

Content is King For Attorney Marketing

☒ Attorney Digital Marketing and James Publishing offer a free on-demand webinar on the best practices of marketing a law firm in the digital age.

The webinar discusses why content should be the lynchpin of any successful digital marketing effort and the centerpiece of attorney marketing fusion. It also covers how to leverage content to target an ever-growing long tail keyword base and capture a share of local search volume.

Other topics include the types of content can be used to increase Time on Site and influence the social media sphere; how SEO in 2014 calls for a different approach to content development, one not solely dependent upon keyword density and mere replication of key phrases; how to best research keywords in the modern SEO era; why developing content that is unique, relevant, helpful, and valuable will increase the response from an attorney's client base; what "authorship" is and why content creators are valued by Google, and more.

Watch the on-demand webinar.