

# Modern Trial Lawyer Websites and Internet Marketing

By Shawn Grant and Betsey Herd



# Shawn Grant and Betsey Herd

To get the presentation slide deck, video question lists, video equipment list or if you have any questions:

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# 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.*

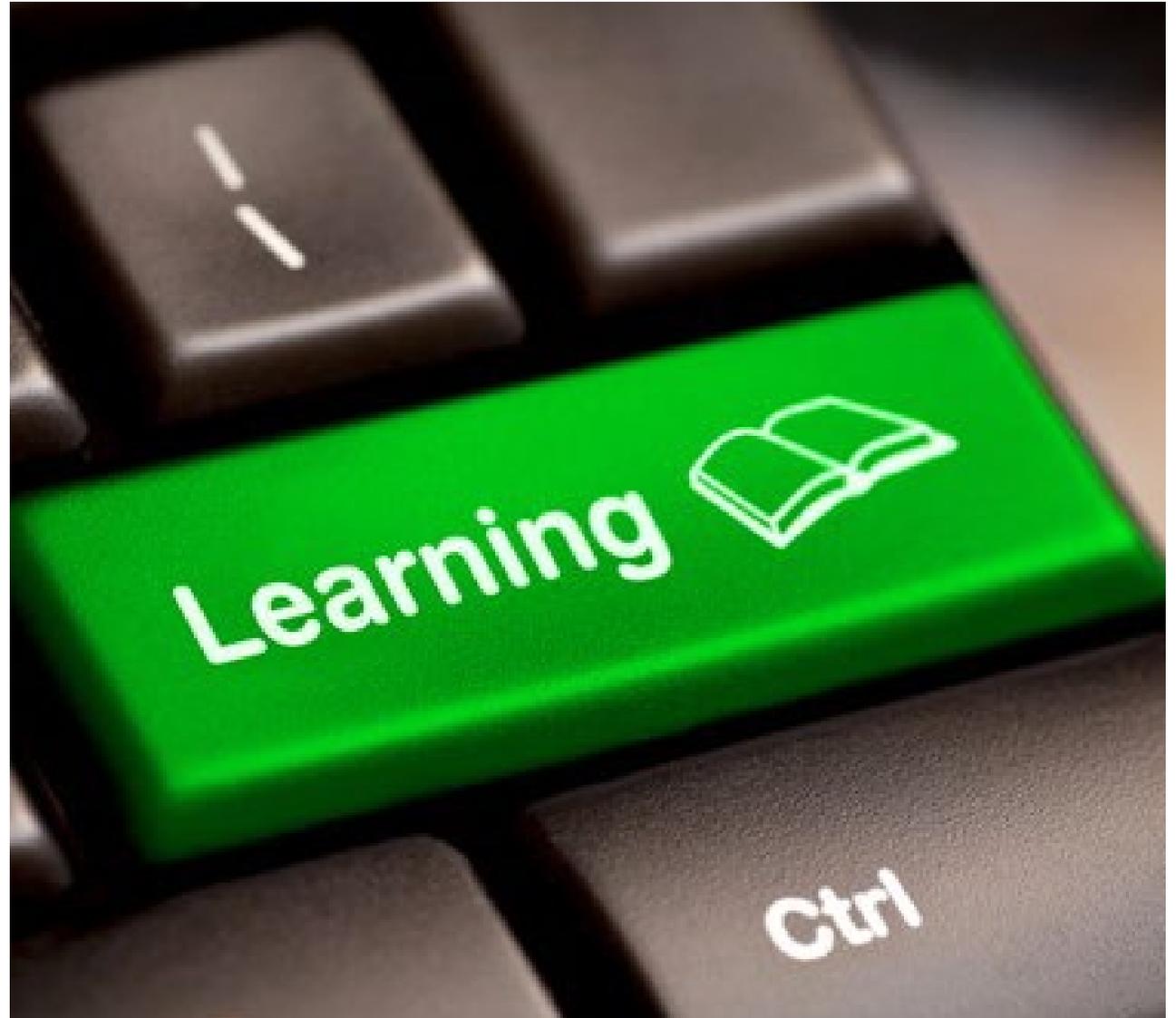
*As with any update, some sites may note drops or gains. There’s nothing wrong with pages that may now perform less well. Instead, it’s that changes to our systems are benefiting pages that were previously under-rewarded.*

*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 success online and a more successful legal practice now and long into the future.



# 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.



Rating ▾ Hours ▾ Your past visits ▾

<b>Florida Injury and Accident Lawyer</b> 5.0 ★★★★★ (1) · Personal Injury Attorney 2202 N Westshore Blvd #200 · (800) 755-8998 Open 24 hours	 DIRECTIONS
<b>Kinney Fernandez &amp; Boire, P.A.</b> 4.3 ★★★★★ (19) · Personal Injury Attorney 3128 W Kennedy Blvd · (813) 875-5445 Open 24 hours	 WEBSITE  DIRECTIONS
<b>Burnetti, P.A.</b> 4.3 ★★★★★ (30) · Personal Injury Attorney 1000 N Ashley Dr #800 · (813) 603-2114 Open 24 hours	 WEBSITE  DIRECTIONS

 More places

## Tampa Bus Accident Lawyer | Kinney, Fernandez & Boire

<https://kfblaw.com/bus-accident-lawyer/> ▾

Need a **bus accident lawyer** in **Tampa**? If you were involved in a bus, taxi or public transportation accident in **Tampa**, Contact our lawyers for a consultation.

## Tampa FL Bus Crash Lawyers - Personal Injury Lawyer | Car Accident ...

<https://www.burnetti.com/tampa-car-accident-personal-injury-lawyers/bus-crash/> ▾

To determine the cause of an accident, a Florida **bus accident lawyer** at Burnetti, ... Burnetti, P.A. represents victims in Orlando, Lakeland, **Tampa**, and across the ...

## Tampa Bus Accident Attorneys | Personal Injury Lawyers | Free Review

<https://www.morgensternandherd.com/tampa-bus-accident-attorneys/> ▾

★★★★★ Rating: 5 - 3 reviews

If you were injured due to a bus accident, you might have a claim. Our **Tampa bus accident attorneys** will fight the negligent party for your full recovery.



# The Modern Trial Lawyer Website Must-Haves

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



<https://www.morgensternandherd.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.



<https://www.morgensternandherd.com/educational-videos/>

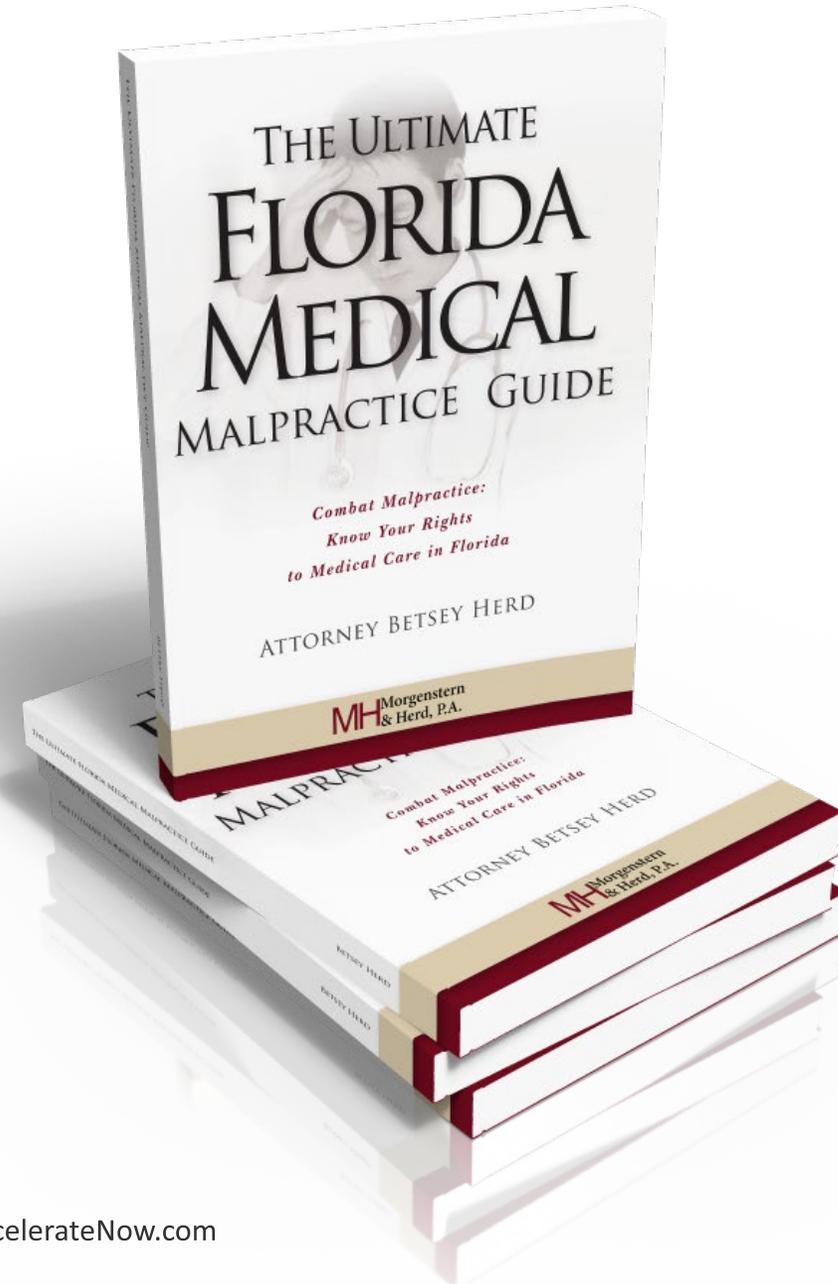
# Where To Publish Your New Legal Videos

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



## Definitive Guide 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.



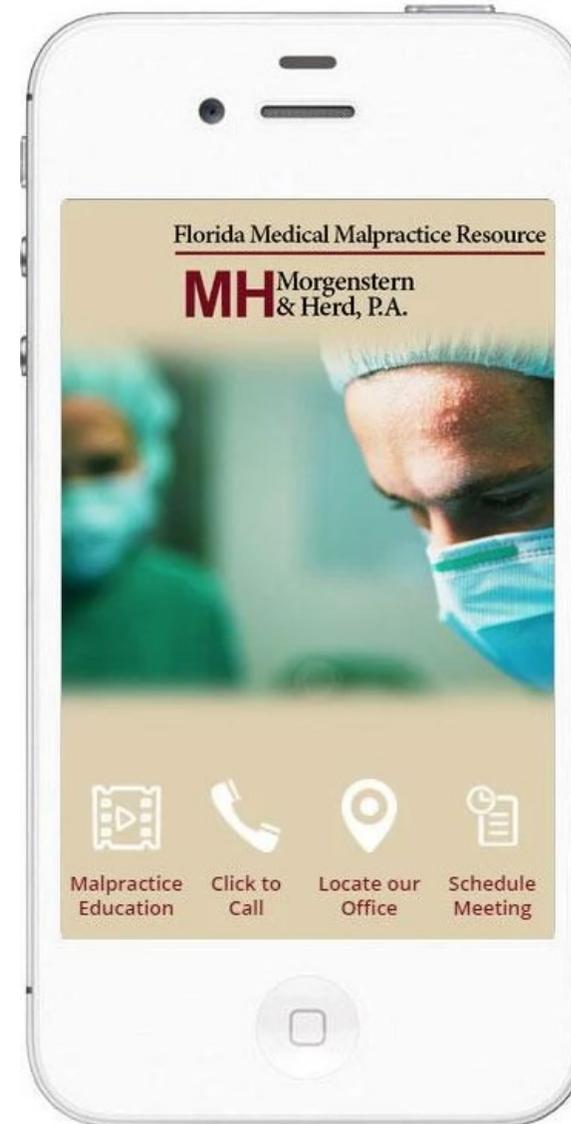
## Email Capture and Email Nurturing

- 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.



## Website Live Chat Feature

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

Freeman Law Center, LLC

Your current language is: English (en) ▾

**Emmett:** Hi, welcome to the Freeman Law Center website. How can we assist you today?

**Visitor:** I was injured in a car accident and don't know what to do next.

**Emmett:** It sounds like you need to speak with an attorney immediately. I can have someone contact you as soon as possible to discuss your concerns. May I please have your name and phone number?

**Visitor:** That would be great. My name is Bob Wilson. I can be reached at (555) 123-4567. Thanks!

Type here...

SEND

Powered By: Accelerate Now

# Online Reviews Generation

- Get more online reviews
- Help people write reviews faster
- Add 1<sup>st</sup> 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

### Tampa Bus Accident Attorneys | Personal Injury Lawyers | Free Review

<https://www.morgensternandherd.com/tampa-bus-accident-attorneys/> ▼

★★★★★ Rating: 5 - 3 reviews

If you were injured due to a bus accident, you might have a claim. Our **Tampa bus accident attorneys** will fight the negligent party for your full recovery.

# 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



# 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)
- Schema Markup

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

# 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
- YellowPagesGoesGreen
- 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 (email me)

# 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 success online?
- 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

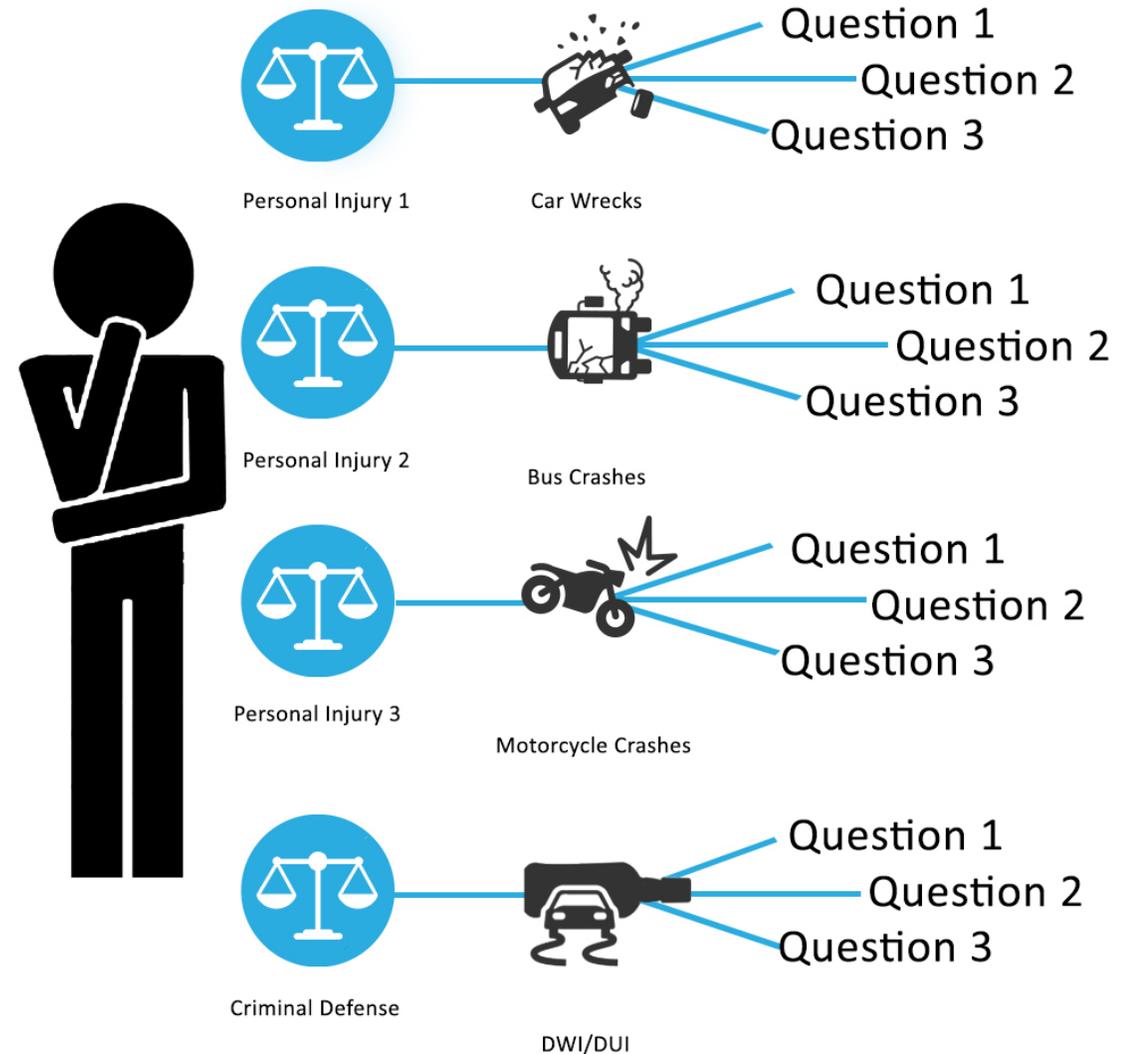
- Rephrase the question into a statement and tell a little bit of a story to set up the answer. (This allows the questioners part to be edited out.)
- Then give as much information as possible.
- Here is an example of a good set up and answer.
- “The other day I received a call from a person that was 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?	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?	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?	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?

<b>What should I do if I am seriously injured by a car while riding a bicycle?</b>	<b>Do I need an attorney if I am seriously injured by car while riding my bike?</b>	<b>Are bicycle injury claims different than car wreck injury claims?</b>	<b>What should I do if the insurance company of the driver is calling to me for a statement?</b>	<b>Are there any ways I could hurt my bicycle injury claim?</b>
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?	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?	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?	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



## Lavalier Microphone

- Connects to the video camera 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



## 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



## 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 its durability, but you can purchase others with similar qualities.
- Retail Price: \$169.95



## 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



## 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



## 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



# 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.



# Shawn Grant and Betsey Herd

To get the presentation slide deck, video question lists, video equipment list or if you have any questions:

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