# Smaller Law Firms Will Benefit from Google's Site Diversity Change

Google announced a "site diversity change," creating a window of opportunity for smaller law firms that have struggled to claim space on the first page of search engine results, according to Bruce Vincent of **Muse Communications**.

"This is not particularly good news for many law firms that have dominated the first page of results for certain topics," he writes. "However, it presents a welcome scenario for smaller firm websites that contain solid information but never seem to be able to climb above the second or third page of search results."

He explains that firms will need to provide quality information and good search engine optimization to be able to take advantage of Google's change.

**Read the article**.