Making the Most of Your Legal Blog

Advertising and public relations are great ways to get your name out, but not every law firm has that kind of budget, writes **Amy Boardman Hunt** on the website of **Muse Communications**. And with newsrooms shrinking, it's become increasingly hard for lawyers – especially those with niche, non-media-friendly practice areas – to successfully pitch their expertise to the media.

That dynamic has helped create the rise of the legal blog.

She writes about blog post subjects, imposing deadlines and accountability, writing your legal blog, formatting and search engine optimization, and playing the long game.

Read the article.

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