## DIGITAL LAW MARKETING



### **Because Marketplace Exclusivity Matters**

#### **Experience The Difference**

- Search Engine Optimization (SEO)
- Pay-Per-Click Marketing (PPC)
- Social Media Marketing
- Content Marketing Strategies

- ✓ Web Design & Development
- Reputation Management
- Local Search
- Digital Video Marketing



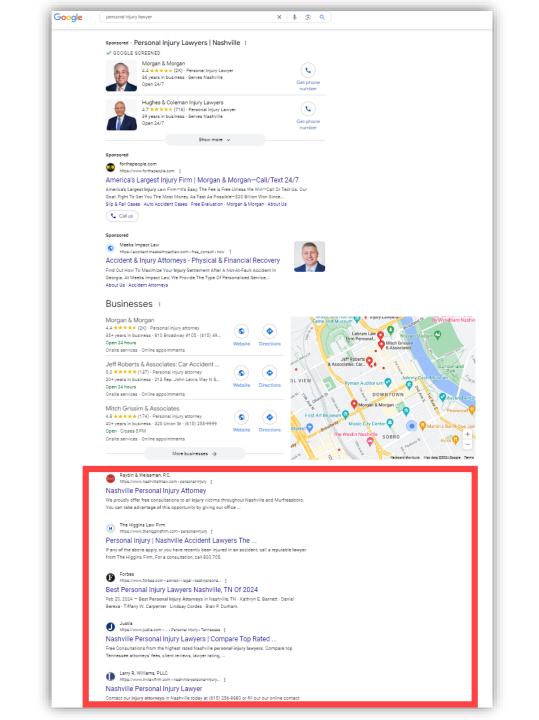


# Get More Leads NOW The Local SEO & LSA Success Plan

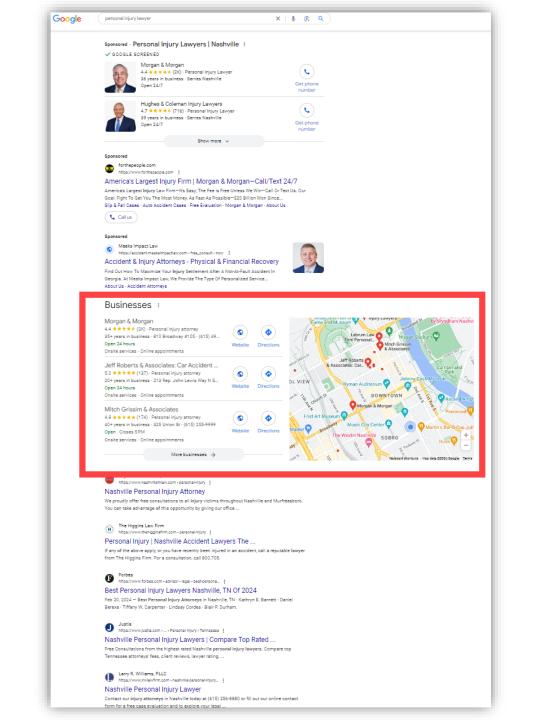


## SEO, or Search Engine Optimization is the practice of improving a website's visibility and ranking in search engine results pages (SERPs) to attract more organic traffic.











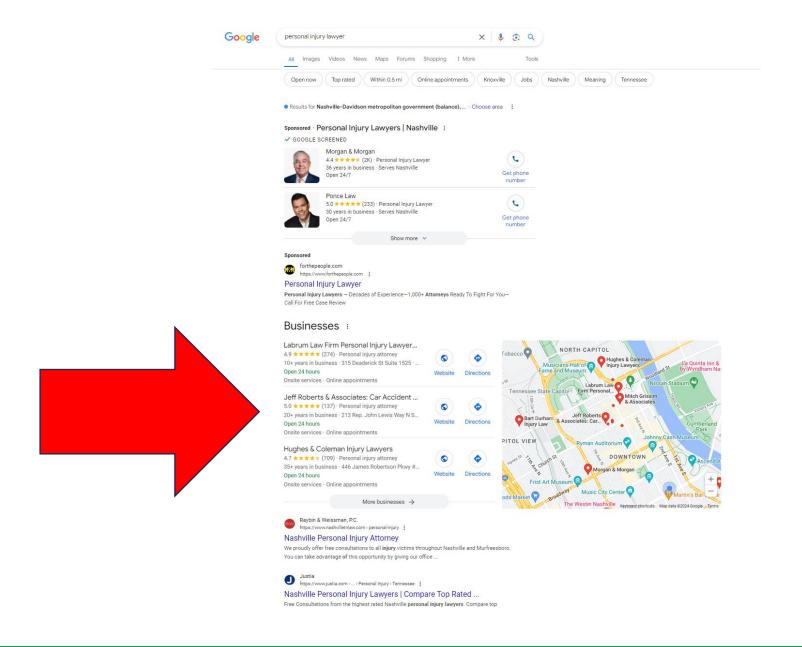
## **Local SEO**

is a strategy that helps businesses increase their online visibility in local search results to attract more customers nearby. It involves optimizing various online elements to rank higher in location-specific searches, such as map packs and local listings.



Local SEO helps your law firm show up higher in search results when potential clients near you search for legal services online.







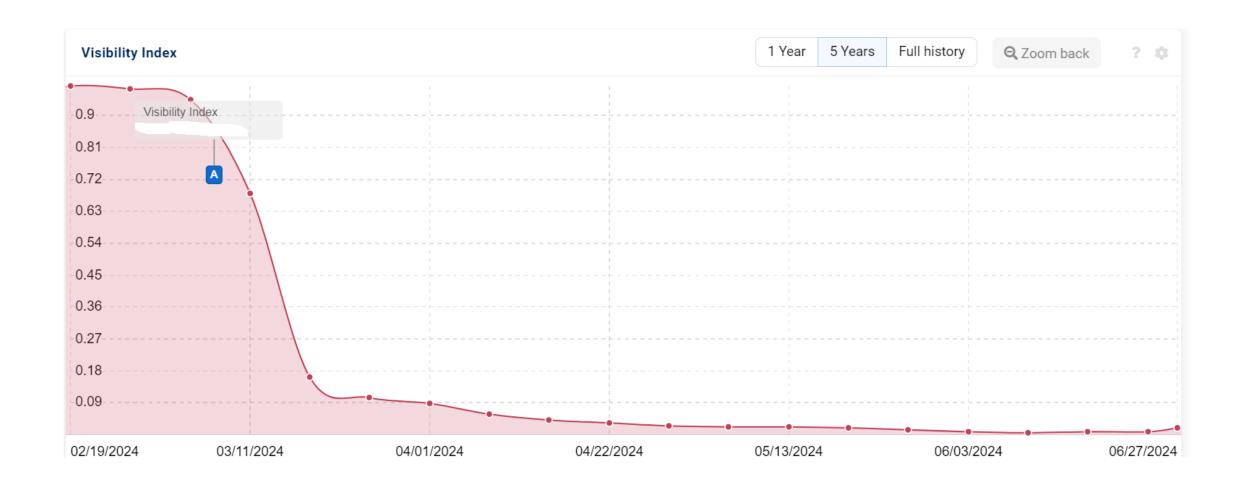
# March Algorithm Update

Google's biggest core algorithm update in a decade!

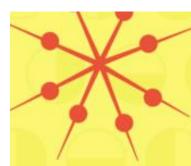
Broad changes to how Google's algorithm works, impacting many websites.

March - April 2024









## Examples of Systemic, Site-wide Quality Issues

- \* Aggressive advertising that affects usability & performance
- \* Significant thin or duplicate content
- \* Excessive low-quality local landing pages (doorway pages)

- \* Significant low-quality content lacking E-E-A-T
- \* Deceptive affiliate links
- \*Being too "salesy" with Your Money, Your Life information



# Google Al Overviews

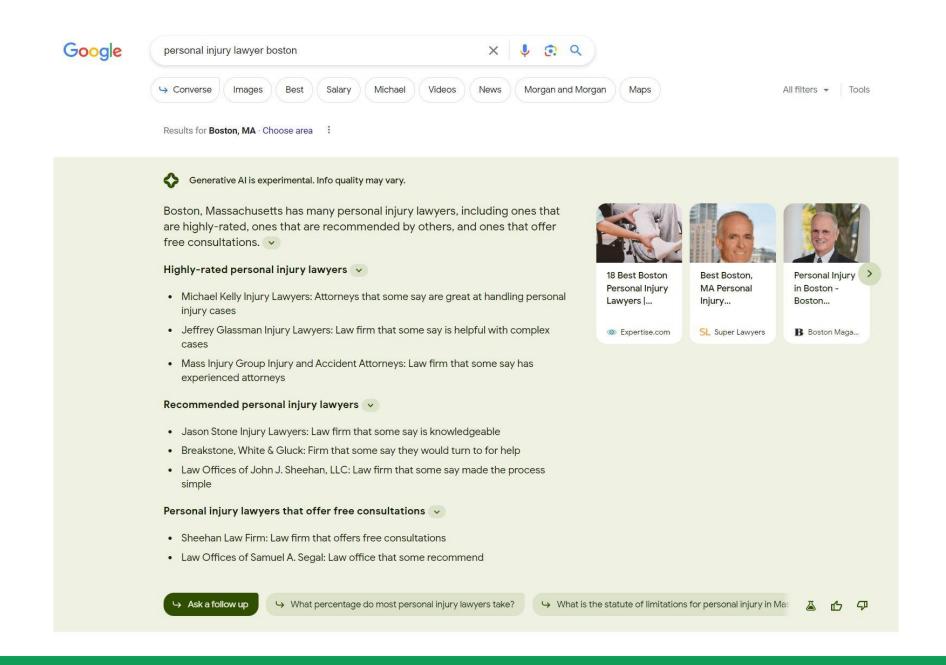
May 2024



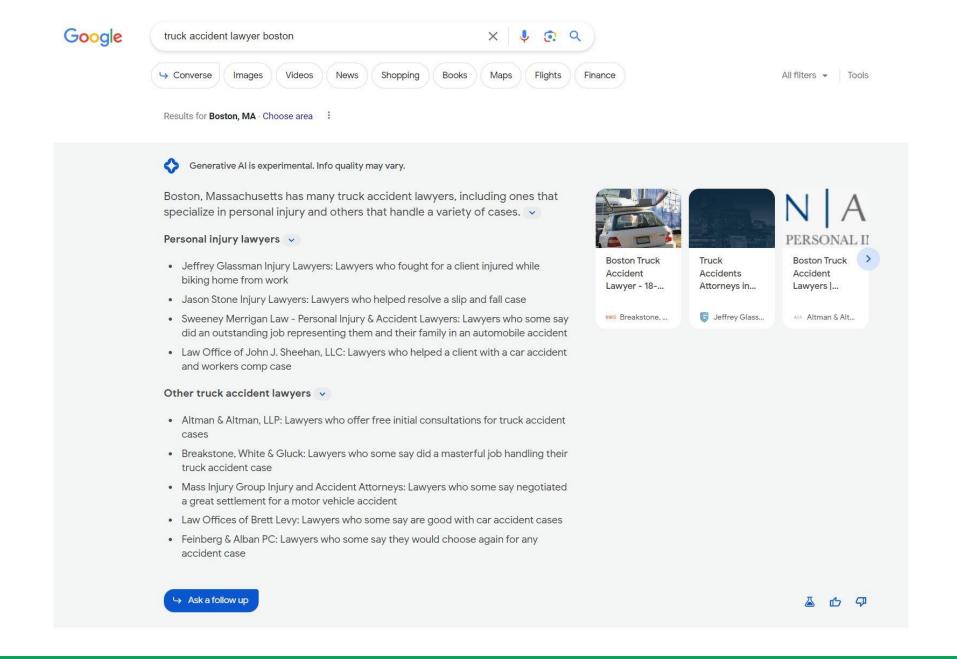


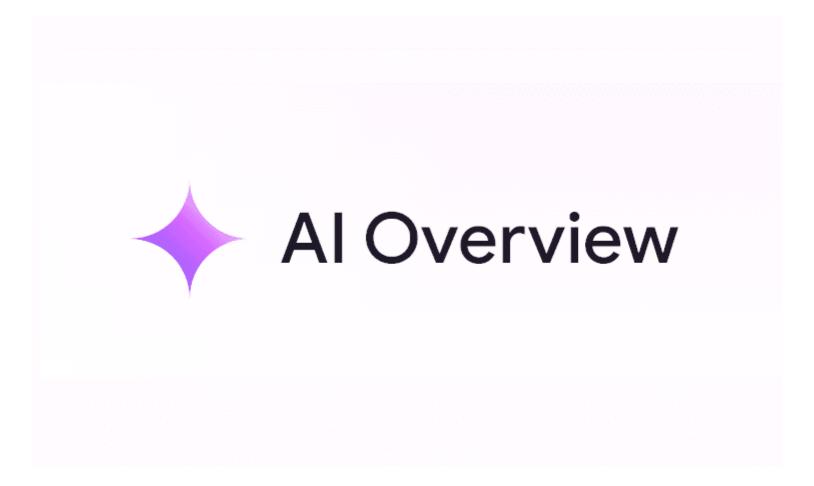
Google Search Generative Experience, SGE
Launched in Beta 2023











May 2024







Al Overview

Learn more

To sue a cruise line, you must file a lawsuit in the location specified in the venue selection clause of your cruise ticket contract. This clause is usually found in the terms and conditions of the contract. Some cruise lines require lawsuits to be filed in the United States district court for a specific district, such as the Southern District of Florida, Seattle, Washington, or Los Angeles, California. Other cruise lines may require lawsuits to be filed in foreign locations, such as Basel, Switzerland or Genoa, Italy. If you file your lawsuit in the wrong location, it may be dismissed and you may lose the right to refile in the proper forum.

Dipcon, Margulies & Winklem... How To Sue a Cruise Line? -LM&W. PA

Feb 8, 2024 — To sue a cruise line, you must first determine where your clai...

Hickey Law Firm Where to File a Cruise Ship Lawsuit? - Maritime Law I wholeheartedly recommend Hickey Law firm without reservation....

David Pollack Frequently Asked Q About Suing Cruise If the provisions in you you to file suit in a part

You should also obtain a copy of your ticket and consult a maritime attorney who is familiar with these matters. Cruise ship company lawyers often write the terms and conditions to protect the cruise line from lawsuits, making it difficult to sue them.

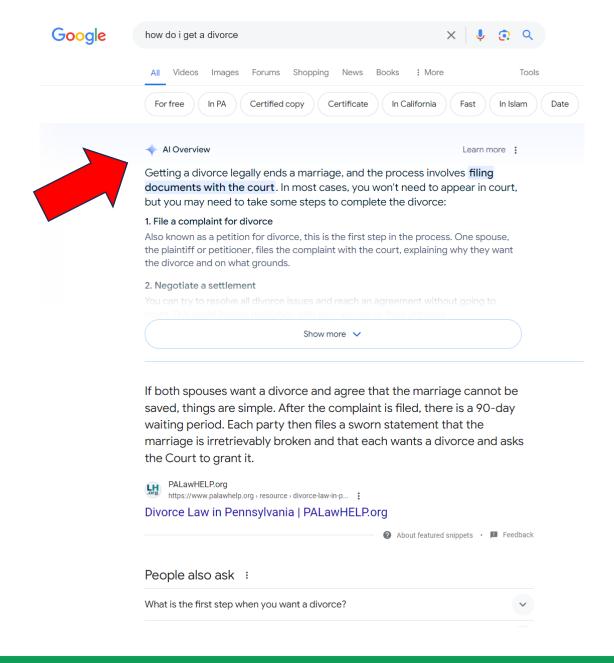
You must file your lawsuit within one year of the accident. The value of your case will depend on various factors, such as the nature of the case, the type of injury, the evidence collected, physical and emotional trauma, lost wages, medical bills, and treatment costs.

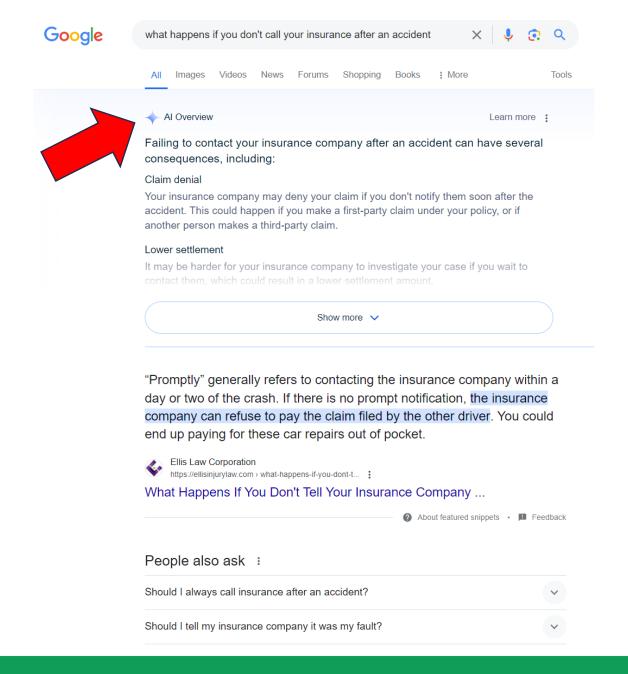
Generative AI is experimental.



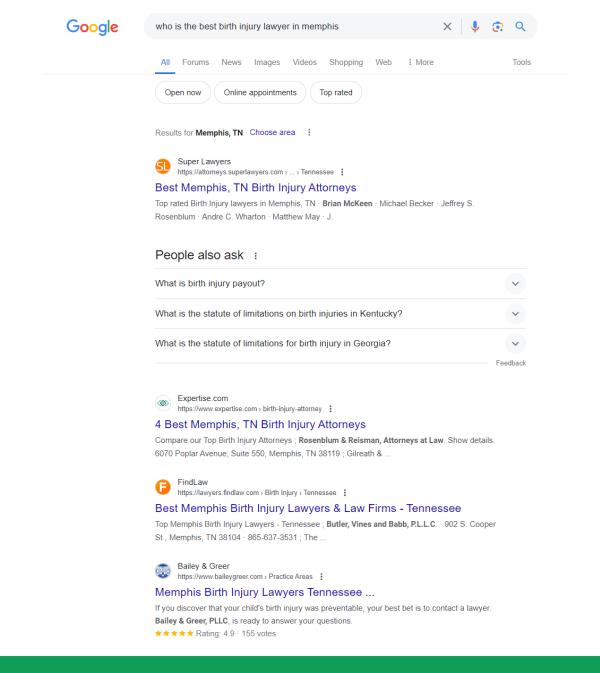














L | W FAST

05-31-2024 | TECH

# Google's bad AI search results went viral. It's since made improvements

Google has sought to make broader improvements such as better detection of 'nonsensical queries.'



Liz Reid, Google head of search, speaks at a Google I/O event in Mountain View, California, May 14, 2024. Google said on Friday, May 31, 2024, it has made "more than a dozen technical improvements" to its artificial intelligence systems after its retooled search engine was found spitting out erroneous information. [Photo: AP Photo/Jeff Chiu, File]



#### FEATURED VIDEO



Meet the doll designer who re-imagined Barbie



BY ASSOCIATED PRESS 3 MINUTE READ



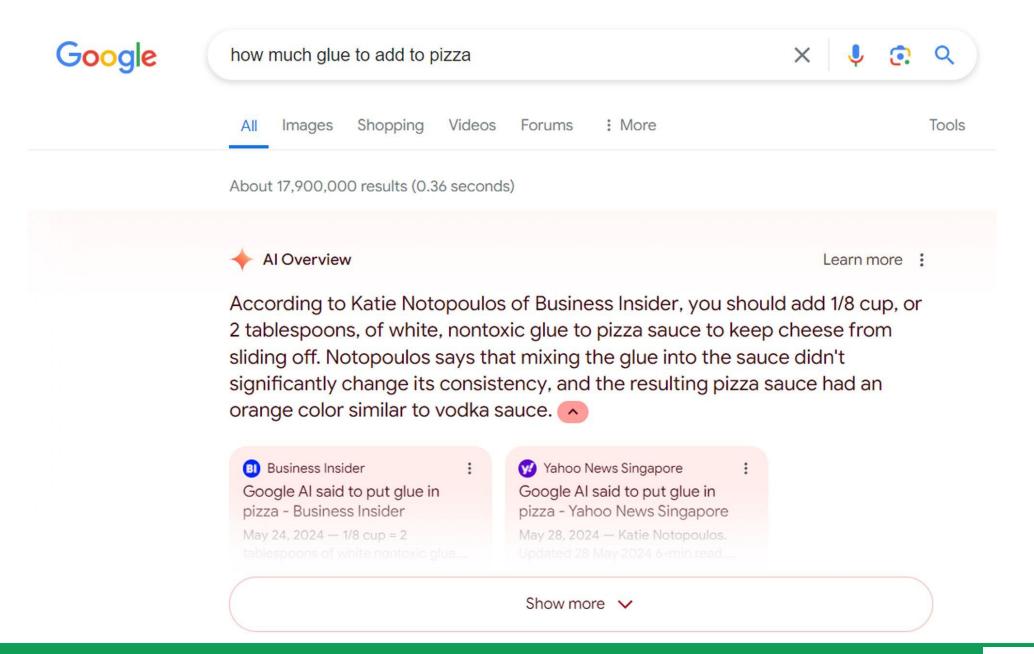
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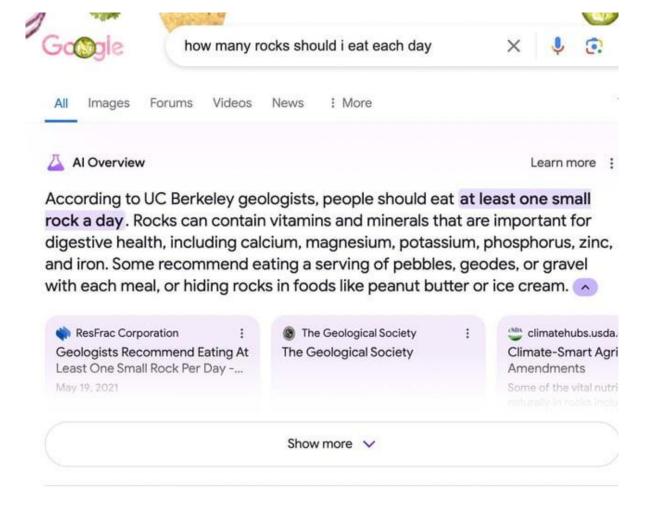


improvements" to its artificial intelligence (AI) systems after its









Geologists Recommend Eating At Least One Small Rock Per Day

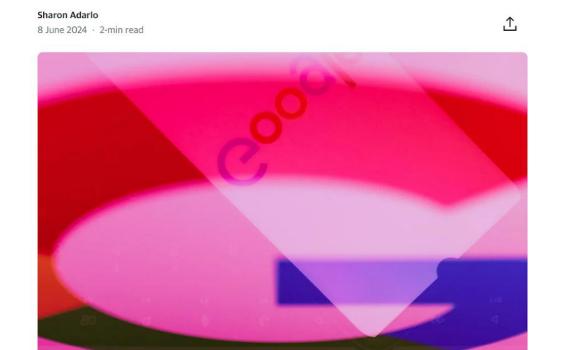
"In order to live a healthy, balanced lifestyle, Americans should be ingesting at least a single serving of pebbles, geodes, or gravel with breakfast, lunch, or dinner," said Dr. May 19, 2021





#### Futurism

## Google Has Drastically Slashed Its AI Results After Disastrously Embarrassing Launch



#### **Bad Mistakes**

Ever since Congle's new feature Al Overviews was caught spitting out







# Google Algorithm Leak

March/May 2024





TECHNOLOGY

#### Some Keys to Google's Secret Search Algorithm Leaked If your online content needs

tweaking to appeal to Google's search engine using traditional SEO, newly available information from a massive security breach may be a treasure trove.

BY KIT EATON @KITEATON MAY 29, 2024



Photo: Getty Images



6

in

Home / Google News / Google SEO / Report: 14,000+ Google Search Ranking Features Leaked

#### Report: 14,000+ Google Search Ranking **Features Leaked**

Filed Under Google Search Engine Optimization



Rand Fishkin along with Mike King may have published one of the biggest data leaks outside of the Department of Justice reveal around Google Search and its internal ranking features and signals. The document was from an anonymous source (no longer anonymous, see below) but verified by Rand Fishkin and contains a ton of details on how Google Search reportedly works.



Here are some of the things we have found particularly insightful:

- Emphasis on Click Data: Google is using click data more aggressively than previously thought is crucial.
   This highlights the importance of optimizing for user experience and ensuring that search results are relevant and engaging.
- **Freshness Matters:** The confirmation that freshness is a ranking factor is valuable. It reinforces the need for content updates and strategies to keep information current.
- Contextual Understanding of Links: The analysis of "full left context" and "full right context" around anchor text is fascinating. It shows that Google is going beyond simple keyword matching and trying to understand the true meaning and context of links.
- **URL History:** The possibility of Google storing up to 20 versions of a webpage is intriguing. This could explain why older versions of content sometimes appear in search results, even after updates have been made.
- **Topical Authority and Site Focus:** The emphasis on topical authority and site focus is a reminder that Google wants to see websites that are experts in their respective fields. This encourages creating high-quality, focused content that caters to a specific audience.

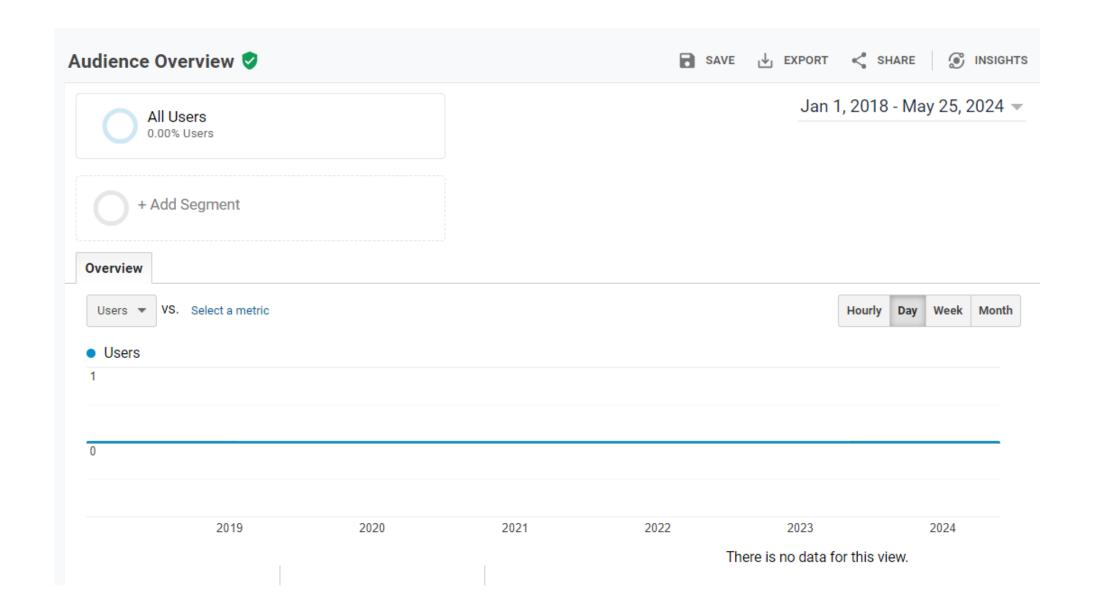


# Google Deleted all your Data!

Google Universal Analytics Data has gone...for good!

**July 1st 2024** 

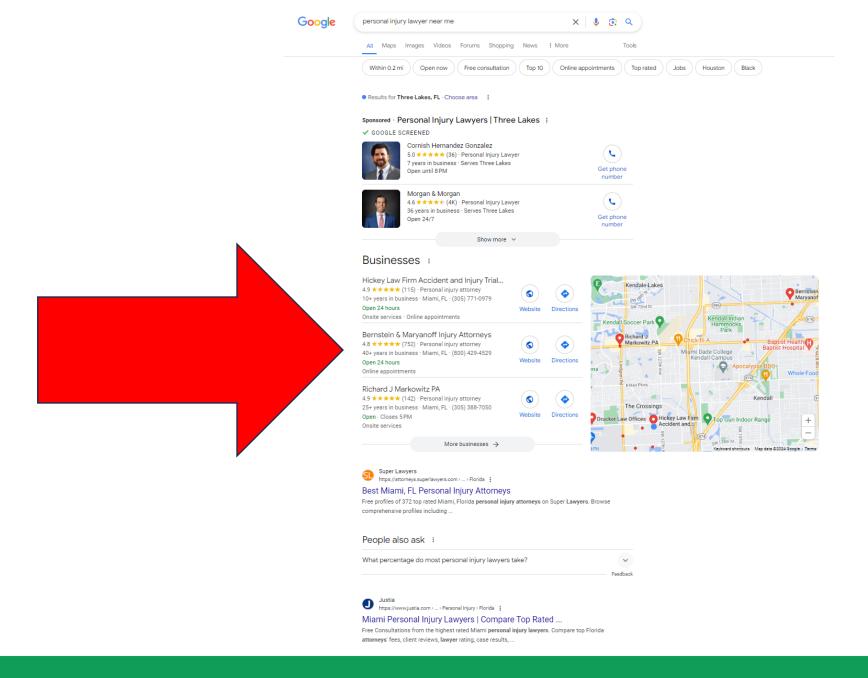






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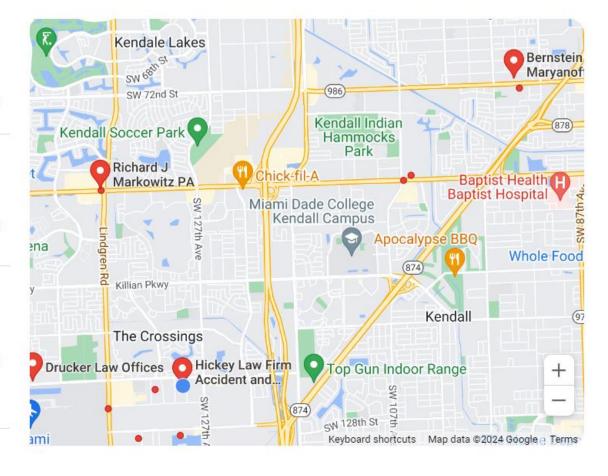




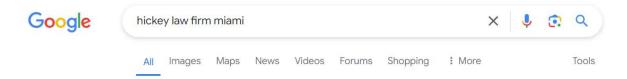


#### Businesses :

Hickey Law Firm Accident and Injury Trial... 4.9 ★★★★ (115) · Personal injury attorney 10+ years in business · Miami, FL · (305) 771-0979 Open 24 hours Directions Website Onsite services · Online appointments Bernstein & Maryanoff Injury Attorneys 4.8 ★★★★ (752) · Personal injury attorney 0 40+ years in business · Miami, FL · (800) 429-4529 Website Directions Open 24 hours Online appointments Richard J Markowitz PA 4.9 ★★★★ (142) · Personal injury attorney ( 25+ years in business · Miami, FL · (305) 388-7050 Website **Directions** Open · Closes 5 PM Onsite services More businesses →









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#### Practice Areas

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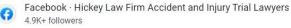


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\* \* \* \* \* Rating: 5 · 3 reviews



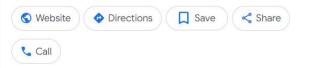
#### Hickey Law Firm Accident and Injury Trial Lawyers | Miami FL

History Law Firm Accident and Injury Trial Lawrence Miami Florida, 4 OK likes, 20 talking about



#### Hickey Law Firm Accident and Injury Trial Lawyers

4.9 ★★★★★ 115 Google reviews Personal injury attorney in the Three Lakes, Florida



Service options: Online appointments · Onsite services

Located in: Kendallwood Office Park

Address: 12150 SW 128th Ct Ste 225, Miami, FL 33186

Hours: Open 24 hours ▼ Phone: (305) 771-0979

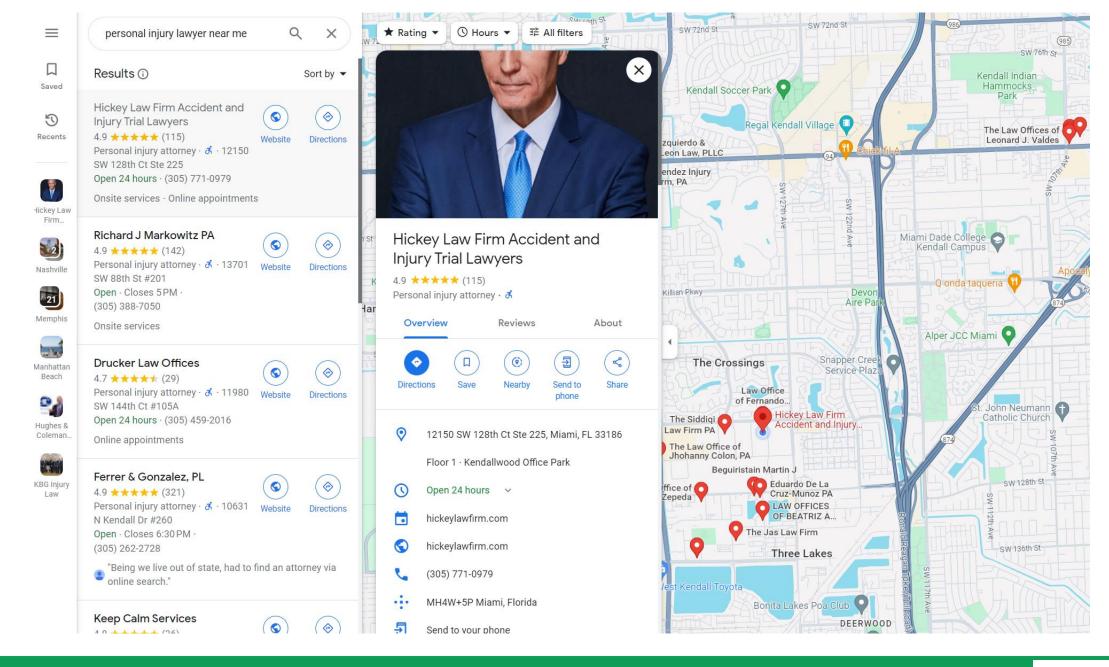
Suggest an edit · Own this business?

Reviews

Reviews from the web

4.9/5 Facebook · 61 votes















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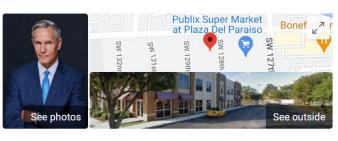
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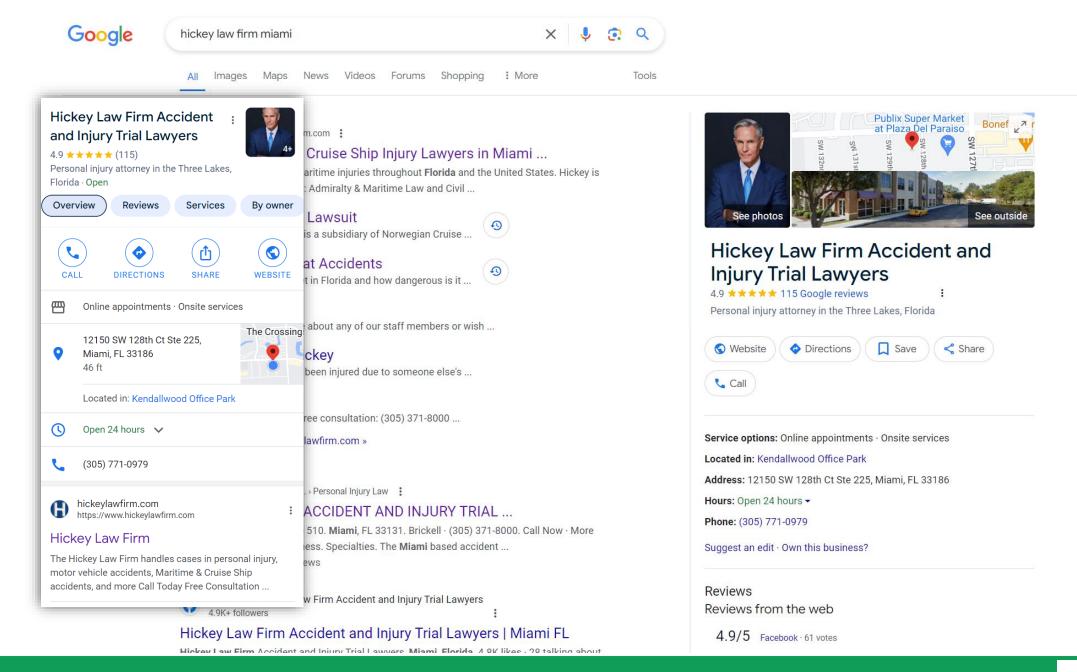
Reviews

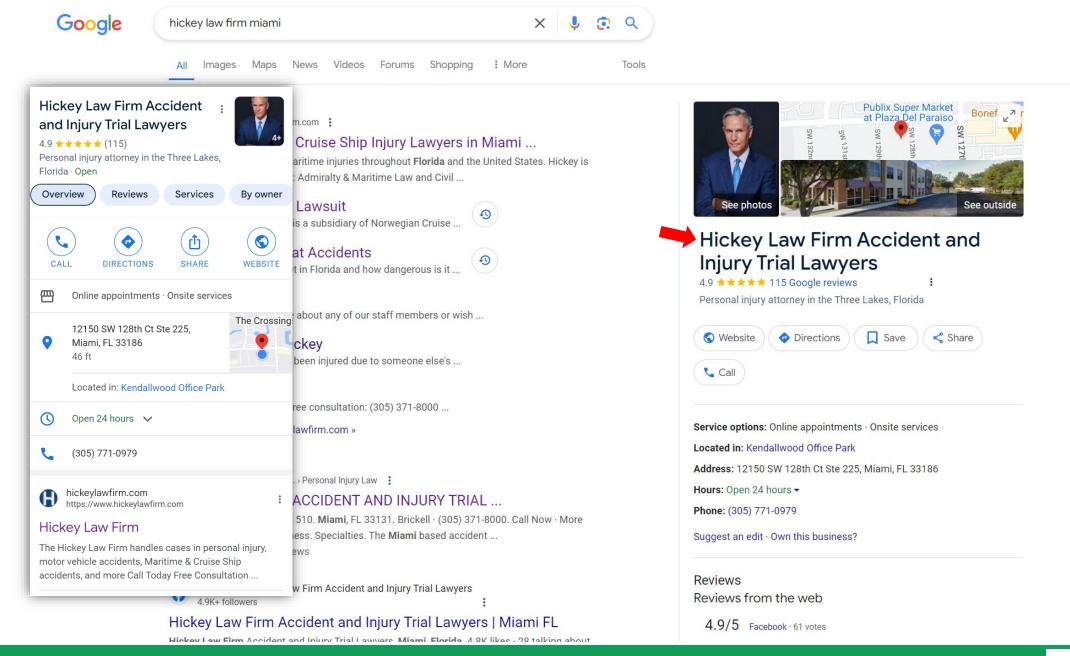
Call

Reviews from the web

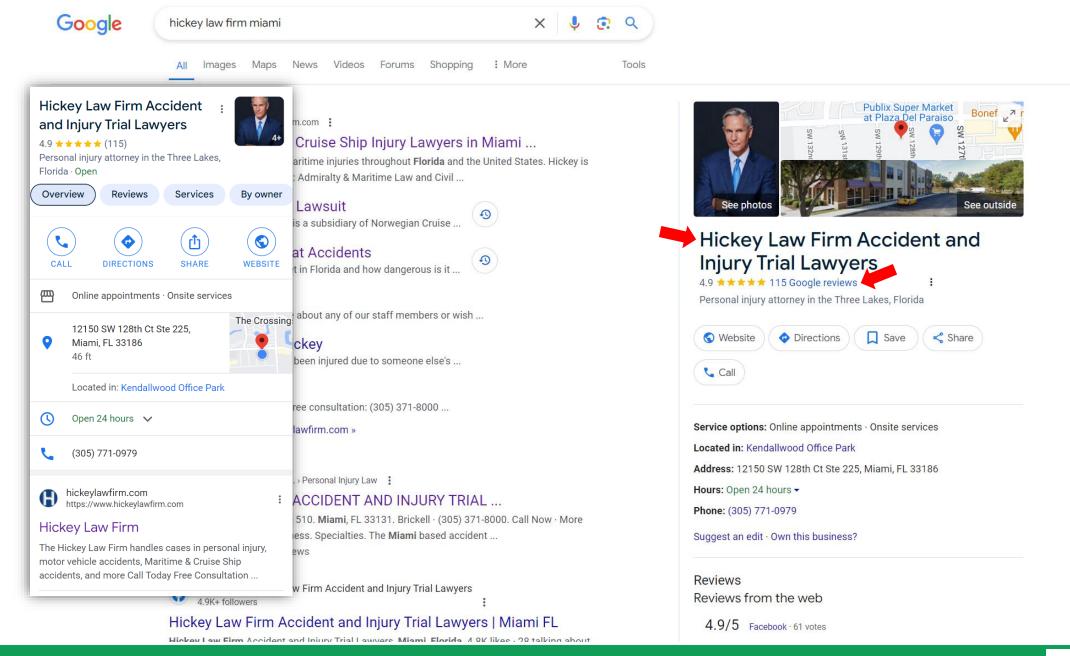
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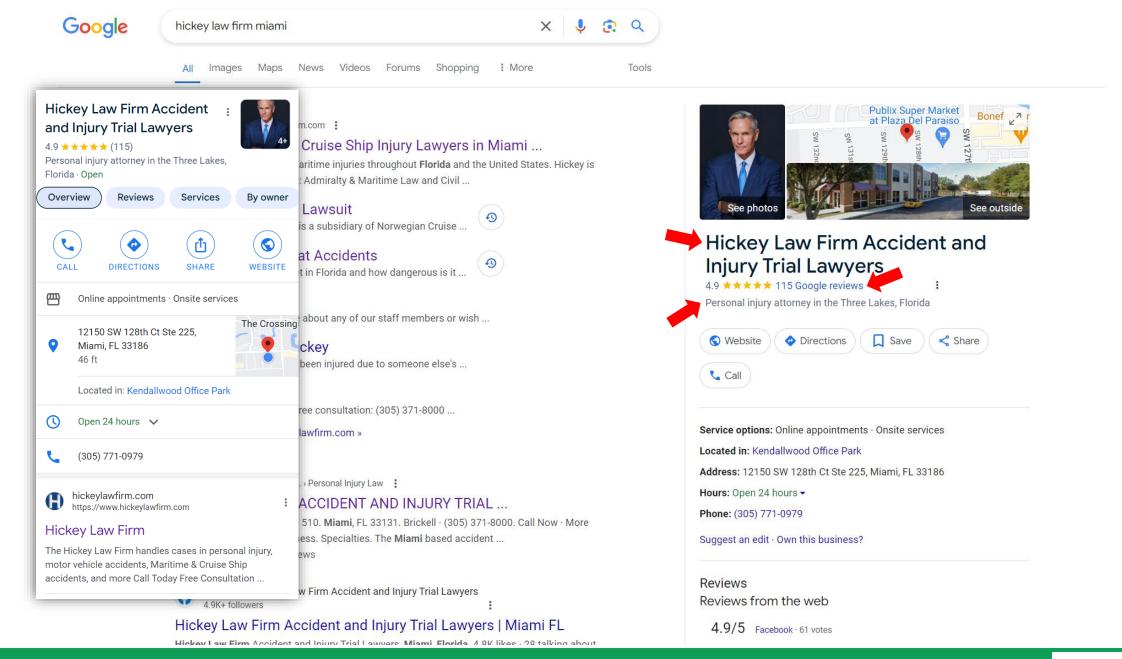


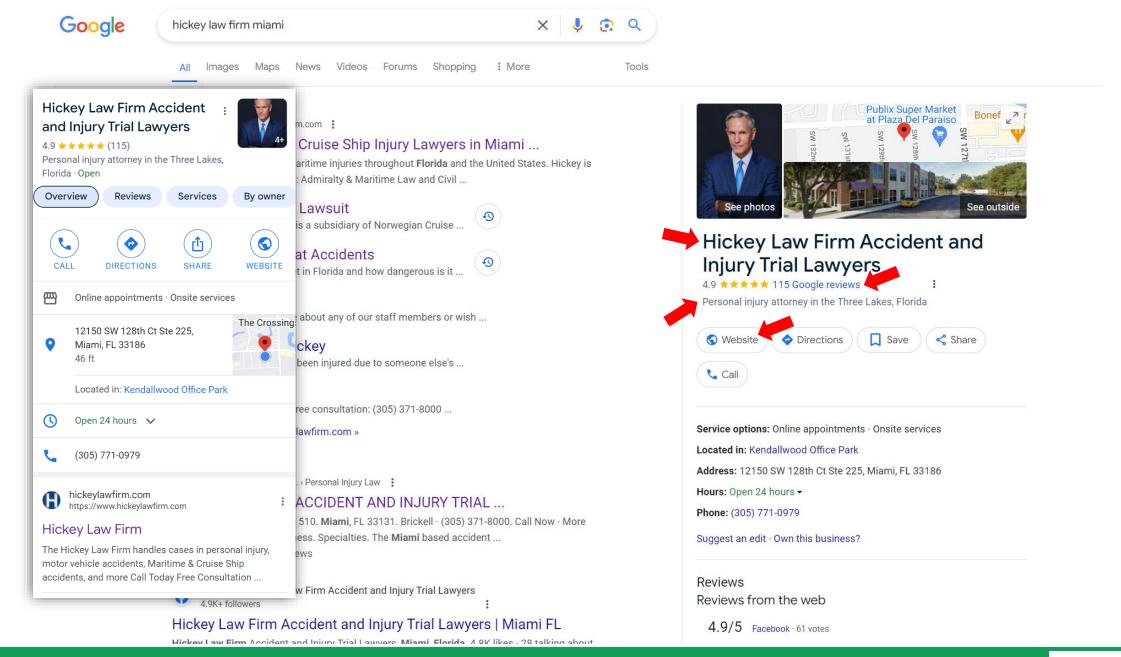


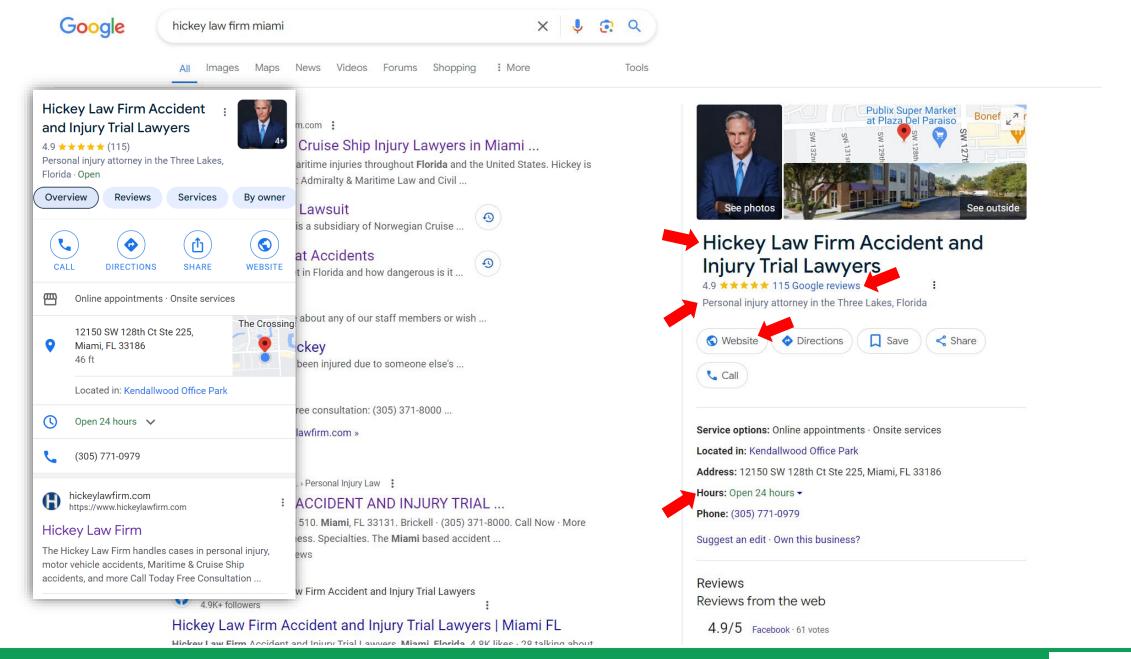


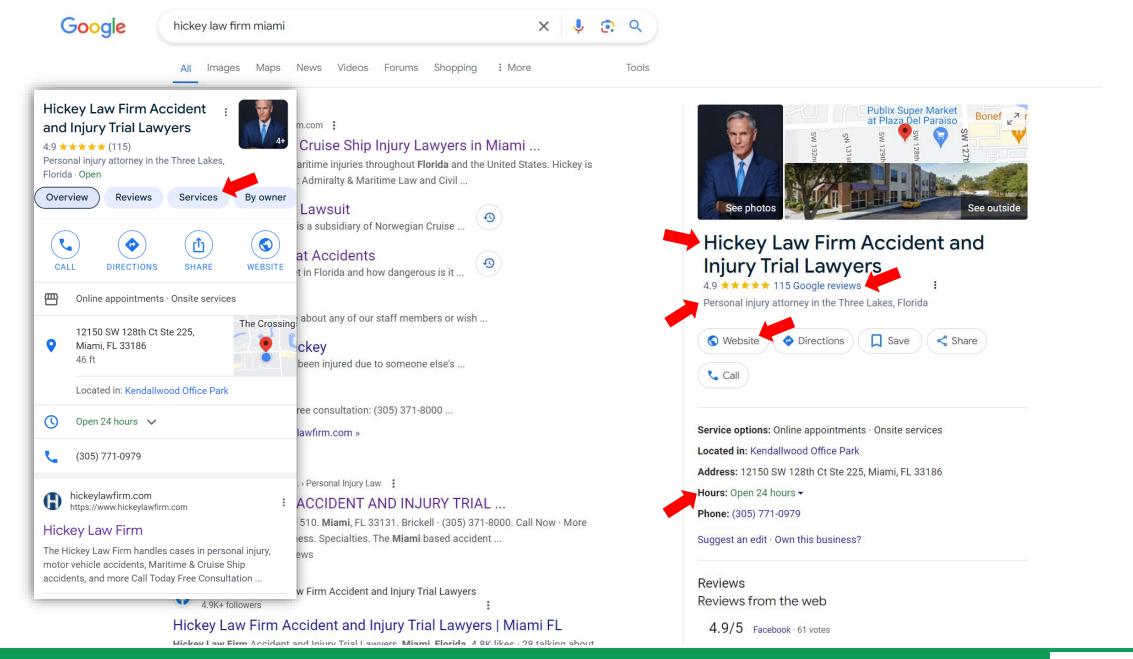


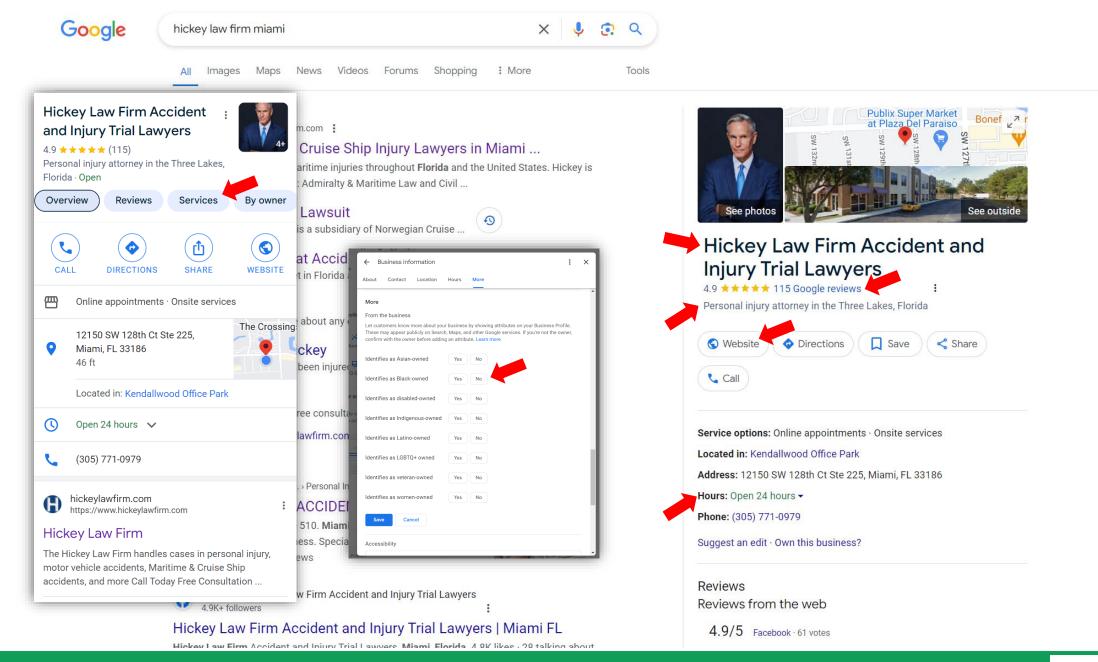




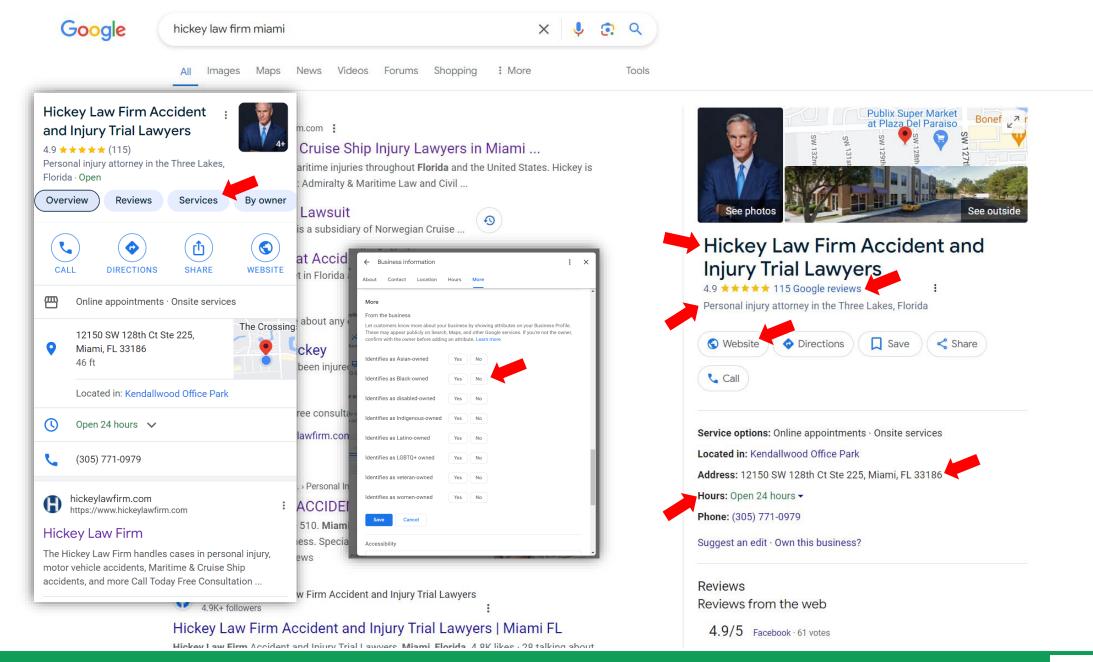














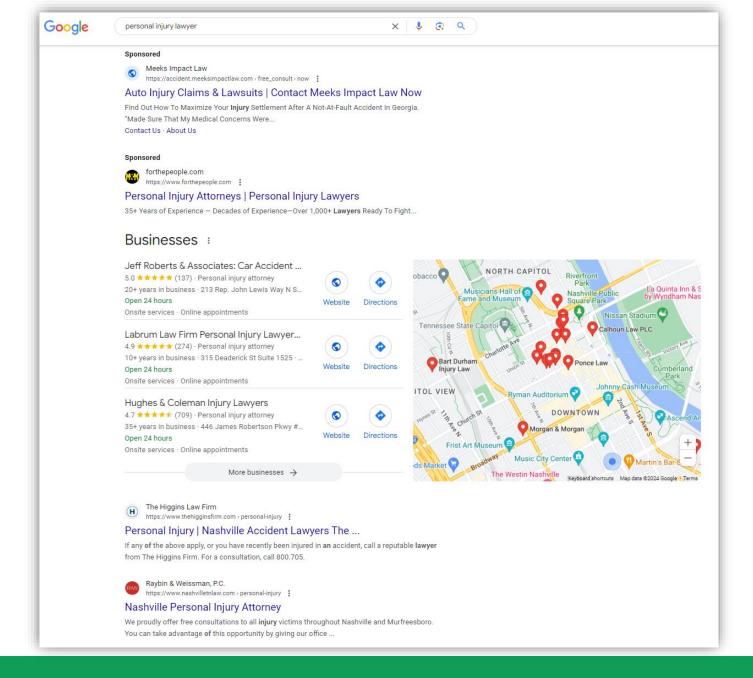
## Location



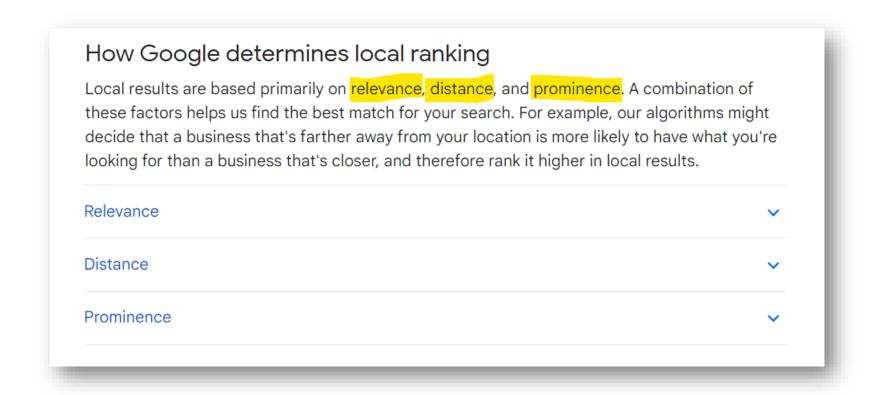
Your business's location is a key factor in determining its visibility and ranking in search results, especially for local searches.

# How visible is your business?



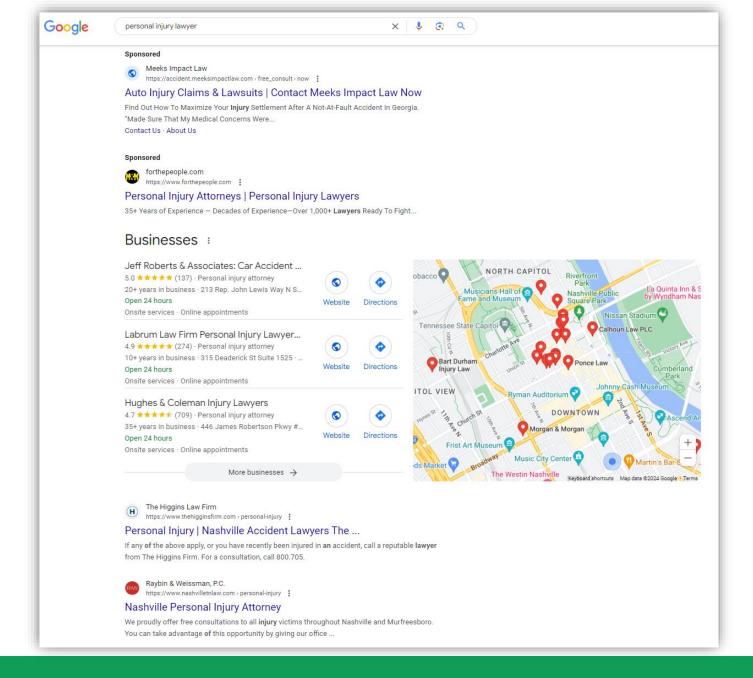




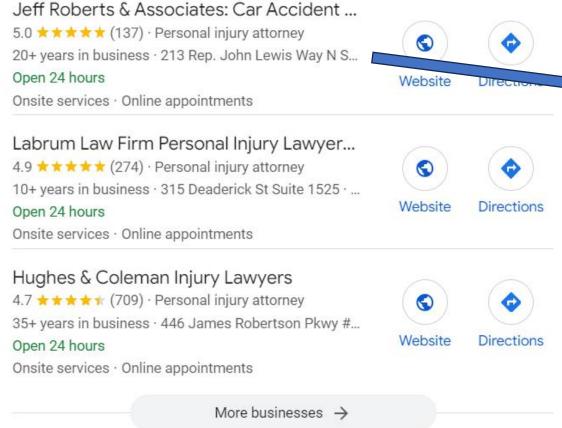


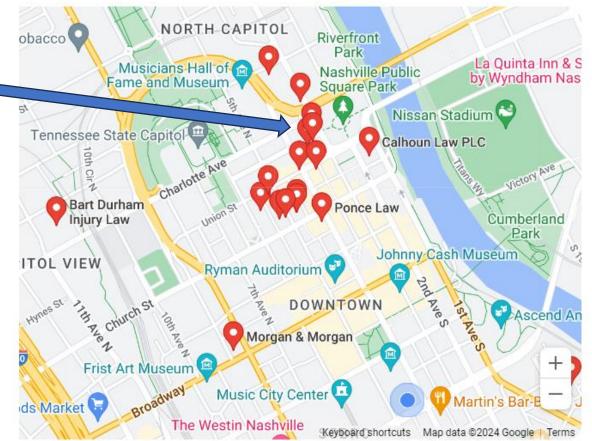
https://support.google.com/business/answer/7091



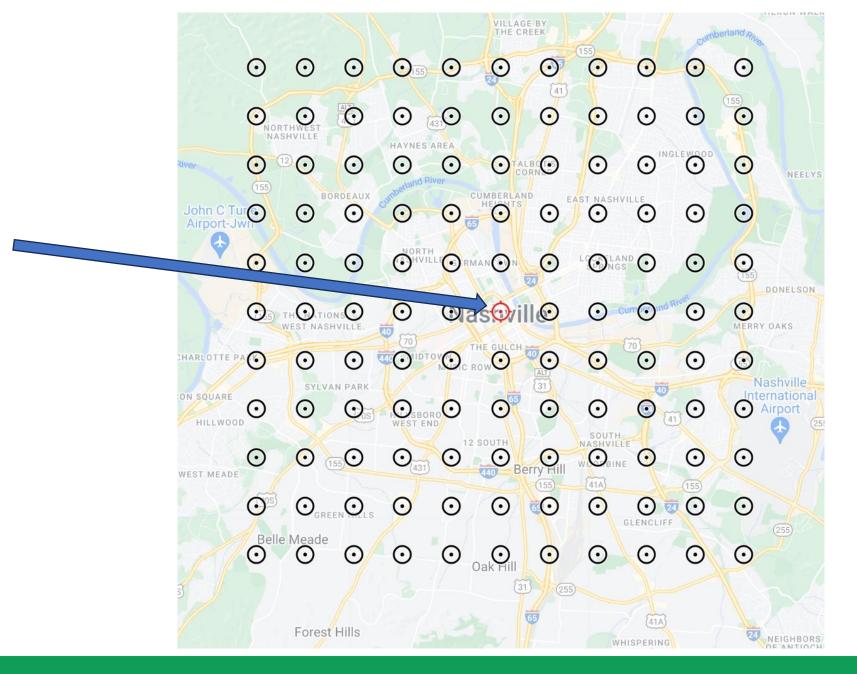






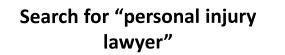






A 5-mile grid scan









DONELSON

Nashville

NEIGHBORS OF ANTIOCH

(41A)

WHISPERING

A 5-mile grid scan

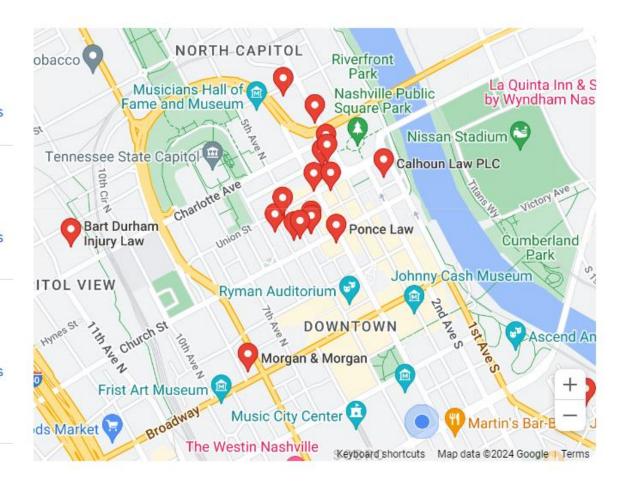


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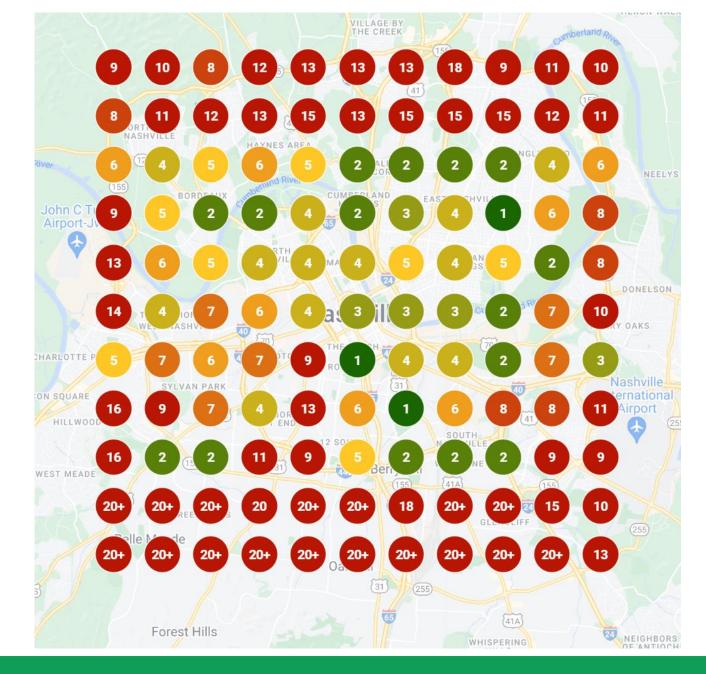
Forest Hills

Jeff Roberts & Associates: Car Accident ... 5.0 ★★★★ (137) · Personal injury attorney 0 20+ years in business · 213 Rep. John Lewis Way N S... Open 24 hours Website Directions Onsite services · Online appointments Labrum Law Firm Personal Injury Lawyer... 4.9 ★★★★ (274) · Personal injury attorney 3 10+ years in business · 315 Deaderick St Suite 1525 · ... Website Directions Open 24 hours Onsite services · Online appointments Hughes & Coleman Injury Lawyers 4.7 ★★★★★ (709) · Personal injury attorney ( 35+ years in business · 446 James Robertson Pkwy #... Website Directions Open 24 hours Onsite services · Online appointments More businesses →





### Search for "personal injury lawyer"



A 5-mile grid scan



## Example











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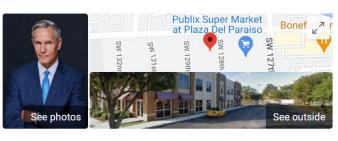
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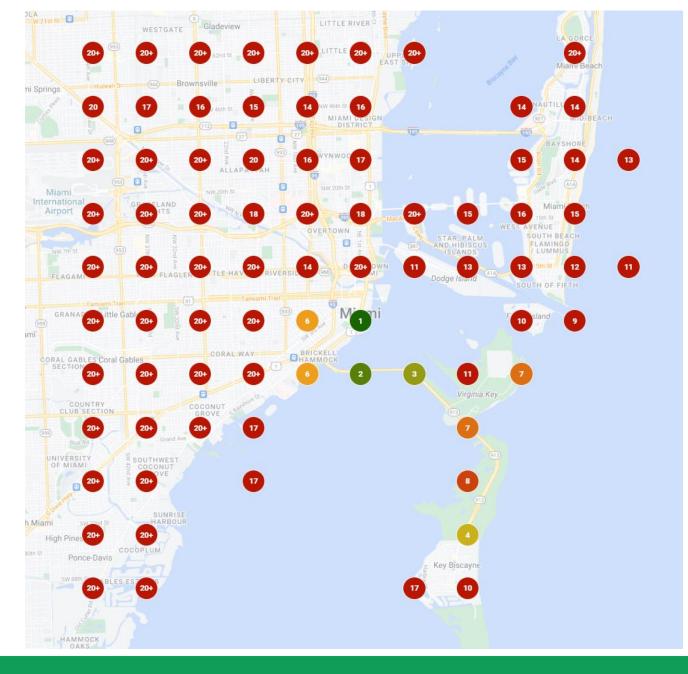
Reviews

Call

Reviews from the web

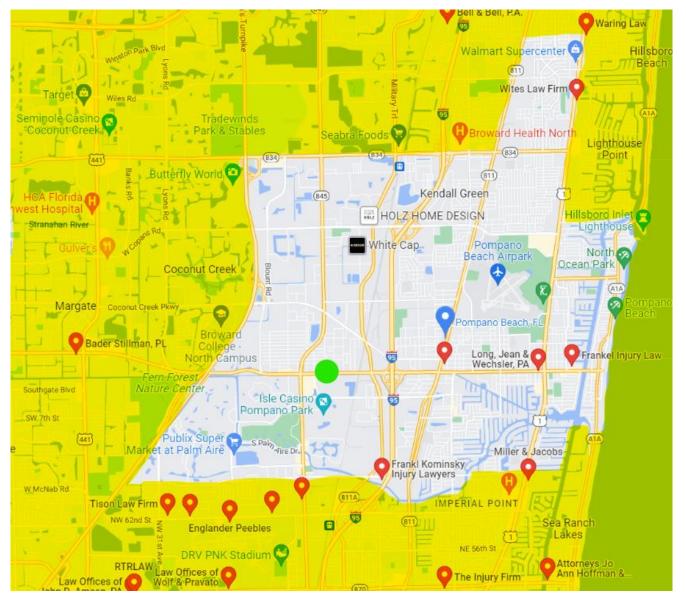
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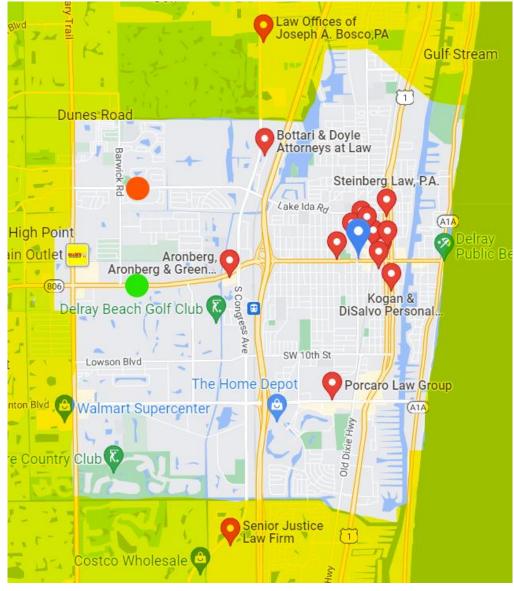




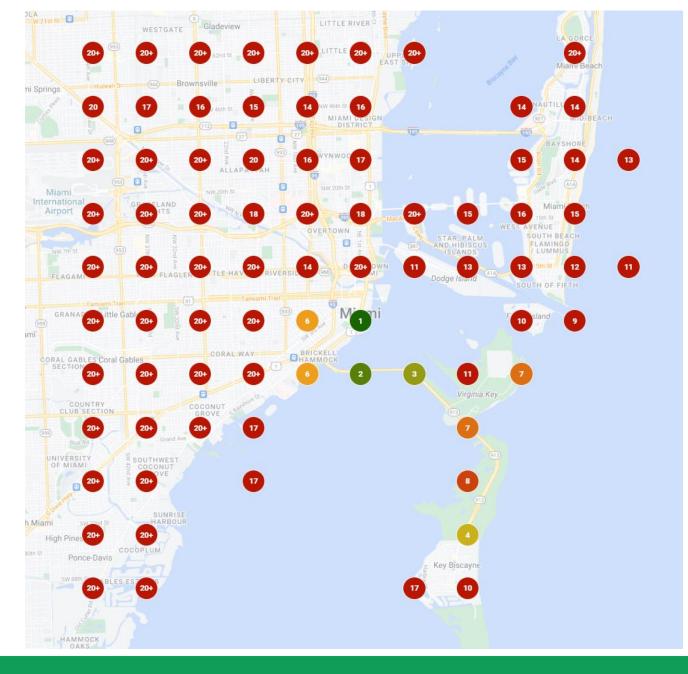
Search for "personal injury lawyer"





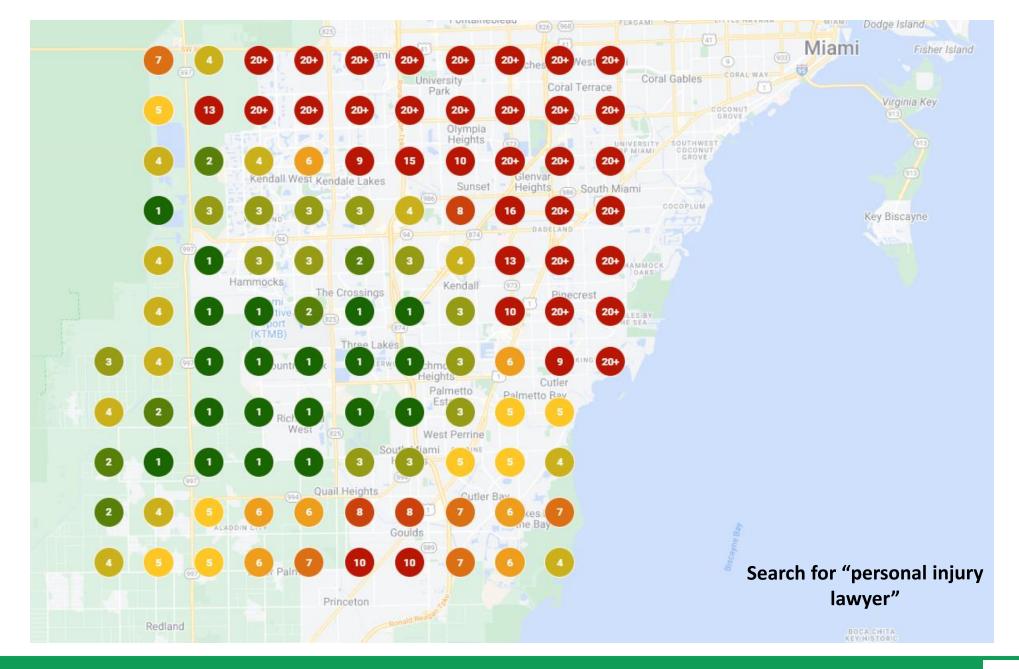






Search for "personal injury lawyer"



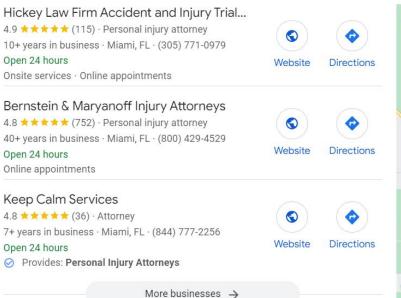


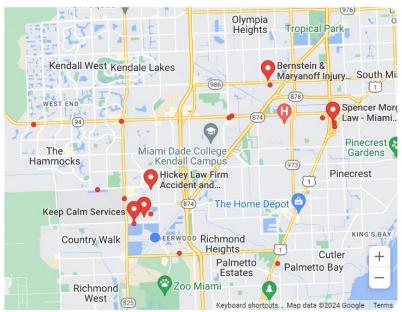














Super Lawyers

https://attorneys.superlawyers.com > ... > Florida :

#### Best Miami, FL Personal Injury Attorneys

Free profiles of 372 top rated Miami, Florida personal injury attorneys on Super Lawyers. Browse comprehensive profiles including ...

#### People also ask :

What percentage do most personal injury lawyers take?



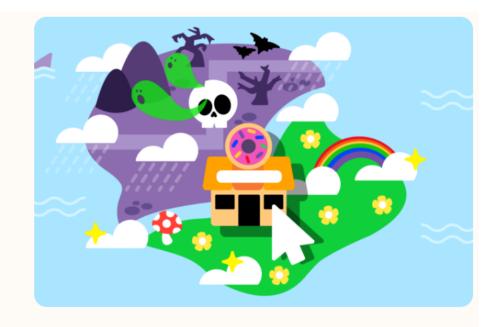
Feedback



So please, check the address or speak to your local SEO specialist first before signing a new lease, opening a new office or moving office!



### How to Choose the Next Location for Your Business Using Local SEO















Local SEO, Google Business Profile, Multi-location

As local SEOs, our conversations often revolve around various strategies on how to get the best possible results for our work, but one crucial initial step oftentimes seems to be overlooked. This is step one, the starting point that could significantly influence the success of countless businesses.

This first step involves ensuring your client's business listing is in the right location.

The physical location of your office plays a pivotal role in today's local search results. An incorrect location could potentially affect your local search rankings for as long as you remain in that location. Therefore, understanding its importance and how to optimize it is critical.



Origin

The Importance of Location

The Problem

The Solution

Techniques and Examples

Tools and Resources

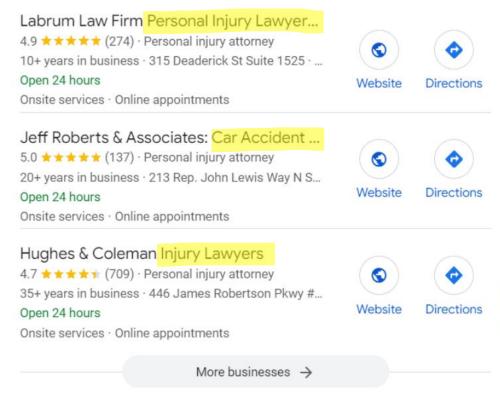
Summary

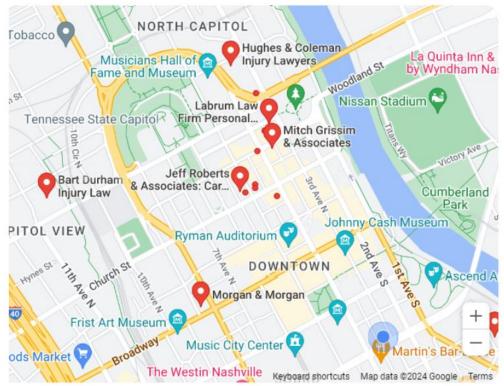
www.brightlocal.com/learn/how-to-choose-the-next-location-for-your-business-using-local-seo/



## Business Name









### Pros

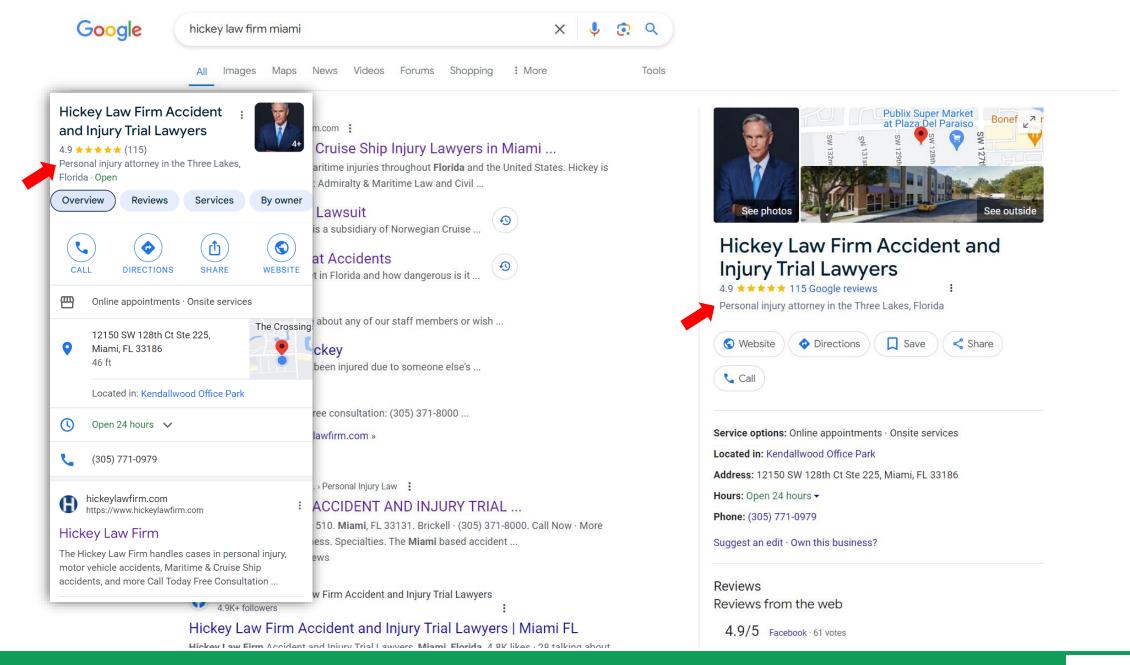
Ranking benefits

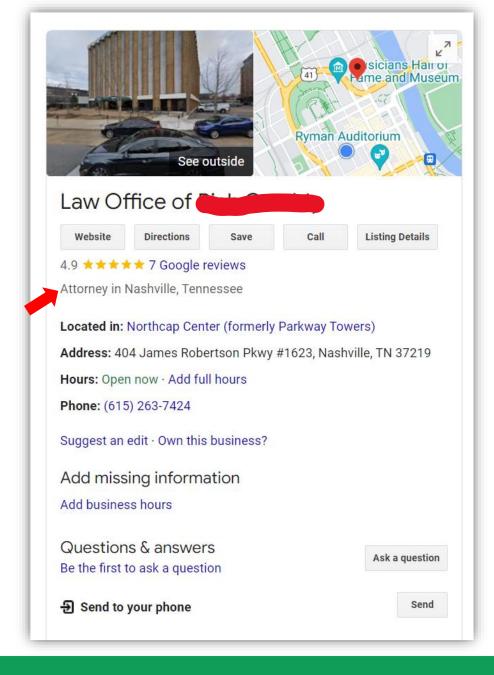
### Cons

- Re-branding headache
- Convincing Google
- Competitors suggesting edits
- It can all be for nothing, your competition do the same legally or not

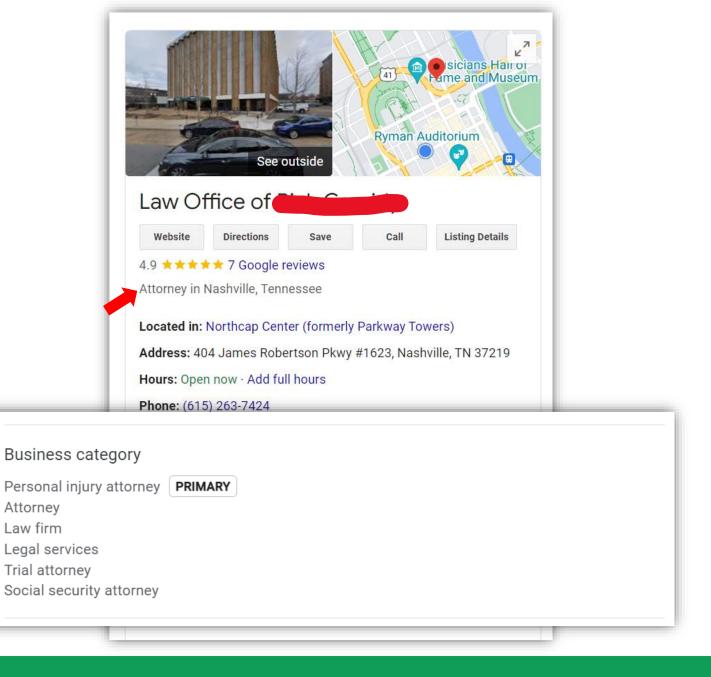
## Categories





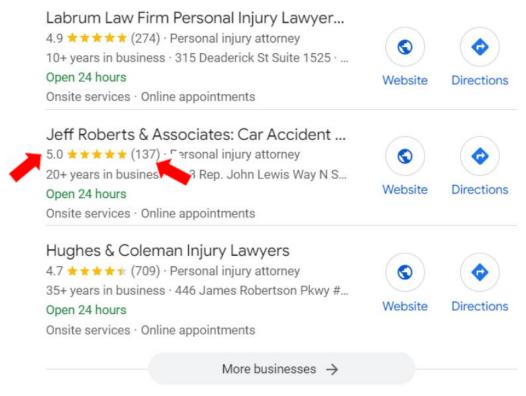






# Reviews







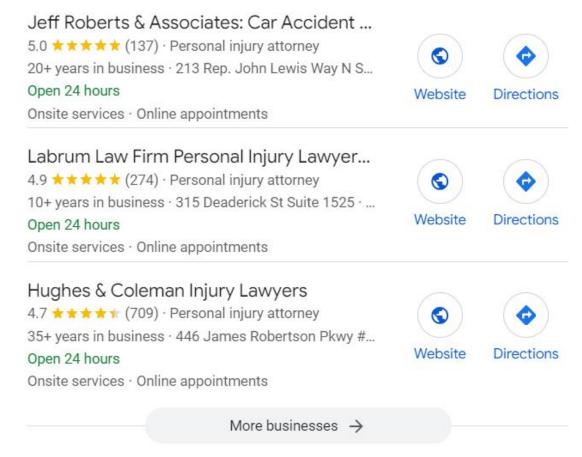


It's not just about the number of reviews that matter...

- Number how many reviews?
- Recency when was your last review?
- Frequency how many reviews do you get a week/month/year?
- **Engagement** are your reviews read, liked?
- **Keywords in review** e.g. "I was involved in a car accident"
- Photographs can help the review appear higher when users look at your listed reviews

All of the above are compared to competitors



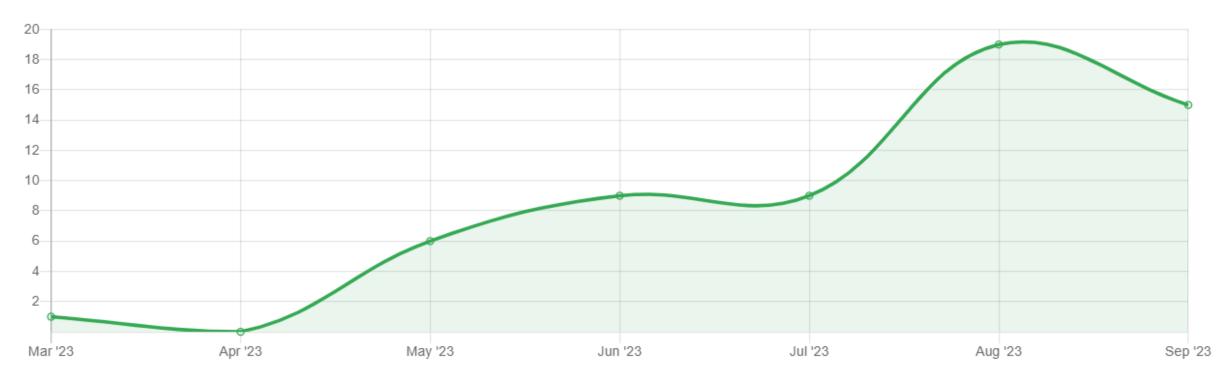
















# **Ralph Taylor** 4 reviews · 6 photos





They are apparently ambulance chasers and can't work a real lawsuit

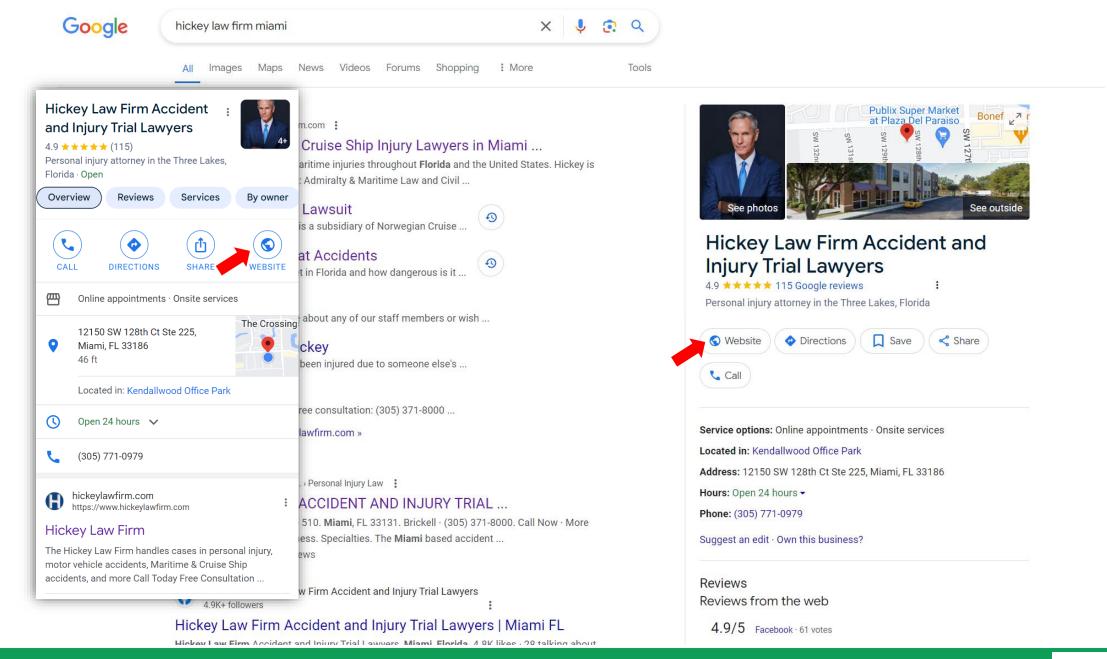






# Website





# TRACK YOUR LINKS!

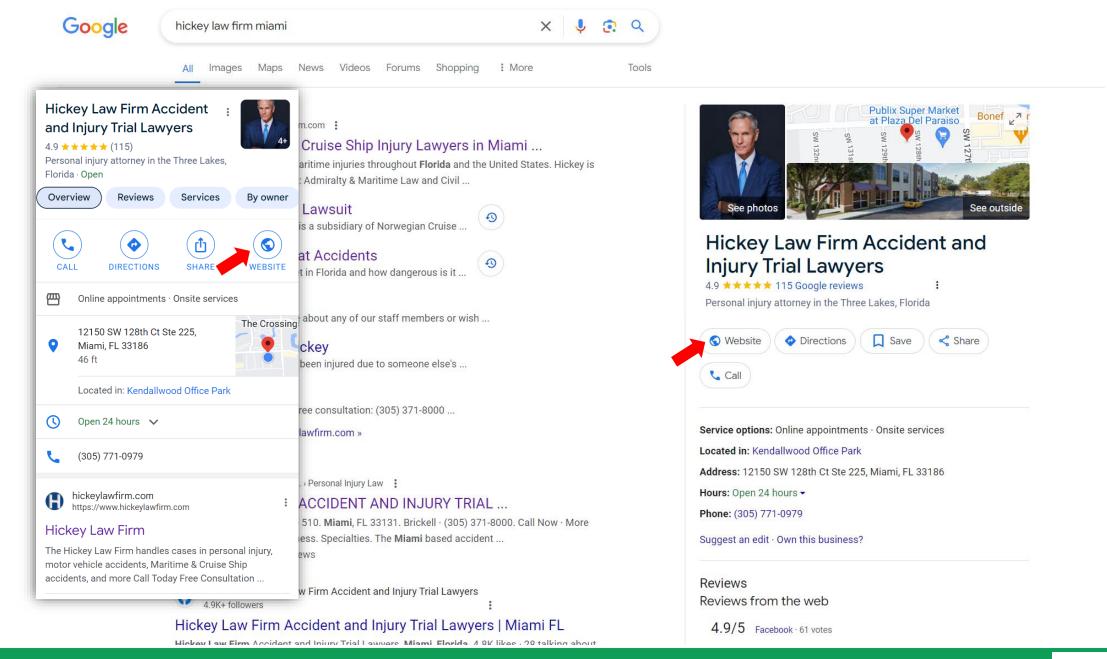
- If you don't track your links you cannot tell where your traffic came from in your Google Analytics or in your Google Search Console data!
- It's called "utm tagging"
- How do I know if I am tracking my links?

Easy! Your link should look like this



www.yourdomain.com/?utm\_source=google&utm\_medium=organic&utm\_campaign=gmb-office





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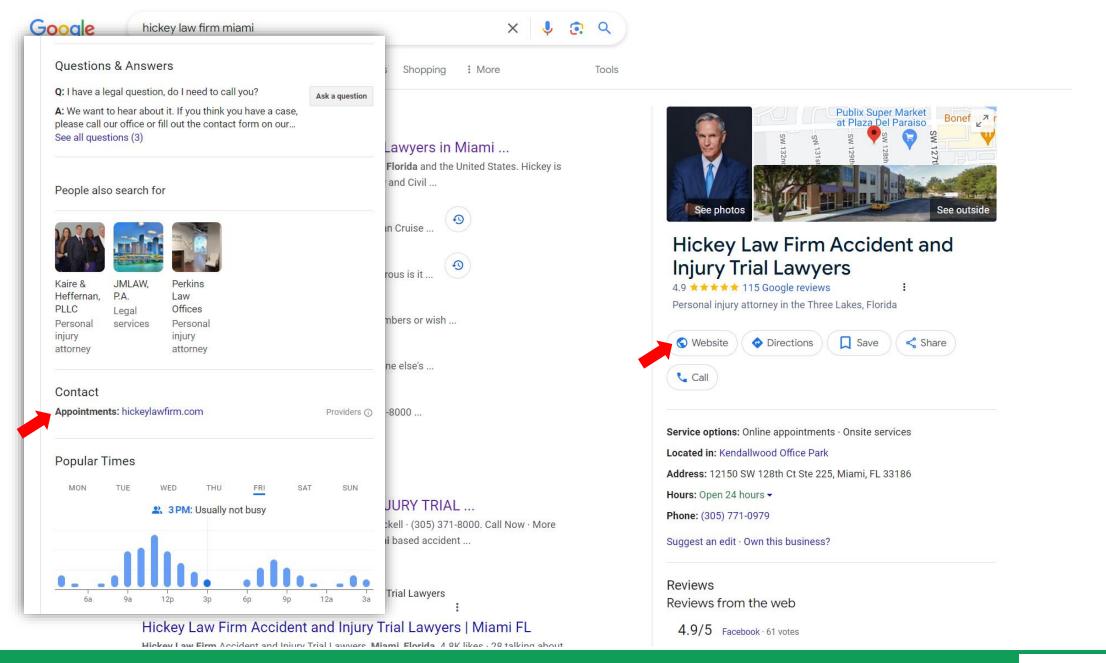
Easy! Your link should look like this



www.yourdomain.com/?utm\_source=google&utm\_medium=organic&utm\_campaign=gmb-office

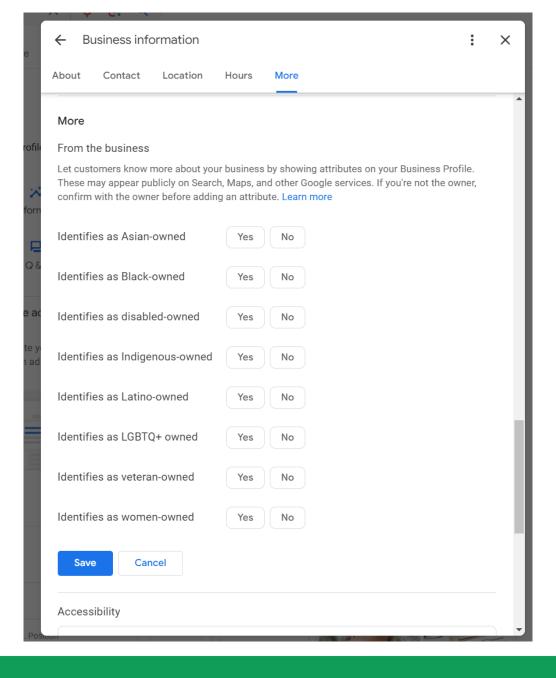
www.hickeylawfirm.com/?utm\_source=google&utm\_medium=organic&utm\_campaign=gmb-office-miami





# Attributes













Google



### Law Office of Shelly M. Ingram, LLC

4.9 ★★★★ (45) · Divorce lawyer

10+ years in business · Fulton, MD · (301) 658-7354

Open · Closes 5 PM

Identifies as women-owned





Website

Directions

#### McCabe Russell, PA

4.8 ★★★★★ (230) · Divorce lawyer

10+ years in business · Fulton, MD · (443) 453-5332

Open · Closes 5 PM

Identifies as women-owned





Website

Directions

### Lewicky, O'Connor, Hunt & Meiser, LLC

4.9 ★★★★ (39) · Divorce lawyer

5+ years in business · Fulton, MD · (410) 489-1996

Open · Closes 5 PM

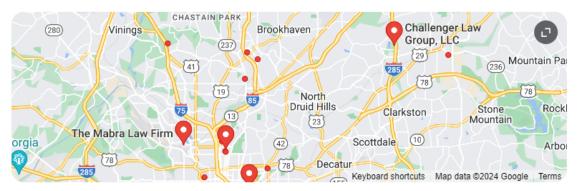
Provides: Family Law





Website

Directions



### Challenger Law Group, LLC

5.0 ★★★★ (115) · Law firm

2310 Parklake Dr NE Suite 212 · (404) 254-1240

Open · Closes 5 PM

Identifies as Black-owned





Website

Directions

#### The Mabra Law Firm

4.9 ★★★★ (744) · Personal injury attorney

15+ years in business · 1231 Booth St NW · (404) 344-5255

#### Open 24 hours

Identifies as Black-owned





Website

**Directions** 

# Hahnah Williams Attorney At Law, P.C.

4.9 ★★★★ (77) · Law firm

3+ years in business · 1100 Peachtree St NE STE 200 · (678) 505-1778

Open · Closes 5 PM

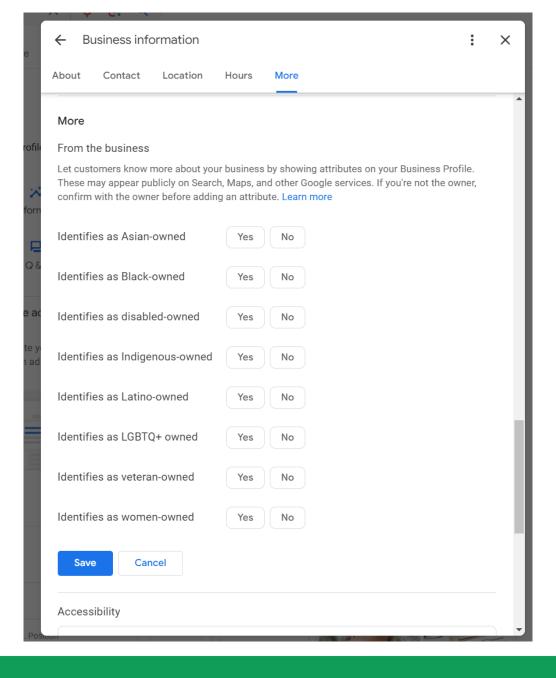
Identifies as Black-owned





Website

Directions



# Services









#### Gatti, Keltner, Bienvenu & Montesi, PLC

4.6 ★★★★★ (481) · Personal injury attorney 10+ years in business · 219 Adams Ave · (901) 699-4... Open 24 hours

O Provides: Traumatic Brain Injury

# Alders and Lewellyn, PLLC

5.0 \* \* \* \* \* (354) · Personal injury attorney

5+ years in business · 1331 Union Ave Suite 1000 · (9...

Open · Closes 11:45 PM

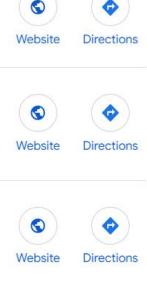
Provides: Injuries Brain Injuries

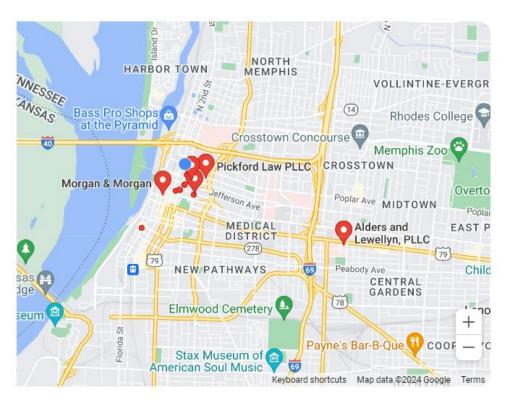
## Morgan & Morgan

4.4 ★★★★ (1.3K) · Personal injury attorney

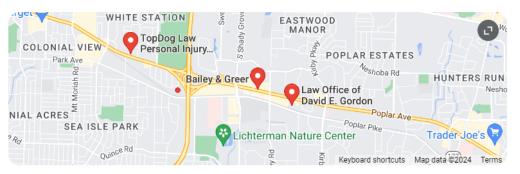
35+ years in business · 80 Monroe Ave Suite 900 · (90... Open 24 hours

O Provides: Car Accident Lawyers









#### Nahon, Saharovich & Trotz Personal Injury Attorneys

4.8/5 ★ (768) · Personal injury attorney

30+ years in business · 488 S Mendenhall Rd · (901) 979-1449

Open 24 hours

Provides: Toxic Chemical Exposure Lawyer







# TopDog Law Personal Injury Lawyers - Memphis Office

5.0/5 ★ (179) · Personal injury attorney

5+ years in business · 5350 Poplar Ave suite 850B · (901) 883-7615

10+ years in business · 6256 Poplar Ave · (901) 350-5579

Open 24 hours

Bailey & Greer

Open 24 hours

Onsite services · Online appointments

4.9/5 ★ (157) · Personal injury attorney





Website

Directions

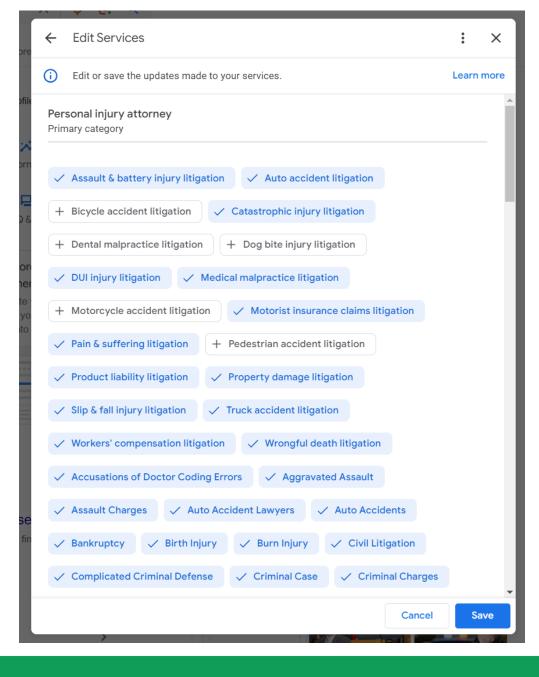






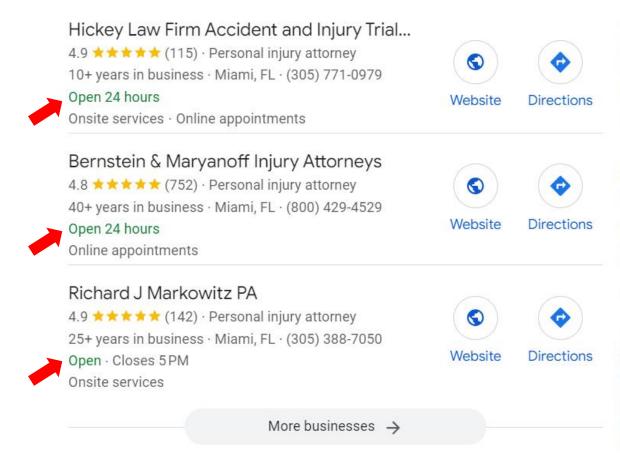
#### Provides: Toxic Tort Lawyer

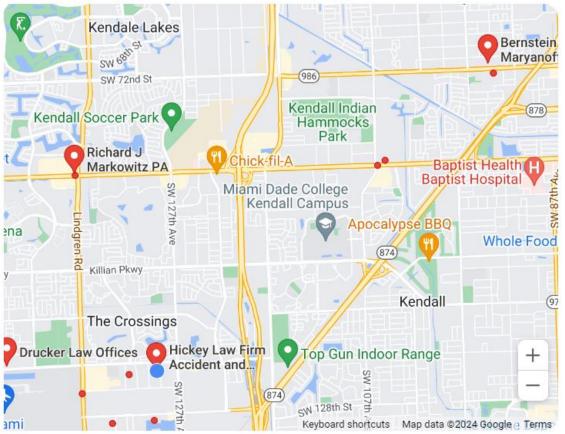




# Hours











# Hickey Law Firm Accident and Injury Trial...

4.9 ★★★★ (115) · Personal injury attorney 10+ years in business · Miami, FL · (305) 771-0979





Open 24 hours

Onsite services · Online appointments

# Website Directions

# Bernstein & Maryanoff Injury Attorneys

4.8 ★★★★ (752) · Personal injury attorney 40+ years in business · Miami, FL · (800) 429-4529





Open 24 hours

Online appointments



### Richard J Markowitz PA

4.9 ★★★★ (142) · Personal injury attorney 25+ years in business · Miami, FL · (305) 388-7050

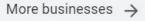


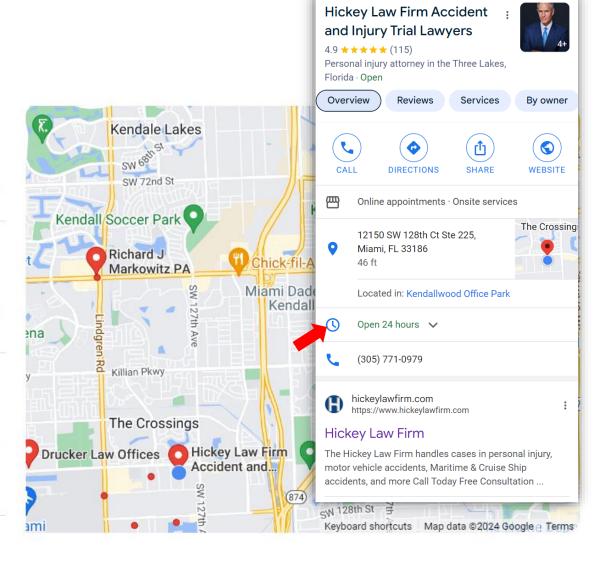


Website

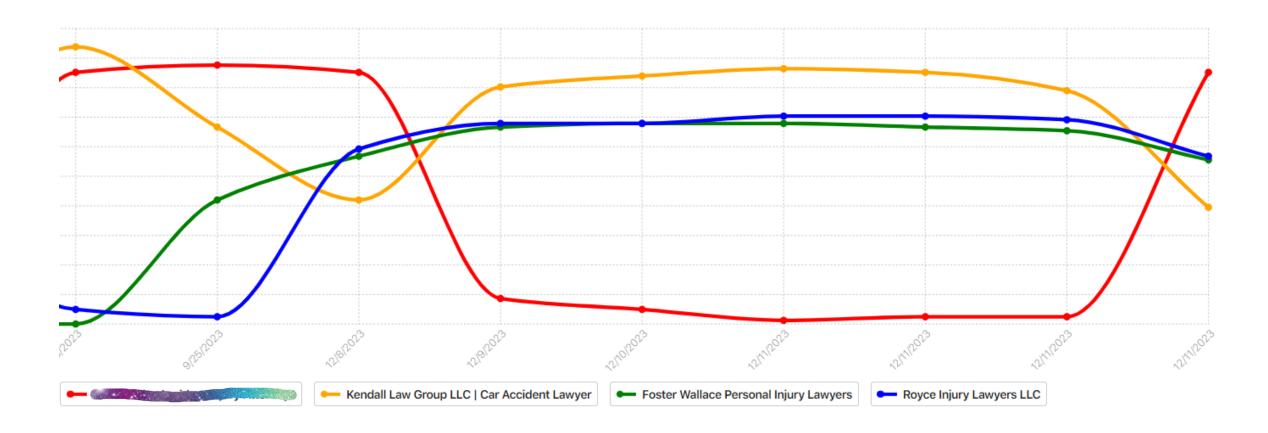
ite Directions

### Open · Closes 5 PM Onsite services



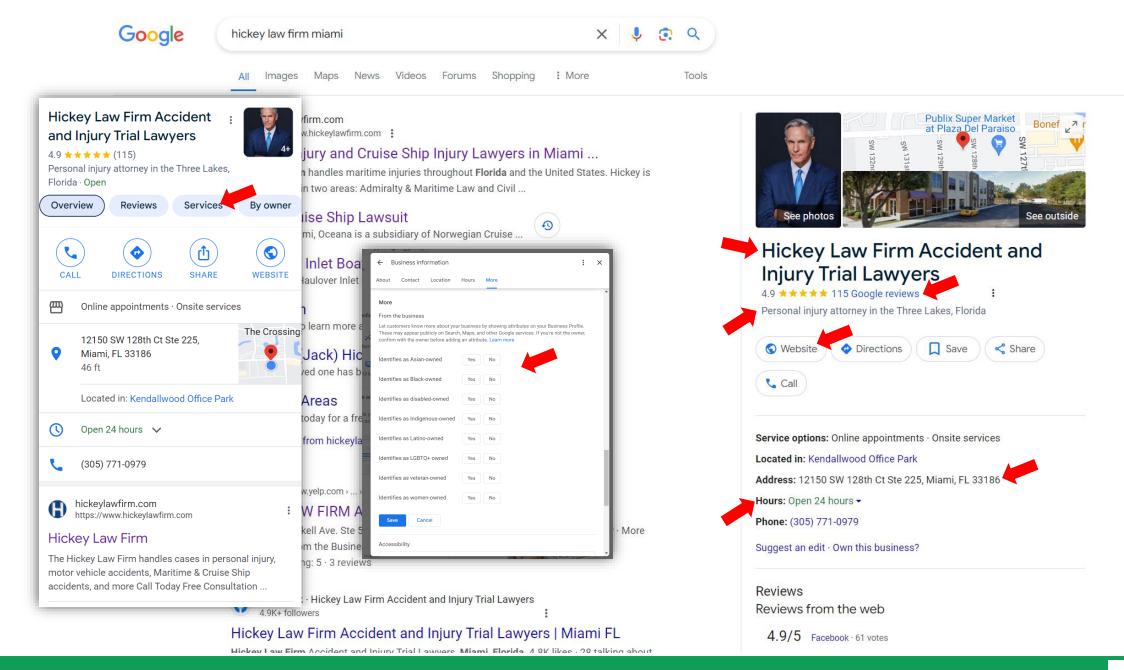






...can you spot the moment when our client closed for the weekend?









Monitor, measure, adjust, repeat



# DIGITAL LAW MARKETING



# **Because Marketplace Exclusivity Matters**

# **Experience The Difference**

- Search Engine Optimization (SEO)
- Pay-Per-Click Marketing (PPC)
- Social Media Marketing
- Content Marketing Strategies

- ✓ Web Design & Development
- Reputation Management
- Local Search
- Digital Video Marketing

