

LawSEO



Attract More Family Law Clients

7 STEPS TO INCREASING REVENUE



www.lawseo.com.au



(07) 5476-7673



GET 21+ QUALIFIED CLIENTS MONTHLY

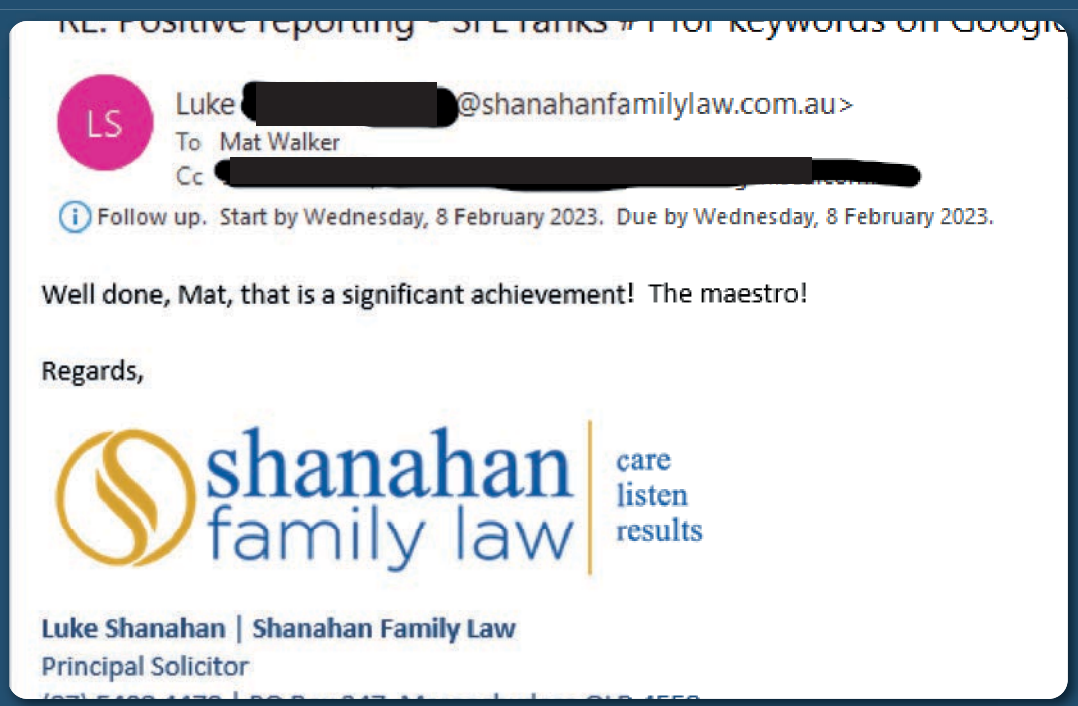
As a family lawyer, you understand the importance of attracting new clients to your firm.

In today's competitive market, Search Engine Optimisation (SEO) is one of the most sought after tactics you can use to grow your sales.

By optimising your website for search engines, you can increase your visibility, attract more traffic, and ultimately generate more leads and clients.

In this guide, you will learn how to make money with these seven steps to success. The most relevant to family lawyers, along with practical tips and tools to help you implement them effectively.

FOLLOW THESE 7 SEO KEYS TO SUCCESSES AND START GROWING YOUR CLIENT SALES!



SFL achieves in excess of 20 plus new clients every month.

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#1 | Grow your Brand and Increase your Popularity

SEO Keys to Success 1: Discover Your Online Footprint by growing your brand.

The first step in optimising your website for search engines is to understand your online footprint.

Use tools like [SEO Minion](#) or [Detailed Chrome Extension](#), [SurferSEO](#), or [SE Ranking](#) to audit your website's crawlability, indexability, and overall health.

This will help you identify technical issues that may be hindering your SEO performance and take corrective actions.

CHECKLIST:

- Conduct a technical audit of your website using SurferSEO, SE Ranking and [GTmetrix](#).
- Check your website's crawlability and indexability using SEO Minion Chrome Extension
- Identify and fix technical issues like broken links, duplicate content, or slow loading times. If your site is slow use the powerful [Nitropack](#) extension. I absolutely guarantee it will speed up your site.
- Ensure your website is mobile-friendly and responsive. Check with [Google Web Dev](#) and [Google Mobile-Friendly Test](#).



Latest Performance Report for:

<https://lawseo.com.au/>

Report generated: Sat, Jan 28, 2023 10:54 AM +1000
Test Server Location: Sydney, Australia
Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

GTmetrix Grade ?

A	Performance ?	Structure ?
	91%	93%

Web Vitals ?

Largest Contentful Paint ?	Total Blocking Time ?	Cumulative Layout Shift ?
1.3s	168ms	0

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#2 | *Make more Money*

SEO Keys to Success 2: Find Relevant Keywords

Keywords are the backbone of SEO by attracting more sales and which will ultimately make you more money!

They play a crucial role in attracting the right audience to your website.

Use tools like [Google Keyword Planner](#), SurferSEO, or SE Ranking to research relevant keywords for family lawyers.

Cluster keywords based on a users search intent.

They are Transactional, Commercial, Informational and Navigational.



CHECKLIST:

- Research relevant keywords for your firm by using Google Keyword Planner, SurferSEO, or SE Ranking. Tip: Search on the 1st page of google and study the keywords recommended.
- Group your keywords based on their intent and relevance to family law. Don't target hundreds of keywords, instead start small, focus on Transactional & Commercial keywords.
- Optimise your website's content for those keywords, including titles, descriptions, headings, and body copy. Tip: Write for the reader and not search engines!
- Use long-tail keywords to target specific niches in your practice areas of the firm.

TYPES OF KEYWORDS

1. NAVIGATIONAL

2. INFORMATIONAL KEYWORDS

3. COMMERCIAL (areas of focus)

4. TRANSACTIONAL (areas of focus)

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Navigational Keywords: These are keywords that users search when they are looking for a specific website or page related to your family law website. Examples include the name of a law firm, specific legal service or privacy policy page.

Search intent: Already know what they want. Looking for a specific page on your site.

Informational Keywords: These are keywords that users search when they are looking for information about family law, such as the legal process, custody arrangements, or divorce laws.

Examples include "child custody laws in Australia" or "how to file for divorce in Australia."

Search intent: Looking to learn more about a topic.

Commercial Keywords: These are keywords that users search when they are in the research phase and looking for products or services related to family law.

Examples include "family lawyer reviews," "best family law firms in Australia," or "compare family lawyers in Melbourne."

Search intent: research phase & may buy on recommendation.

Transactional Keywords: These are keywords that users search when they are ready to make a purchase or hire a family law service. Examples include "hire a family lawyer," "book a consultation with a divorce lawyer," or "family lawyer fees in Sydney."

Search intent: ready to buy your services!



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#3 | Save Money by Fixing up Website Errors

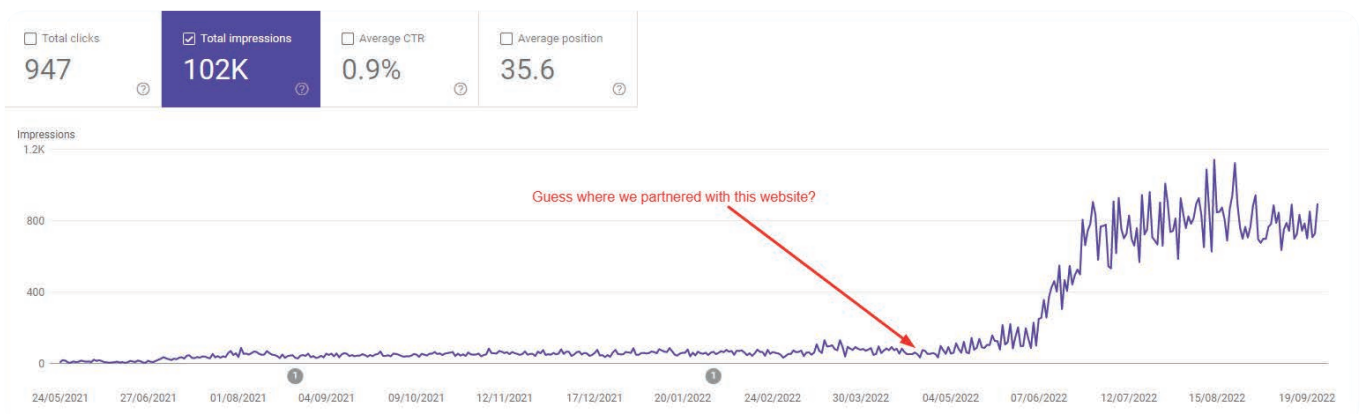
SEO Keys to Success 3: Optimise Your Website's Technical Elements

Technical SEO may sound intimidating, but it's essential for improving your website's visibility and performance.

Use tools like [Google Search Console](#), SurferSEO, or SE Ranking to optimise your website's technical elements, including meta tags, structured data, schema markup, and XML sitemap.

CHECKLIST:

- Use Google Search Console to monitor your website's performance and identify technical issues.
- Optimise your website's meta tags, including title tags, description tags, and header tags.
Use structured data and schema markup to improve your website's visibility in search results.
- Create an XML sitemap to help search engines crawl and index your website. Do this with the powerful [Rankmath plugin](#)



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#4 | Save Time by Creating Valuable Content

SEO Keys to Success 4: Create SEO-Optimised Content

Content is king when it comes to SEO, and family lawyers can benefit from creating high-quality, SEO-optimised content that resonates with their target audience. Save time by using tools like SurferSEO or SE Ranking to analyse your content's relevance, keyword usage, readability, and other key metrics.



CHECKLIST:

- Conduct keyword research to identify relevant topics for your content.
- Optimise your content for target keywords, including titles, descriptions, headings, and body copy.
- Use internal and outbound links to improve your website's navigation and user experience.
- Use SurferSEO or SE Ranking to analyse your content's relevance, keyword usage, readability, and other key metrics.

family lawyer sunshine coast

GUIDELINES OUTLINE BRIEF

Content Score

92/100

Avg 54 Top 83

Content Structure

WORDS	HEADINGS	PARAGRAPHS	IMAGES
3,175	48	100	11
1,270-1,481	12-42	of text 30	17-60

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#5 | *Gain Praise and Feel more Loved by being Authentic*

SEO Keys to Success 4: Optimise Your Website's On-Page

On-page SEO refers to the practice of optimising individual web pages for specific keywords or topics. By optimising your website's on-page elements, you can improve your website's authenticity, relevance, authority, and user experience. Use tools like SurferSEO or SE Ranking to analyse your on-page elements and identify areas for improvement.

CHECKLIST:

- Optimise your page titles, descriptions, headings, and body copy for target keywords.
- Use [images](#) and [videos](#) to enhance your content and improve user engagement. Tip take advantage of the AI tools now available.
- Use internal links to connect your content and improve your website's navigation. Optimise your links with the Rank Math plugin.



- Use SurferSEO or SE Ranking to analyse your on-page elements and identify areas for improvement. Both of these tools will save you a tonne of time.

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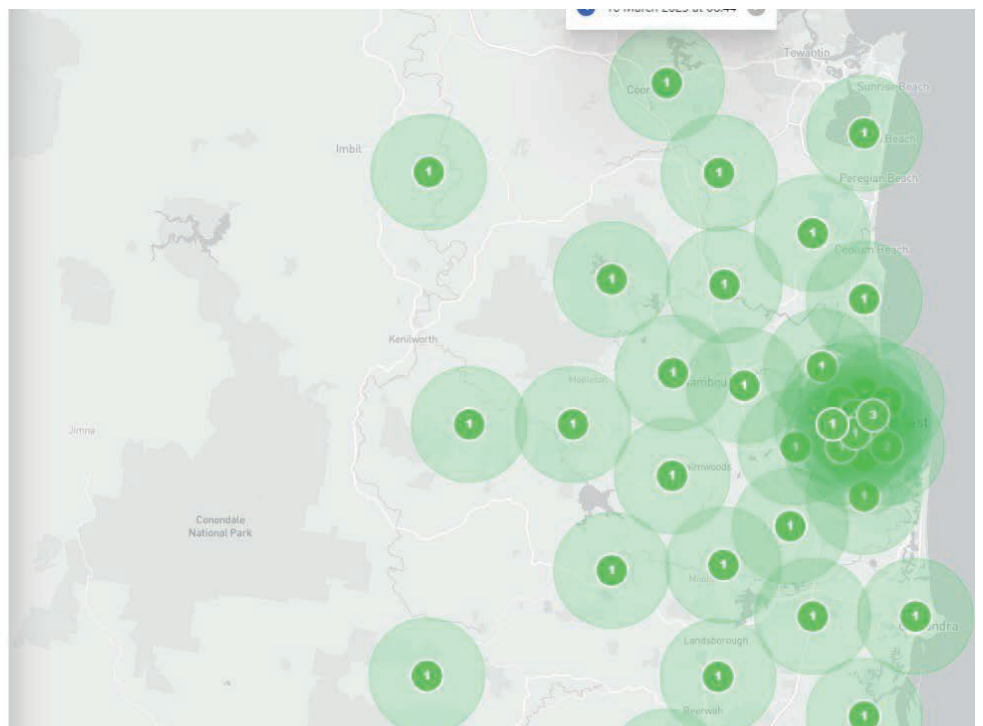
#6 | Be more Relevant and Liked by your Audience

SEO Keys to Success 6: Improve Your Local SEO

If you serve a specific geographical area, local SEO can help you attract more relevant traffic to your website. Use tools like [Google Business Profile](#), [SurferLocal](#), or [SE Ranking](#) to optimise your local SEO and improve your visibility in local search results. Rank in Position 1 of Google’s 3 pack.

CHECKLIST:

- Claim and verify your Google My Business listing.
- Optimise your Google My Business profile, including your business name, address, phone number, and hours of operation.
- Encourage reviews from satisfied clients to improve your reputation and credibility.
- Use SurferLocal or SE Ranking to analyse your local SEO performance and identify areas for improvement.



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#7 | Avoid Extra Effort by using these Tools

SEO Keys to Success 7: Build High-Quality Backlinks

Backlinks are an essential factor in SEO, as they signal to search engines that your website is authoritative, trustworthy, and relevant. Use tools like SE Ranking to analyse your backlink profile and identify high-quality link opportunities.

CHECKLIST:

- Create high-quality, shareable content that other websites will want to link to.
- Reach out to relevant websites and influencers to request backlinks or guest posts.
- Monitor your backlink profile using SE Ranking and [Disavow](#) any low-quality or spammy links. But do this at your own risk. If unsure our tip is to stay away from Google's disavow feature.
- Use link building strategies like broken link building or resource page link building to improve your backlink profile.



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DO THIS AND MAKE MORE MONEY

Track Your Progress and Stay Ahead

SEO is an ongoing process, and it requires patience, persistence, and continuous improvement. Use tools like Google Analytics, Google Search Console, or SurferSEO to track your progress and stay ahead of the competition.

CHECKLIST:

- Set up Google Analytics and Google Search Console to track your website's traffic, engagement, and performance.
- Monitor your search rankings, traffic, and conversions regularly.
- Use SurferSEO to analyse your competitors' SEO strategies and identify opportunities for improvement.
- Continuously update and improve your website's SEO elements based on your performance data.



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NOTHING MORE TO DO

Bonus Guarantee Offer

FREE STRATEGY REPORT!

If this all sounds too complicated and time-consuming, then it is.

LawSEO has been helping businesses like yours for years. We have tested what works and what doesn't. Don't make any more mistakes again.

Stop wasting money, time and resources.

With our **DONE-for-You-all** approach, we can help you get your life back.

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Value: \$3,000 *including the bonuses*

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