Legal Blogging for Business Development

Legal blogs are a relatively low-cost way for lawyers to promote their expertise and demonstrate their knowledge to clients, prospective clients and referral sources, points out Amy Boardman Hunt of **Muse Communications**.

“Blogging is also an excellent way for solos and small firm lawyers with niche practices to spur business development and raise their profile in a competitive marketplace,” she writes on her firm’s blog.

She warns against posting content that amounts to thinly veiled self-promotion: “Not only will smart readers see through this ruse, most readers will quickly exit such a page. That kind of ‘bouncing’ isn’t good for your search engine optimization.”

In her post, she walks the reader through the nitty-gritty of writing compelling content that ranks high in online search results.

Read the article.