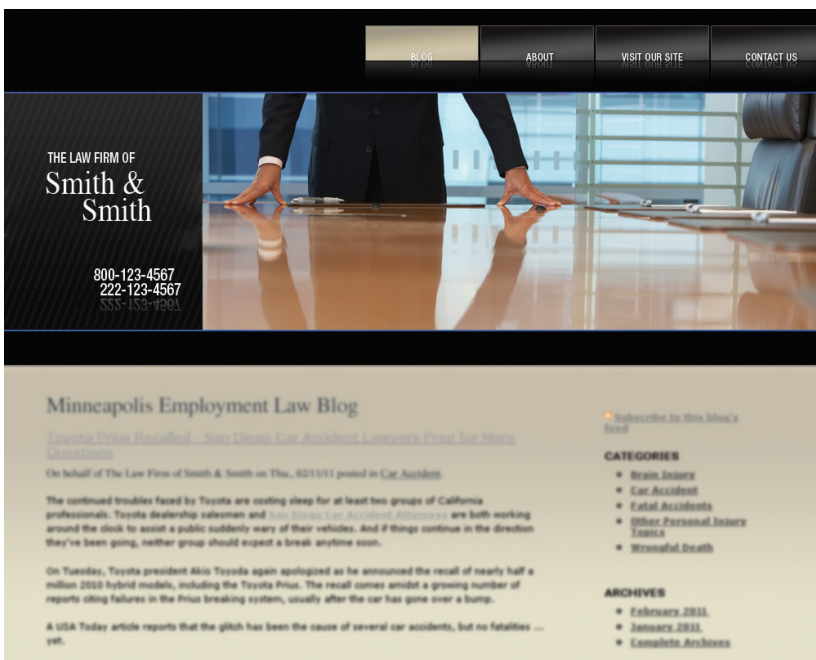
FindLaw Blog Services help drive targeted visibility and traffic by focusing your blog's domain, design and content around the kinds of cases most important to your firm.

A primary driver of online visibility and traffic is fresh, relevant content. FindLaw provides blog customers with a market-leading dashboard, tools and training to enable easy, effective blogging. In addition, our Blog Content Services deliver frequent, keyword-rich current event content that keeps your law firm "top-of-mind" and allows you to focus on what you do best — practicing the law.



of bloggers increased the visibility of their businesses\*

\*Source: Technorati Authority, 2009





## BLOG SERVICES HELP YOU LEVERAGE THE POWER OF SOCIAL MEDIA

Social media is among the fastest-growing, most influential sectors of the Internet. Your law firm can leverage this trend, to increase your online visibility and attract more qualified clients.

By 2014, 60% of Internet users will read blogs, while only 13% will be writing them.\* This dramatic differential means that a relatively small number of bloggers will wield significant influence over a potentially huge audience.

\*Source: "The Continued Rise of Blogging," eMarketer, 2010



\*Source: Technorati Authority, 2009

# BLOG SERVICES

FindLaw has the blog service solution to meet your law firm's needs, no matter its size.

- Content Services
- SEO Program
- Training Program
- Blogging Platform



## **BLOG SERVICE STARTER**

Starter is an easy-to-maintain, highly effective blogging solution, including directory submissions and a robust ongoing training program. You also have access to FindLaw's exclusive market-leading blog platform.

## **BLOG SERVICE ESSENTIAL**

The Essential solution offers you targeted visibility and valuable traffic, powered by a weekly keyword-rich article, directory and social media submissions, inclusion in FindLaw's Blog Network, and a robust ongoing training program. You also have access to FindLaw's exclusive market-leading blog platform.

## **BLOG SERVICE PREMIUM**

The Premium solution offers you strong results in competitive markets, driven by twice-weekly keyword-rich articles, directory and social media submissions, inclusion in FindLaw's Blog Network, and a robust ongoing training program. You also have access to FindLaw's exclusive market-leading blog platform.



## ESTABLISH YOUR FIRM'S EXPERTISE

FindLaw's Blog Services product suite capitalizes on the growing importance of social media to drive targeted visibility and traffic to your law firm.

### **BLOG PLATFORM**

FindLaw provides an easy-to-use blogging platform complete with an exclusive dashboard of effective tools, including RSS feeds for idea generation and an "optimize" feature that ensures SEO compliance of blog posts.

### **CONTENT SERVICES**

Depending on your Blog Services solution, FindLaw delivers unique keyword-rich content articles relevant to your firm's geographic and practice areas. Your firm benefits from our legal and editorial expertise, saving you time and ensuring a constant stream of fresh content to your blog.

### **TRAINING PROGRAM**

FindLaw offers your firm extensive technical support and blog-writing training so you can effectively maintain your blog. We also keep you informed with cutting-edge blogging best practices, enabling you to get the most out of your blog.

### **SEO & CONTENT PROMOTION**

FindLaw manages an effective off-site SEO program to promote your blog and keep your firm top of mind. Depending on your Blog Services solution, SEO tactics may include directory submissions, social media bookmarking and inclusion in FindLaw's Blog Network.

56%

of bloggers established their company as a thought leader\*

\*Source: Technorati Authority, 2009

## BLOG SERVICE STARTER



### ATTRACT CLIENTS WITH A POWERFUL SOCIAL MEDIA TOOL

With more people than ever before seeking legal information online, it is critical that you establish your firm's expertise in a format that potential clients expect. FindLaw's Blog Service Starter helps you do just that with a blog that increases your firm's visibility and attracts high-value clients.

Blog Service Starter helps your firm capitalize on the growing importance and influence of social media with an easy-to-use blogging platform, complete with an exclusive dashboard of tools and training to enable effective blogging.

### FINDLAW MAKES BLOGGING EASY AND EFFECTIVE

Blog Service Starter provides you with what you need to launch and maintain an effective blog:

- Easy-to-use, market-leading platform with FindLaw's exclusive dashboard of blogging tools, including:
  - Integrated RSS feeds to help you generate ideas
  - Optimizer tool to help ensure posts are compliant with SEO best practices
- Blog promotion through directory submissions
- Extensive technical and blog-writing training to help your firm effectively maintain its blog
- Flexible domain structure with the ability to build as a stand-alone blog or an additional page within your website

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For more information,  
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## BLOG SERVICE ESSENTIAL



### KEEP YOUR LAW FIRM TOP OF MIND

With more and more potential clients going online to seek out legal information, establishing and maintaining a blog with meaningful content is critical to effective marketing.

Blog Service Essential capitalizes on the growing importance and influence of social media by enabling your firm to target the clients you want with frequent, keyword-rich content and enhanced on-site and off-site search engine optimization. Blog Service Essential provides exclusive tools and training to help you write impactful content, as well as content services to maintain freshness.

### FINDLAW MAKES BLOGGING EASY AND EFFECTIVE

Blog Service Essential gives you a complete range of tools to establish and maintain an effective blog, including the following:

- Easy-to-use, market-leading platform with FindLaw's exclusive dashboard of blogging tools, including:
  - Integrated RSS feeds to help you generate ideas
  - Optimizer tool to help ensure posts are compliant with SEO best practices
- Blog promotion through directory submissions, social bookmarking and inclusion in FindLaw's Blog Network
- Extensive technical and blog-writing training to help your firm effectively maintain its blog
- Relevant, keyword-rich posts delivered once-weekly, saving your firm time and ensuring a constant stream of fresh content
- Flexible domain structure with the ability to build as a stand-alone blog or an additional page within your website

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## BLOG SERVICE PREMIUM



### OPTIMIZE YOUR FIRM'S ONLINE VISIBILITY

A successful blog is more than just a series of posts. It is an influential means of establishing expertise, attracting high-value clients and increasing your firm's visibility.

Blog Service Premium capitalizes on the growing importance of social media by enabling your firm to target the clients you want with frequent, keyword-rich content and enhanced on-site and off-site search engine optimization. A complete solution, Blog Service Premium provides exclusive tools and training to help you write impactful content, as well as content services to maintain freshness.

### FINDLAW MAKES BLOGGING EASY AND EFFECTIVE

Blog Service Premium gives you a complete range of tools to establish and maintain an effective blog, including the following:

- Focused, keyword-rich domain that targets the geographic and practice area most important to your firm
- Blog design inspired by your firm's primary website to ensure brand continuity
- Easy-to-use, market-leading platform with FindLaw's exclusive dashboard of blogging tools, including:
  - Integrated RSS feeds to help you generate ideas
  - Optimizer tool to help ensure posts are compliant with SEO best practices
- Blog promotion through directory submissions, social bookmarking and inclusion in FindLaw's Blog Network
- Extensive technical and blog-writing training to help your firm effectively maintain its blog
- Relevant, keyword-rich posts delivered twice-weekly, saving your firm time and ensuring a constant stream of fresh content

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## BLOG SERVICES POST PLUS



### DRIVE TARGETED TRAFFIC TO YOUR BLOG

Blogs offer a powerful way to help you expand your firm's online presence, showcase your practice area expertise and attract high-value clients. What's more, frequency matters — 66 percent of companies that blog weekly report they get business directly from their blogs.<sup>1</sup>

FindLaw's Post Plus blog content add-on solution supplements your blogging efforts by providing additional keyword-rich content to enhance your blog's performance. A consistent flow of fresh, relevant content can increase your blog's traffic and visibility — and keep your law firm top of mind with prospective clients.

### ENHANCE YOUR FINDLAW BLOG

Post Plus provides consistent delivery of fresh and relevant keyword-rich, news-based posts approximately once every other week, supplementing your current blog services. It will:

- Supply a steady stream of additional content that functions as a "safety net" to keep your blog fresh and current
- Improve search engine visibility with additional content, increasing your firm's blog post frequency
- Build on your blog's existing geographic and practice area focus to establish your firm's expertise and attract clients
- Broaden your firm's blog focus to relevant high-value practice areas to reach more prospects

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Source  
<sup>1</sup>HubSpot "2012 State of Inbound Marketing" report



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## **BLOG SERVICES**

FindLaw blog services capitalize on the growing importance of social media, enabling law firms to attract new clients with fresh, keyword-rich content.

## **ONLINE ADVERTISING**

Each month, four million people visit FindLaw.com for legal information or to find an attorney\* — resulting in qualified leads for the law firms that advertise there.

## **FIRMSITE® WEBSITES**

We design websites with your business objectives in mind, so they convey your unique professional image to potential clients and target just the right kinds of cases.

## **CUSTOM VIDEO PRODUCTION AND DISTRIBUTION**

58 percent of consumers say video makes them more likely to call a law firm.\*\* From planning to production, FindLaw delivers high-quality custom video.

## **WEB ADVANTAGE**

Even in highly competitive markets, our advanced Search Engine Marketing strategies can drive a higher volume of qualified prospects to your firm.

\* Source: Omniture HitBox Traffic Reporting

\*\* Source: FindLaw Consumer Online Survey, 2007

## **FIND THE BLOG SERVICE SOLUTION THAT'S RIGHT FOR YOU**

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Your local FindLaw consultant will help you plan the best approach to reach potential clients.

**(866) 44-FindLaw (866) 443-4635 | [LawyerMarketing.com](http://LawyerMarketing.com)**

