

Modern Trial Lawyer Website Marketing

Shawn Grant

o - (716) 256-1429

c - (716) 381-2545

shawn.grant@acceleratenow.com

<https://www.acceleratenow.com>

Provided by AccelerateNow.com

Our Agenda Today

Part 1 - High Level

Search Engine Optimization and Content Marketing

Modern Law Firm Website Features

Educational Practice Area Content

Social Media and Google Ads

Website Lead Tracking & Return on Investment Reporting

Part 2 – How to's

How To Produce Your Own Videos

How To Edit Videos

How To Publish Videos

How To Do A Google Update

How To Set Up Google Analytics

How To Set Up Tag Manager

Major Recent Google Update

“Each day, Google usually releases one or more changes designed to improve our results. Some are focused around specific improvements. Some are broad changes. Last week, we released a broad core algorithm update. We do these routinely several times per year.

As with any update, some sites may note drops or gains. There’s nothing wrong with pages that may now perform less well. Instead, it’s that changes to our systems are benefiting pages that were previously under-rewarded.

*There’s no “fix” for pages that may perform less well other than to **remain focused on building great content...** ”*

If you want to perform better online, focus on creating great web content

What does great web content look like?

- Comprehensive practice area pages
- Educational practice area videos
- Definitive guide blog posts
- Downloadable eBooks
- Educational video series delivered with email nurturing



All The Benefits

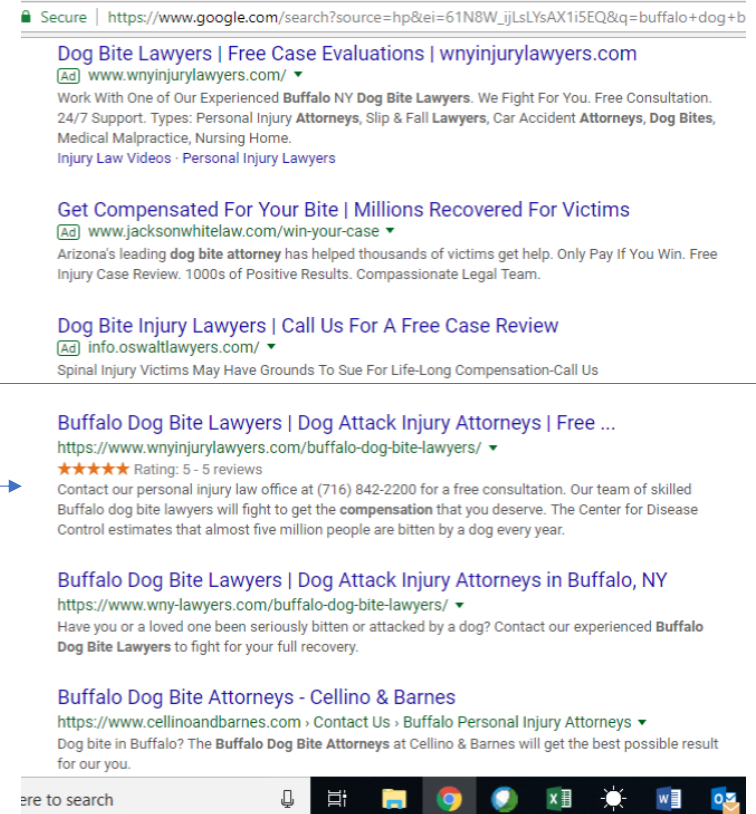
- It's a great way to demonstrate legal expertise.
- It will help you build your brand in your local legal community.
- It's a great way to introduce potential clients to your legal practice.
- You will have better educated clients that are prepared for their appointments.
- It will provide long term value, because you will enjoy a more successful legal practice now and long into the future.



Provided by AccelerateNow.com

Search Engine Optimization & Content Marketing

- Align your firm's website with what Google wants and Google will give your firm more love.
- Google wants your website to provide valuable information.
- Focus on providing more educational practice area content.



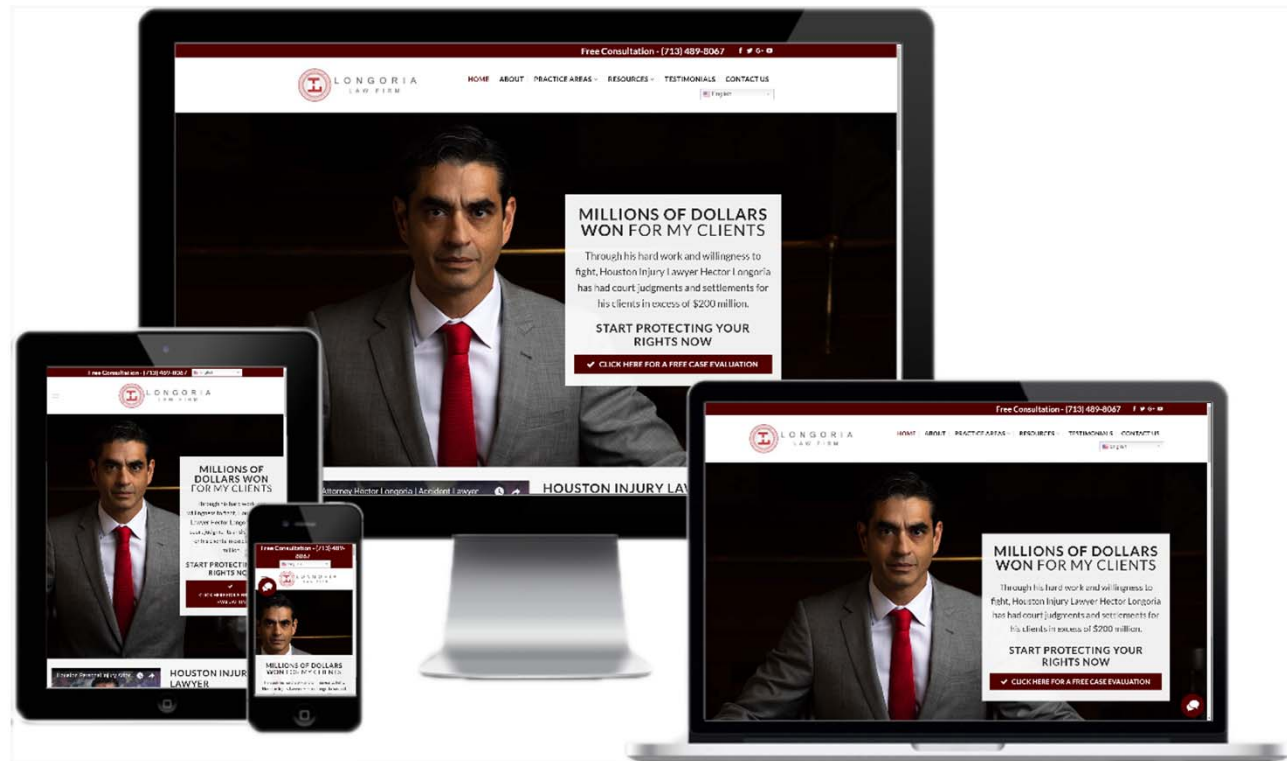
The screenshot shows a Google search results page for the query "buffalo+dog+bite lawyers". The address bar shows the URL: https://www.google.com/search?source=hp&ei=61N8W_ijklYsAX1i5EQ&q=buffalo+dog+bite+lawyers. The search results are as follows:

- Dog Bite Lawyers | Free Case Evaluations | wnyinjurylawyers.com**
www.wnyinjurylawyers.com/
Work With One of Our Experienced **Buffalo NY Dog Bite Lawyers**. We Fight For You. Free Consultation. 24/7 Support. Types: Personal Injury **Attorneys**, Slip & Fall **Lawyers**, Car Accident **Attorneys**, **Dog Bites**, Medical Malpractice, Nursing Home.
[Injury Law Videos](#) · [Personal Injury Lawyers](#)
- Get Compensated For Your Bite | Millions Recovered For Victims**
www.jacksonwhitelaw.com/win-your-case
Arizona's leading **dog bite attorney** has helped thousands of victims get help. Only Pay If You Win. Free Injury Case Review. 1000s of Positive Results. Compassionate Legal Team.
- Dog Bite Injury Lawyers | Call Us For A Free Case Review**
info.oswaltlawyers.com/
Spinal Injury Victims May Have Grounds To Sue For Life-Long Compensation-Call Us
- Buffalo Dog Bite Lawyers | Dog Attack Injury Attorneys | Free ...**
<https://www.wnyinjurylawyers.com/buffalo-dog-bite-lawyers/>
★★★★★ Rating: 5 - 5 reviews
Contact our personal injury law office at (716) 842-2200 for a free consultation. Our team of skilled Buffalo dog bite lawyers will fight to get the **compensation** that you deserve. The Center for Disease Control estimates that almost five million people are bitten by a dog every year.
- Buffalo Dog Bite Lawyers | Dog Attack Injury Attorneys in Buffalo, NY**
<https://www.wny-lawyers.com/buffalo-dog-bite-lawyers/>
Have you or a loved one been seriously bitten or attacked by a dog? Contact our experienced **Buffalo Dog Bite Lawyers** to fight for your full recovery.
- Buffalo Dog Bite Attorneys - Cellino & Barnes**
<https://www.cellinoandbarnes.com> · [Contact Us](#) · [Buffalo Personal Injury Attorneys](#)
Dog bite in Buffalo? The **Buffalo Dog Bite Attorneys** at Cellino & Barnes will get the best possible result for our you.

The taskbar at the bottom shows the search bar with the text "ere to search" and several application icons including File Explorer, Google Chrome, Microsoft Edge, Word, and Outlook.

The Modern Trial Lawyer Website

- Fast Web Hosting
- Content Rich Website
 - Practice Area Pages
 - Videos
 - Definitive Guides & eBooks
 - Email Nurturing
- Mobile Optimized
- Speed Optimized
- Website Live Chat Feature
- Online Review Generation
- Mobile Apps
- Web Analytics & Lead Tracking



Provided by AccelerateNow.com

Educational Videos (not commercials)

- Educate members of your community and your potential clients
- Communicate online in your true voice and demonstrate your expertise.
- Requires least amount of time from the attorney(s)
- With the right process, it is easy to produce a lot of high quality educational web videos for each of your practice areas.



The End Result: Individual Practice Area Video Education Series

Truck Injury Videos

<https://vimeopro.com/acceleratenow/krause-glassmith-truck-accidents>

Car Injury Videos

<https://vimeopro.com/acceleratenow/krause-glassmith-car-accidents>

Pedestrian Injury Videos

<https://vimeopro.com/acceleratenow/krause-glassmith-pedestrian-accidents>

Bicycle Injury Videos

<https://vimeopro.com/acceleratenow/krause-glassmith-bicycle-accidents>

Bus Injury Videos

<https://vimeopro.com/acceleratenow/krause-glassmith-bus-accidents>

Slip and Fall Injury Videos

<https://vimeopro.com/acceleratenow/krause-glassmith-slip-and-fall>

Construction Injury Videos

<https://vimeopro.com/acceleratenow/krause-glassmith-construction-accidents>

Motorcycle Injury Videos

<https://vimeopro.com/acceleratenow/krause-glassmith-motorcycle-accidents>

Dog Bite Injury Videos

<https://vimeopro.com/acceleratenow/krause-glassmith-dog-bite>

Elevator Injury Videos

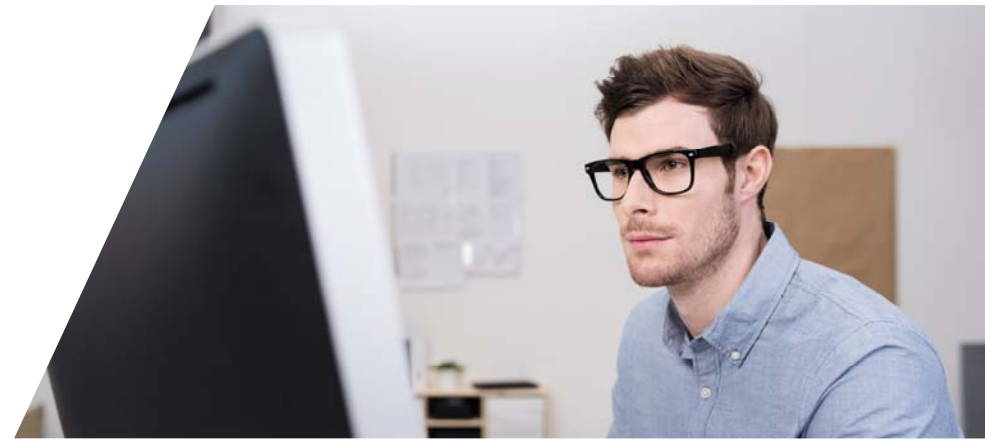
<https://vimeopro.com/acceleratenow/krause-glassmith-elevator-accidents>

Medical Malpractice Videos

<https://vimeopro.com/acceleratenow/krause-glassmith-medical-malpractice>

Where To Publish Your New Legal Videos

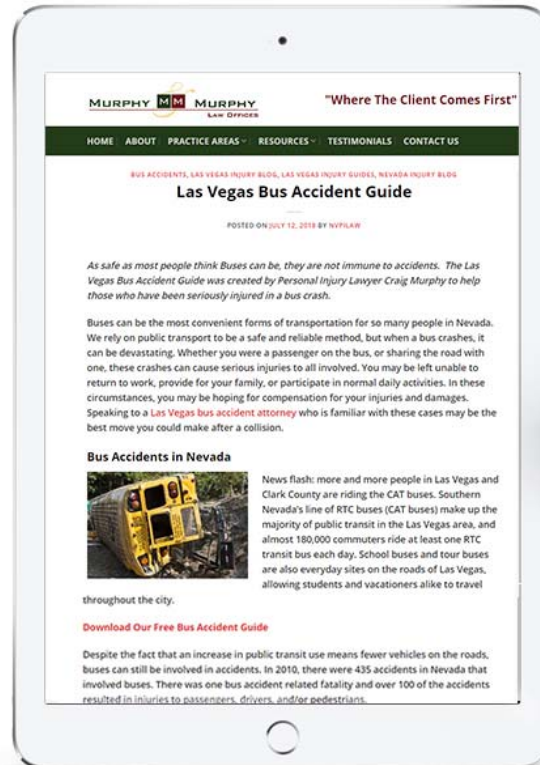
- YouTube
- Your Website
- Website Blog Posts
- Mobile Apps
- Facebook
- Google
- Local Directories



Provided by Acceleration.com

Definitive Guided Blog and eBooks

- Google has always loved good web content, but today Google really loves comprehensive educational content.
- This type of content performs extremely well on Google.



Email Capture and Email Nurturing

- Nurturing is a powerful way to connect to potential clients, while helping you stay top-of-mind so you can focus on other aspects of your legal practice.
- This gives your website visitors the opportunity to sign up to receive educational about their legal issue via email.
- At pre-set intervals, the emails go out and send the subscriber back to your website to view the content.



Practice Area Mobile Apps

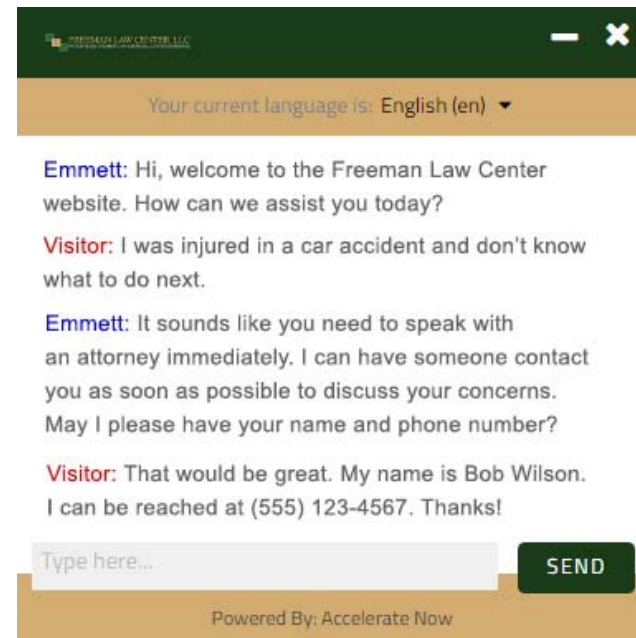
- 50% of all web traffic comes from mobile devices.
- Mobile apps act as a dynamic and interactive online business cards that promote new referrals.



Provided by AccelerateNow.com

Website Live Chat Feature

- Make your legal website more dynamic
- Today, website visitors want instant gratification
- Get 20% more legal cases from your website



Online Reviews Generation

- Get more online reviews
- Help people write reviews faster
- Add 1st party reviews to your website
 - Better rankings
 - More traffic
 - Huge competitive advantage.
 - Most firms not taking advantage of this.


Thank you for your brief online review

We're really glad you feel like we provided you with a five star experience. We really enjoyed working with you. We understand that writing a review can sometimes be intimidating. Below are questions you can answer to make writing your online review quick and easy.


What were your biggest concerns before coming in for your very first consultation?

How do you feel about the legal services you received at our office?


Would you recommend Center to others?



Google Review



Facebook Review



First Party Review

[Buffalo Dog Bite Lawyers | Dog Attack Injury Attorneys | Free ...](https://www.wnyinjurylawyers.com/buffalo-dog-bite-lawyers/)

<https://www.wnyinjurylawyers.com/buffalo-dog-bite-lawyers/> ▼

★★★★★ Rating: 5 - 5 reviews

Contact our personal injury law office at (716) 842-2200 for a free consultation. Our team of skilled Buffalo dog bite lawyers will fight to get the **compensation** that you deserve. The Center for Disease Control estimates that almost five million people are bitten by a dog every year.

Social Media Marketing

- Everything gets social media love once per quarter
- You want to do three social media updates per day, driving people to your educational content
- Update Google My Business listing every day – photos, videos and educational written content



Google Ads

Initial Determinations

- Determine Target GEO and Target PA
- Determine Daily and Monthly Budget

Campaign Optimization Settings

- Call extensions, sitelinks, callouts, structured snippets, location extensions, app extensions, and review extensions
- Decide how much you are willing to pay per visitor (CPC)
- Write Ads and choose target keywords and negative keywords
- Limit who can see your Ads (only people in your geography)

Secure | https://www.google.com/search?source=hp&ei=61N8W_ijLsLYsAX1i5EQ&q=buffalo+dog+b

Dog Bite Lawyers | Free Case Evaluations | wnyinjurylawyers.com

www.wnyinjurylawyers.com/

Work With One of Our Experienced **Buffalo NY Dog Bite Lawyers**. We Fight For You. Free Consultation. 24/7 Support. Types: Personal Injury **Attorneys**, Slip & Fall **Lawyers**, Car Accident **Attorneys**, **Dog Bites**, Medical Malpractice, Nursing Home.
[Injury Law Videos](#) · [Personal Injury Lawyers](#)

Get Compensated For Your Bite | Millions Recovered For Victims

www.jacksonwhitelaw.com/win-your-case

Arizona's leading **dog bite attorney** has helped thousands of victims get help. Only Pay If You Win. Free Injury Case Review. 1000s of Positive Results. Compassionate Legal Team.

Dog Bite Injury Lawyers | Call Us For A Free Case Review

info.oswaltlawyers.com/

Spinal Injury Victims May Have Grounds To Sue For Life-Long Compensation-Call Us

Buffalo Dog Bite Lawyers | Dog Attack Injury Attorneys | Free ...

<https://www.wnyinjurylawyers.com/buffalo-dog-bite-lawyers/>

★★★★★ Rating: 5 - 5 reviews

Contact our personal injury law office at (716) 842-2200 for a free consultation. Our team of skilled Buffalo dog bite lawyers will fight to get the **compensation** that you deserve. The Center for Disease Control estimates that almost five million people are bitten by a dog every year.

Buffalo Dog Bite Lawyers | Dog Attack Injury Attorneys in Buffalo, NY

<https://www.wny-lawyers.com/buffalo-dog-bite-lawyers/>

Have you or a loved one been seriously bitten or attacked by a dog? Contact our experienced **Buffalo Dog Bite Lawyers** to fight for your full recovery.

Buffalo Dog Bite Attorneys - Cellino & Barnes

<https://www.cellinoandbarnes.com> · [Contact Us](#) · [Buffalo Personal Injury Attorneys](#)

Dog bite in Buffalo? The **Buffalo Dog Bite Attorneys** at Cellino & Barnes will get the best possible result for our you.

ere to search



Web Analytics and Lead Tracking

Dynamic Call Tracking – one phone number for each internet source

- See where you calls originate from online.
- Direct, Google My Business, Google Organic, Google Ads, Bing Local, Bing Organic, Yahoo! Local, Yahoo! Organic, eBooks, Facebook, YouTube and Mobile Apps

Google Analytics

- Traffic Sources, Popular Pages, Audiences, Devices, Behaviors, Performance
- Goal Conversion – Calls, Live chats, Form Submissions and Email subscribers
- Landing Page Report - what content is driving your SEO program
- Search Query and Ranking Report – Where is google ranking your content

Part 2

Video Production

Conduct a Pre-Video Shoot Meeting

- Decide when and where to shoot videos – pay attention to possible background clutter and noises
- Go over what to wear and what not to wear, changing wardrobe.
- Go over scheduling
- Talk about what not to do to prepare for the video shoot (No scripts, no memorization or no teleprompters)
- Content mapping – decide what questions to answer
- Assign questions to individual attorneys
- Talk about how to structure a good answers



How to structure good video answers

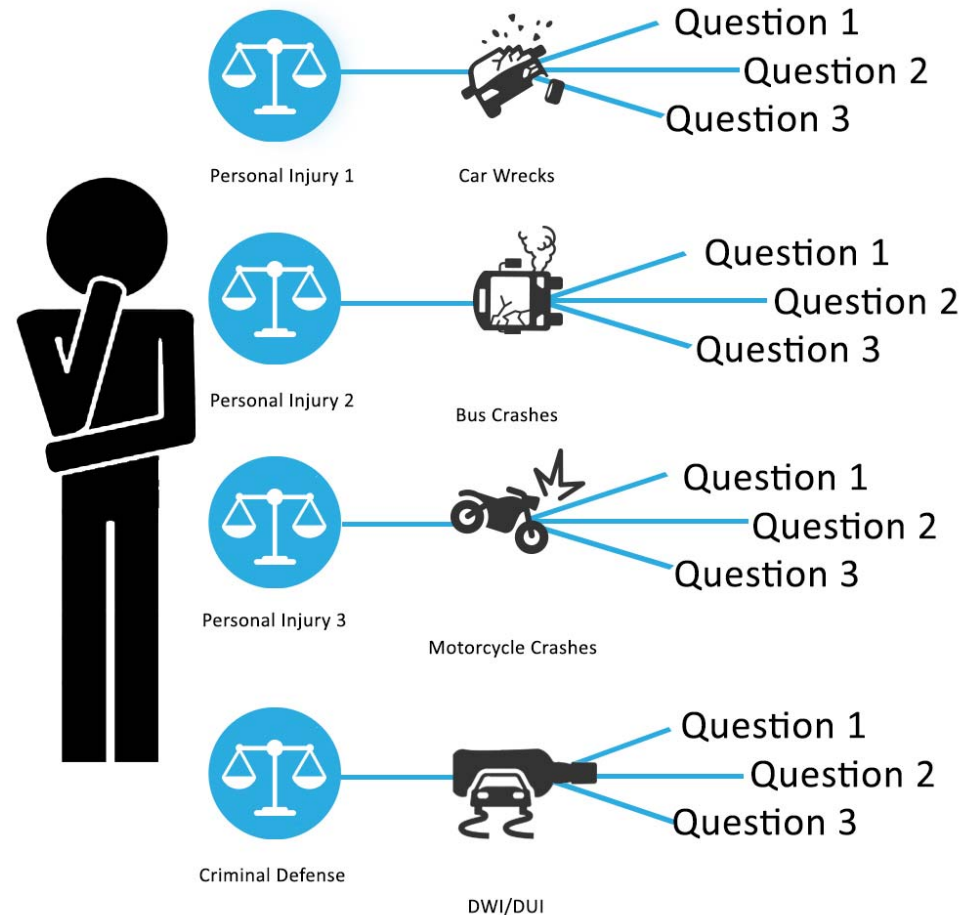
- Rephrase the question into a statement and tell a little bit of a story to set up the answer. (This allows the questioners part to be edited out.)
- Then give as much information as possible.
- Here is an example of a good set up and answer.
- “The other day I received a call from a person that was seriously injured in a car crash. Unfortunately they weren’t able to work and they wanted to know how long a car injury claim could take to be fully resolved. This is what is important to know about how long a car injury claim could take to be fully resolve in insert your geography ... (and then give your answer)”
- After the set up, the key is to give as much information as possible.
- If the answer is complicated, tell them why it is complicated.



Deciding What To Talk About

What is Content Mapping?

- Content mapping is a way of identifying and organizing what you want to talk about.
- These are your video and blog opportunities.
- The best way to do this is to identify all your legal practice areas and/or the legal issues your support.
- Next, think about your consults about these specific legal issue.... What do your client ask you? or what points do you bring up ?
- End Result: A long list of questions organized by practice areas.



Motorcycle Injury Claim Video Opportunities

Think about your motorcycle crash consultations. What questions do you hear during your consultations?

Or what points do you bring up during your consultations?

What should I do if I am seriously injured in a motorcycle crash?	Do I need an attorney if I am seriously injured in a motorcycle wreck?	Are motorcycle injury claims different than car wreck injury claims?	What should I do if the insurance company is calling to and asking for a statement?	Can I sue for damages if I wasn't wearing a helmet?
Can I recover anything if I was partially to blame for my motorcycle crash?	Do I have a claim if I was injured while riding on the back of a motorcycle?	I was forced off the road by a driving causing my injury, do I have a claim?	What types of compensation can I recover for a motorcycle crash?	What can I do if my motorcycle crash was caused by a poorly maintain parking lot?
How do I select the best attorney for my motorcycle injury claim?	How long does a motorcycle injury claim take to resolve?	How do I know how much my motorcycle injury claim is worth? <small>Provided by AccelerateNow.com</small>	How do I know if I have a motorcycle injury claim?	How does lost wage reimbursement work if I am seriously injured in a motorcycle injury and I can't work?

Truck Crash Injury Claim Video Opportunities

Think about your truck crash consultations. What questions do you hear during your consultations?

Or what points do you bring up during your consultations?

What should I do if I am seriously injured in a truck crash?	Do I need an attorney if I am seriously injured in a truck wreck?	Are truck injury claims different than car wreck injury claims?	What should I do if the insurance company or attorney is calling to me for a statement?	Are there any ways I could hurt my truck injury claim?
Can I recover anything if I was partially to blame for my truck crash?	Who is going to pay for my medical bills if I was seriously injured in a truck crash?	Who can be held liable for my truck crash injuries?	What types of compensation can I recover I'm injured in a truck crash?	Do trucking companies have special insurance?
How do I select the best attorney for my truck injury claim?	How long does a truck injury claim take to resolve?	How do I determine the value of my truck injury claim? <small>Provided by AccelerateNow.com</small>	When should I contact a lawyer if I'm seriously injured in a truck crash?	How does lost wage reimbursement work if I am seriously injured with a truck crash injury and I can't work?

Bus Crash Injury Claim Video Opportunities

Think about your bus crash consultations. What questions do you hear during your consultations?

Or what points do you bring up during your consultations?

What should I do if I am seriously injured in a bus wreck?	Do I need an attorney if I am seriously injured in a bus crash?	Are bus injury claims different than car wreck injury claims?	What should I do if the insurance company or attorney of the bus company is calling to me for a statement?	Are there any ways I could hurt my bus injury claim?
Will I have to go to trial for my bus injury claim?	Who is going to pay for my medical bills if I was seriously injured in a bus crash?	Can I sue the school if my child is injured on a school bus?	What types of compensation can I recover I'm injured in a bus crash?	Do bus companies have special insurance?
How do I select the best attorney for my bus injury claim?	How long does a bus injury claim take to resolve?	How do I determine the value of my bus injury claim? <small>Provided by AccelerateNow.com</small>	When should I contact a lawyer if I'm seriously injured in a bus crash?	How does lost wage reimbursement work if I am seriously injured with a bus crash injury and I can't work?

Bicycle Injury Claim Video Opportunities

Think about your bicycle injury claim consultations. What questions do you hear during your consultations?

Or what points do you bring up during your consultations?

What should I do if I am seriously injured by a car while riding a bicycle?	Do I need an attorney if I am seriously injured by car while riding my bike?	Are bicycle injury claims different than car wreck injury claims?	What should I do if the insurance company of the driver is calling to me for a statement?	Are there any ways I could hurt my bicycle injury claim?
Will I have to go to trial for my bike injury claim?	Who is going to pay for my medical bills if I was seriously injured by a car while riding my bicycle?	What if I am partially at fault for my bicycle injuries?	What types of compensation can I recover I'm injured in a bicycle crash?	What if my bicycle injuries are caused by a poorly maintained school parking lot?
How do I select the best attorney for my bicycle injury claim?	How long does a bike injury claim take to resolve?	How do I determine the value of my bicycle injury claim? <small>Provided by AccelerateNow.com</small>	When should I contact a lawyer if I'm seriously injured by a car while riding my bicycle?	How does lost wage reimbursement work if I am seriously injured on my bicycle and I can't work?

Pedestrian Injury Video Opportunities

Think about your pedestrian injury claim consultations. What questions do you hear during your consultations?

Or what points do you bring up during your consultations?

What should I do if I am seriously injured by a car as a pedestrian?	Do I need an attorney if I am seriously injured by car as a pedestrian?	Are pedestrian injury claims different than car wreck injury claims?	What should I do if the insurance company of the driver is calling to me for a statement?	Are there any ways I could hurt my pedestrian injury claim?
Will I have to go to trial for my pedestrian injury claim?	Who is going to pay for my medical bills if I was seriously injured by a car as a pedestrian?	What if I am partially at fault as a pedestrian?	What types of compensation can I recover I'm injured as a pedestrian?	Is it a good idea to take the insurance companies first offer, if I am seriously injured as a pedestrian?
How do I select the best attorney for my pedestrian injury claim?	How long does a pedestrian injury claim take to resolve?	How do I determine the value of my pedestrian injury claim? <small>Provided by AccelerateNow.com</small>	When should I contact a lawyer if I'm seriously injured by a car as a pedestrian?	How does lost wage reimbursement work if I am seriously injured as a pedestrian, and I can't work?

Car Crash Claim Video Opportunities

Think about your car crash consultation. What questions do you hear during your consultations?

Or what points do you bring up during your consultations?

What should I do if I am seriously injured in a car crash?	Do I need an attorney if I am seriously injured in a car wreck?	Is it ever a good idea to except the initial offer made by the insurance company?	What should I do if the insurance company is calling to and asking for a statement?	What if I was in a car wreck and my neck didn't start really hurting until a few days after the crash and I didn't seek immediate medical treatment?
Can I recover anything if I was partially to blame for my car crash?	How long do I have to file a crash injury claim?	What if the other driver doesn't have any insurance?	What types of compensation can I recover for a car crash injury?	What are the steps in a car injury claim?
How do I select the bet attorney for my car injury claim?	How long does a car injury claim take to resolve?	How do I know the value of my car injury claim? <small>Provided by AccelerateNow.com</small>	How do I know if I have a car injury claim?	How does lost wage reimbursement work if I am seriously injured in a car crash and I can't work?



How to Produce Your Own Videos

Getting Organized

If you want to produce your own videos, you are going to need the right video hardware and software to do it.

- It is not a good idea to use a smart phone, tablet, or GoPro style cameras to record your videos. These videos end up dark, grainy, off-center, and full of background noise, which creates unprofessional looking videos that won't properly reflect the high quality work you do for your clients.
- Many of the computers you can purchase will come with installed video editing software, but these programs are also not created equally. Even though these programs are capable of editing and formatting your videos, we suggest you avoid using these programs because of their limitations.
- Here is the video hardware and software we use.

HD Professional Video Camera

- Easy to use HD camera with two microphone inputs.
- The auto function makes focusing and audio balancing a thing of the past.
- Large internal memory with extra card slots gives plenty of recording time.
- Light and compact design makes storage and carrying easy.
- We use the Canon XA10 because of how simple operation can be.
- Retail Price: \$1658.99



Provided by AccelerateNow.com

Lavalier Microphone

using an XLR cable.

- Easy to use condenser microphone that delivers crisp and clear audio recordings.
- The low usage of power allows you to record several video sessions with changing the battery.
- We use the Audio-Technica AT899 because of how great the sound quality is.
- Retail Price: \$269.99

Provided by AccelerateNow.com



25 Foot Microphone XLR Cable

- You will need a microphone XLR cable to connect your microphone to your camera.
- Many different brands of these cables are available, but we recommend getting one that has a thick rubber jacket with dual insulated copper conductors.
- Retail Price: \$12.99



Provided by AccelerateNow.com

Tripod with Bubble Level Head

- Lightweight carbon tripod that is quick and easy to set up in seconds.
- The quick release head with bubble level provides even, stable shots.
- We use the Sunpak 423PX2 with 620 CPG Ball Head because of it's durability, but you can purchase others with similar qualities.
- Retail Price: \$169.95



Provided by [AccelerateNow.com](https://www.acceleratenow.com)

3 Point Softbox Lighting Kit

- Low cost light kit that provides full coverage for a small room or studio
- Utilizes fluorescent bulbs which are cheaper, cooler, and stronger than halogen bulbs.
- We use the Fancierstudio brand but you can purchase any kit that is similar.
- Retail Price: \$119.99



Provided by AccelerateNow.com

Sound Canceling Professional Headphones

- You want headphones that will block out ambient noise so you can focus on your subject's voice.
- Having comfortable headphones that don't pinch your ears make long video shoots easier.
- We like the Sennheiser HD 202II because they're easy to wear for extended periods of time.
- Retail Price: \$57.40



Provided by [AccelerateNow.com](https://www.acceleratenow.com)

Class 10 Memory Cards

- It's a good idea to have several memory cards to capture more video at one time.
- High quality, class 10 memory cards are required for shooting HD video.
- We prefer using SanDisk Extreme Pro 64GB because of the reliability and cost.
- Retail Price: \$36.52



Large Digital Camera Bag

- We recommend a large padded interior bag with plenty of space to store all your camera gear.
- We prefer using the Canon 100DG Digital Gadget bag because of the padded dividers and the three exterior zipper pockets for added storage.
- Retail Price: \$74.95



Provided by AccelerateNow.com

Video Editing Computer

- If you are looking to create high quality videos quickly, and efficiently then you will need a computer that has processing power, storage space and screen size.
- Look for computers with –
 - Multi-core intel processors (18-56 Cores)
 - Ex. AMD Threadripper 1920X CPU
 - 16-32 GB of Ram
 - Dedicated Graphics Processing Unit
 - Ex. AMD Vega GPU
 - 1-2 TB Solid state drive
 - Ex. Samsung 960 EVO Series
- Desktop computers are best to use over laptops. This is due to the large internal drive space and the ability to have several large monitors connected.
- We recommend purchasing a custom made computer from a professional PC builder or through a reputable online store that specializes in video editing computers.
- Retail Price: \$2000-\$4000



Video Editing Software

- In order to edit your videos into final educational content, you will need to choose a nonlinear video editing application.
- Free video editing programs can come pre-loaded on newer computers.
- We recommend using Adobe Premiere to edit your videos. This program gives you the ability to edit with greater speed and precision. Premiere also works seamlessly with other Adobe products that you will need like Photoshop and Illustrator.
- Retail Price: \$20-\$50 a month for subscription.



Video Editing

<https://vimeo.com/285150867>

Importing Video Footage from Camera

- After installing Transfer Utility, which is the camcorder's software on your computer, connect your camera to your computer by using the mini USB cable.
- After turning on your camera, press the Camera/Play button to switch to playback mode.
- Select [ALL (for PC only)] on the LCD screen. Once the computer and camera make a connection, Transfer Utility will start up automatically.
- Click [Video file import] to start transferring your files into your project folder.

Adding Video Footage to Premiere

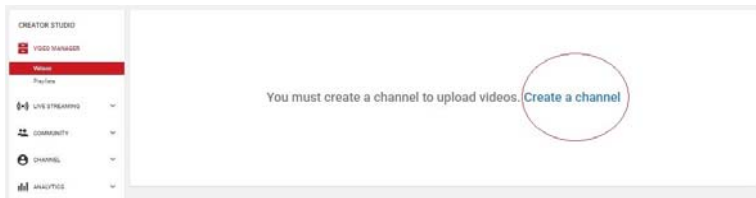
- Once you have a new Premiere file open, you can import video files in two ways.
- The first way is to add video files is to drag and drop your video files into the Media Browser in Premiere.
- The second way is to Choose File then click Import. You can select multiple files or select an entire folder.
- Once you import the video files you will need to wait for the videos to "conform" before you start editing. You will see the status in the bottom right hand corner of Premiere. This can take several seconds to minutes depending on the size and length of your files.

Editing Video and Exporting Final Product

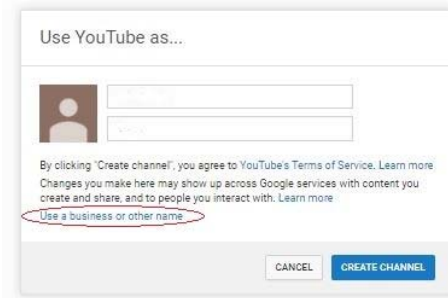
- **Click play on the video to the left and start learning how to edit educational videos step-by-step.**

Transcribing Videos

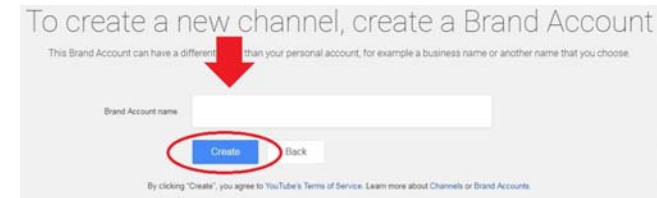
- By transcribing your videos you can use the spoken words to create good written educational web content.
- You will need to listen to each video and transcribe them into text.
- Make sure you format the text so it no longer reads as spoken text, but written text.



a



b



c

Creating a YouTube Account

1. Sign into YouTube with your Gmail account by clicking the user icon at the top right of the screen.
2. Click back on the user icon, and select creator studio (gear icon).
3. Click on create a new channel. (Image a)
4. In the small text area, click use your law firm's name. (Image b)
5. Add your brand name and click create. (Image c)

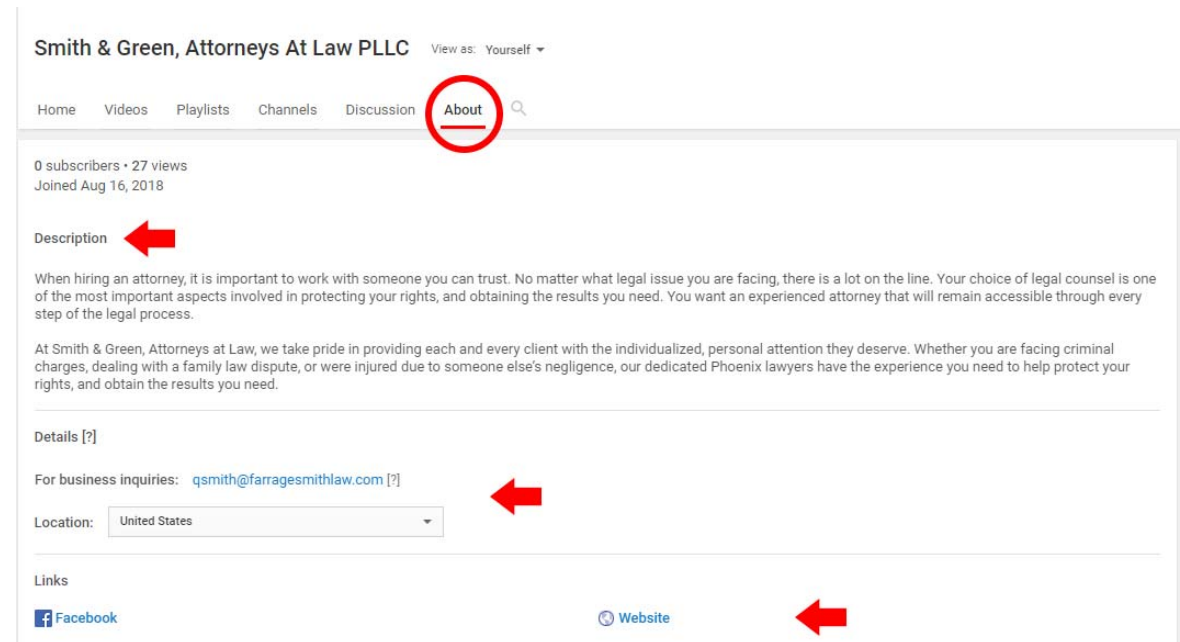
Utilizing YouTube

Customizing Your YouTube Channel

1. Click on customize channel. (image a)
2. Click add a background by using an image that is 2560 x 1440 pixels.
3. Add a profile icon using an image or logo that is minimum 350 x 350 pixels.
4. Click about on the gray horizontal menu bar and select channel description to enter a description about your practice. (image b)
5. Finally, add your email for business inquiries, select your country location, and add custom links (website, blog, social media, mobile app). (image c)



a



b

c

Provided by AccelerateNow.com

Uploading an Optimizing YouTube Videos

1. Start uploading your videos by clicking the arrow up button on the top right of the screen.
2. Start dragging the videos you want to upload onto the screen.
3. Add your title, description, and your keywords.
 1. Your **title** should be very simple and to the point
 2. The first 200 characters of your **description** must be enticing to generate views. We highly recommend adding the transcription of your video after your opening video description. We also recommend adding links to your website, practice areas, and your phone number.
 3. Use **keywords** of the location, type of practice, type of legal issue, and other related keywords.
4. Select your video icon still to the right, you have three options (if you verify your YouTube account with a text message or phone call you can add your own custom images).
5. Select publish for your video to be seen.

The screenshot shows the YouTube upload interface. At the top, there are tabs for 'Info & Settings', 'Enhancements', 'Audio', 'End screen & Annotations', 'Cards', and 'Subtitles/CC'. The video title is 'Preparing for a Consultation | Phoenix Employment Attorneys'. The video information panel on the right shows the channel 'Smith & Green, Attorneys At Law PLLC', uploaded on August 16, 2018, with a duration of 2:32. The video URL is https://youtu.be/1159wKRiy4.

Section 3-1: The video title is 'Preparing for a Consultation | Phoenix Employment Attorneys'.

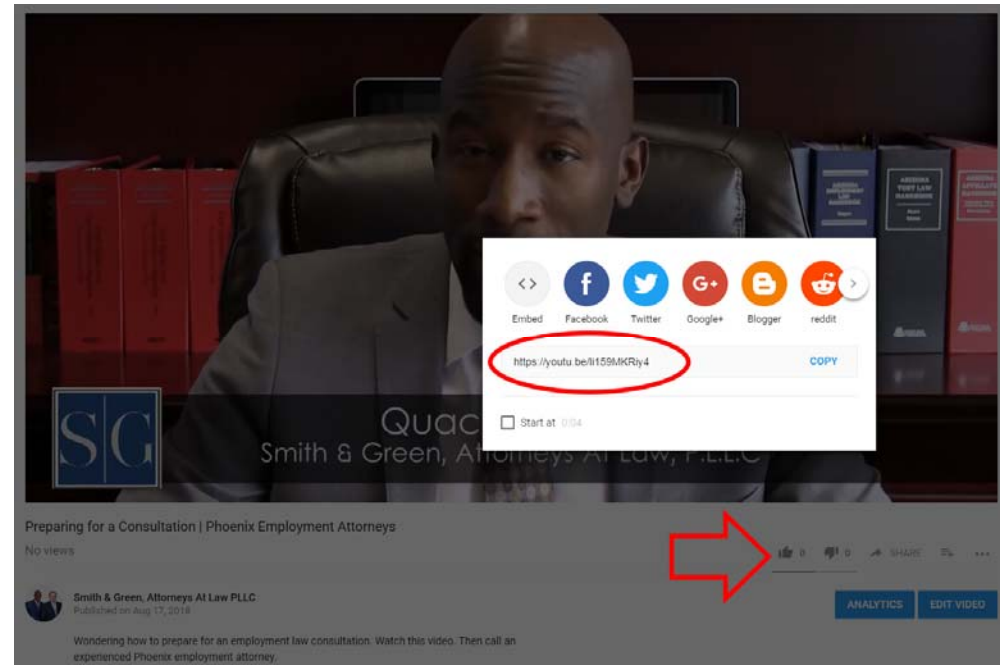
Section 3-2: The video description is 'Wondering how to prepare for an employment law consultation. Watch this video. Then call an experienced Phoenix employment attorney. Oftentimes, people wonder what they should bring to their first meeting with an employment lawyer. One of the things about investigations and a part of the initial process of any legal representation is investigation. It's no different with employment law. What an employee should bring, a client should bring, is all of the information, the evidence that they have gathered, or anything that is related to that cause of action, that claim, the facts. You'd be surprised how many things clients leave at home that are related to what happened but they don't think is significant. A trained eye of a skilled lawyer would be able to look at something that you may think is insignificant but because they know the elements and the factors of the law and the case law associated with certain things, what you may consider to be insignificant'.

Section 3-3: The video tags are 'Phoenix', 'Arizona', 'Lawyer', 'Attorney', 'Phoenix Employment La...', 'Phoenix Employment At...', 'Employment Law', 'Labor Lawyer', 'Labor Attorney', 'Discrimination', 'Harassment', and 'EEOC'.

Section 4: The video is set to 'Public' and is being shared on YouTube. The video is categorized under 'Employment Law'. There are also warnings about minors and content guidelines.

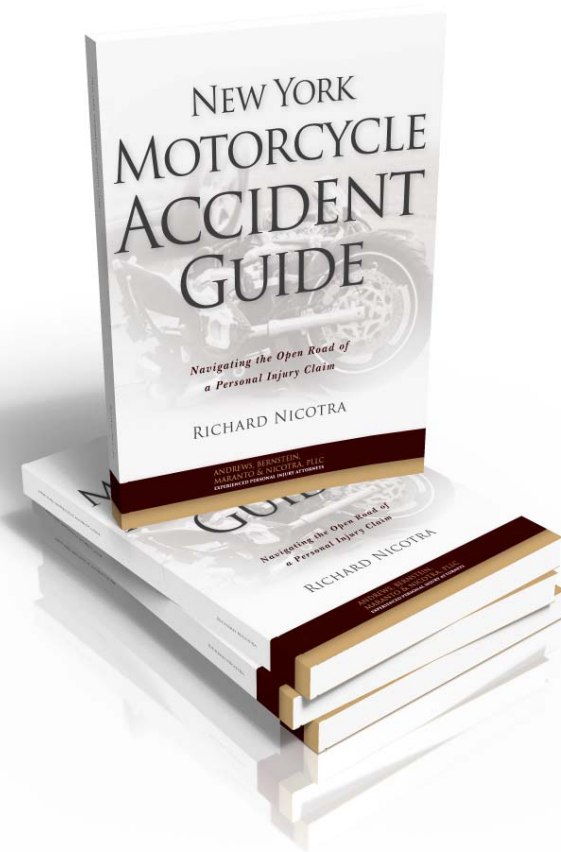
Using YouTube Videos on Your Website

1. Once your videos are published, click on your icon at the top right of the screen, and select creator studio.
2. Select the icon of the video you want to share on your website, click view all to see all of the videos you have created.
3. Under the video, click share. (Red arrow)
4. You can add videos to your website by using the direct link which is recommended (red circle), or the embed code.
5. If you are building a WordPress based website, you can use the direct link and post it directly to your website without any problems. WordPress will automatically convert the link to a playable video.



Creating Definitive Guide Blogs and eBooks

- Transcribe content
- Edit transcriptions
- Put in a logical order
- Write introductions and conclusions
- Select Photos for eBook using Shutterstock or Adobe Stock Photos
- eBook Design – We recommend out sourcing the final design of your guide. The cost will run approximately at \$300
- End Product is a PDF file that can be uploaded to your website and email nurturing campaigns.



Setting up Email Nurturing Campaigns for your eBooks and video education series

01

Set up an email marketing account with Mailchimp or Constant Contact

02

Create automation campaigns (1 per practice area)

03

Campaigns include emails with eBook, and then the related videos.

04

Add optins to relevant web pages so that potential clients can sign up to receive your content.

05

Emails go out automatically nurturing prospects back to your website to view useful content.

Technical Search Engine Optimization (SEO)

- Wordpress Website - Yoast Plugin
- Web Page Title
- SEO Title
- H1 Tag
- H2 Tags
- SEO Description
- Featured Image
- Images and Alt Text
- Links (Internal and External)

Yoast SEO Premium

[Need help?](#)

Snippet Preview

This is a rendering of what this post might look like in Google's search results. [Learn more about the Snippet Preview.](#)

[Las Vegas Dog Bite Guide | Personal Injury Attorney | Free Consultation](#)
<https://nvpilaw.com> > 2018 > 07 > 12 > las-vegas-dog-bite-guide

Personal injury attorney Craig Murphy has created the **Las Vegas Dog Bite Guide** to help Nevada residents who were seriously injured by a dog bite or attack.

  [Edit snippet](#)

SEO title

[+ Insert snippet variable](#)

Las Vegas Dog Bite Guide | Personal Injury Attorney | Free Consultation

Slug


las-vegas-dog-bite-guide


Meta description

[+ Insert snippet variable](#)

Personal injury attorney Craig Murphy has created the Las Vegas Dog Bite Guide to help Nevada residents who were seriously injured by a dog bite or attack.

[Close snippet editor](#)

 Readability

 Focus keyword
Las Vegas Dog Bite Guide

Provided by AccelerateNow.com

Online Reviews Generation

- Get more online reviews
- Helping people write reviews faster
- Get better review that connect with your future clients
- Add 1st party reviews to your website so you can get your ratings into the search engine optimization listings
 - Better rankings
 - More traffic
 - Huge competitive advantage.
 - Most firms not taking advantage of this.


Thank you for Your brief online review

We're really glad you feel like we provided you with a five star experience. We really enjoyed working with you. We understand that writing a review can sometimes be intimidating. Below are questions you can answer to make writing your online review quick and easy.


What were your biggest concerns before coming in for your very first consultation?

How do feel about the legal services you received at our office?


Would you recommend **Buffalo Dog Bite** to others?



Google Review



Facebook Review



First Party Review

[Buffalo Dog Bite Lawyers | Dog Attack Injury Attorneys | Free ...](https://www.wnyinjurylawyers.com/buffalo-dog-bite-lawyers/)

<https://www.wnyinjurylawyers.com/buffalo-dog-bite-lawyers/> ▾

★★★★★ Rating: 5 - 5 reviews

Contact our personal injury law office at (716) 842-2200 for a free consultation. Our team of skilled Buffalo dog bite lawyers will fight to get the **compensation** that you deserve. The Center for Disease Control estimates that almost five million people are bitten by a dog every year.

Outreach to Local Organizations

- Sponsor local bicycle, motorcycle and car clubs
- Blue Knights Motorcycle Clubs - <http://www.bkglrc.com/chapters>
- Niagara Frontier Bicycle Club <https://nfbc.com/>
- Classic Car Clubs - <https://www.classiccarcommunity.com>

Local Group Sponsorships (Outreach)

- After you build out your eBook and video education series, the next step is outreach.
- Google loves law firms that are active in the community.
- If you have a motorcycle injury guide, contact some local motorcycle clubs and tell them you would like to possibly sponsor their organization.
- Ask them for some recognition on their website.
- Then, tell them that you created a motorcycle injury guide and video education series and ask them if they would ever consider written a short blog post or social media post that they could send out to their group letting people know about it.

Local Directories, Citation Sites and Data Aggregators

- Amazon Alexa
- Bing
- Eventbrite
- Facebook
- Foursquare
- Google
- Mapquest
- Postmates
- Trip Advisors
- Waze
- Yahoo!
- Yelp
- 2findlocal
- 8coupons
- ABLocal
- AirYell
- All Events in City
- AllergyEats
- Allmenus
- Allonesearch
- American Towns
- Aroundme
- Banks
- BetterDoctor
- Bizwiki
- Brownbook
- Care Dash
- Chamber of Commerce
- Citysearch
- CitySpark
- CitySquares
- Credibility
- Cylex
- D&B Worldbase
- Delivery
- DexKnows

Local Directories, Citation Sites and Data Aggregators (continued)

- DocSpot
- DrScore
- eLocal
- evensi
- eventful
- eventseeker
- eviesays
- ezdoctor
- EZlocal
- Factual
- FindOpen
- Get Fave
- GoLocal247
- HERE Technologies
- Hotfrog
- iBegin
- iGlobal
- Insider Pages
- Kudzu
- Local Database
- Local.com
- LocalPages
- LocalStack
- Locanto
- MenuPix
- Merchant Circle
- My Local Services
- n49
- Navmil
- Opendi
- Pitney Bowes
- PointCom
- pr.business
- ShowMe
- Snapchat
- Soleo

Local Directories, Citation Sites and Data Aggregators (continued)

- Superpages
- Telenav
- The Internet Chamber of Commerce
- TomTom
- Topix
- Tupalo
- USCity.net
- Vitals
- Voteforthebest
- Wellness
- Where to?
- White & Yell Pages
- Yalwa
- YaSabe
- YellowMoxie
- YellowPageCity
- YellowPagesGo esGreen
- Zomato

Local Directory Optimization

- Consistent Information
- Online Reviews
- Update Google My Business Content Daily – Photo, Video and Written Content
- How to do a Google My Business update video

Google Analytics & Tag Manager

These how to videos are all available at the end of the presentation video on <https://www.acceleratenow.com/keenan>

- Review the how to create Google Analytics account video
- Review the how to create Google Analytics goals video
- Review the how to setup and use Google Tag Manager video

Questions

Do you want some help?

If you have any questions or you would like some help, please contact me.

Shawn Grant

o - (716) 256-1429

c - (716) 381-2545

shawn.grant@acceleratenow.com

<https://www.acceleratenow.com>