How SEO Matters to Law Firms

Amy Boardman Hunt of **Muse Communications**, writing in the company's blog, provides an overview of search engine optimization, or SEO, as it relates to the marketing of law firms.

She turned to Sarah Hadden of Words and Pictures Marketing for some expert advice.

Hadden answers questions such as: How does SEO work? What common SEO mistakes do you see people make? What's your favorite piece of SEO advice? How do SEO concepts apply to clients who get their business through referrals, rather than organic searches? What are your favorite SEO tools? If content is so important, what's the game plan for making sure it does the job? And, Why is SEO expensive?

Read the article.