



# Strategic Law Firm SEO: A Guide to Modern Search Engine Optimization Strategy for Law Firms

*Mr. Jerry L. Work*

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## **Strategic Law Firm SEO: A Guide to Modern Search Engine Optimization Strategy for Law Firms**

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Strategic Law Firm SEO explains in detail how a law firm should promote its website online. The emphasis is on organic search engine optimization, although it also covers social media, especially in the context of helping to improve search engine rankings. It discusses the three major categories of SEO: on-page optimization, off-page optimization, and local SEO; and gives specific instructions on what to do in all three areas. This book will enable any law firm to greatly improve its search engine visibility, as well as knowing what to look for when hiring an online marketing company. Hiring an SEO company is very expensive. Read this book and save thousands by either doing it yourself or making sure you hire the right company.

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