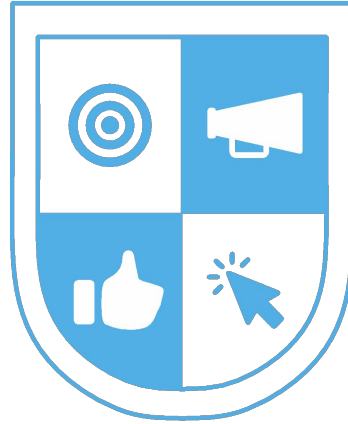


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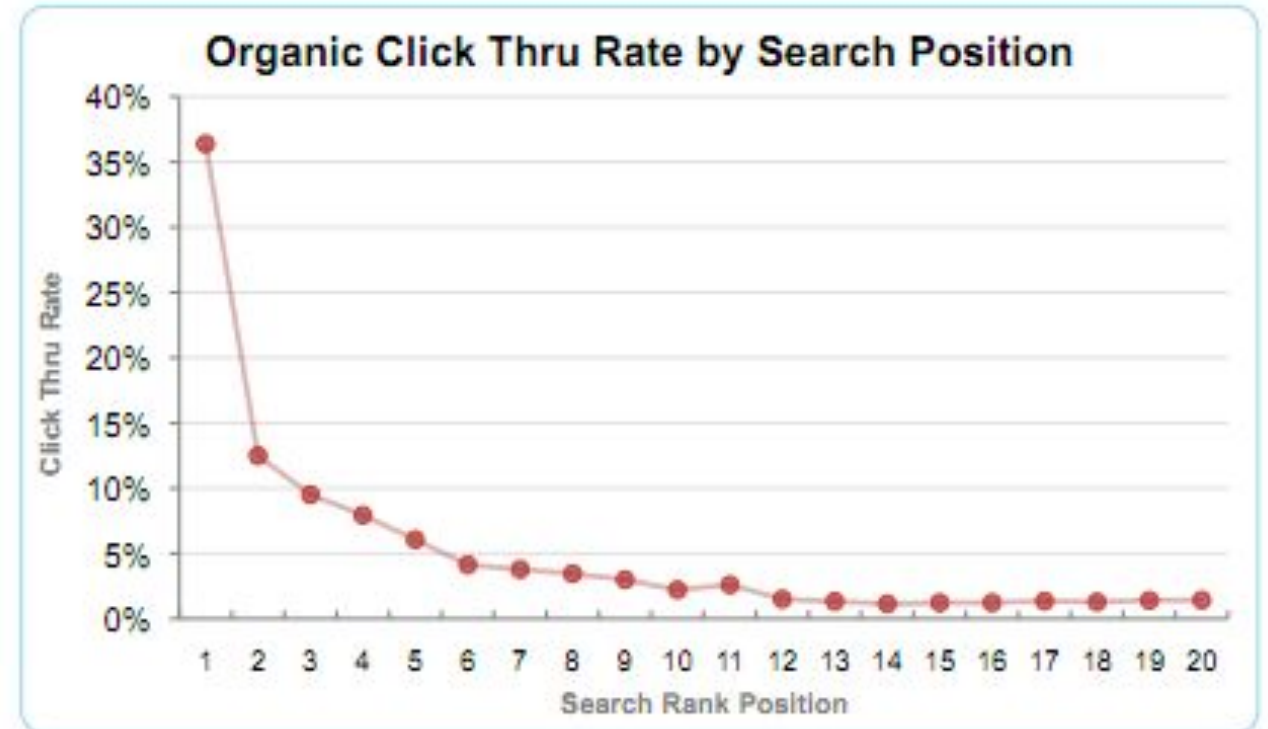


Search Engine Optimization

FOR LAW FIRMS

FUN FACT!

The top 5 Google results receive approximately 75% of the clicks



MORE FUN FACTS!

- **68% of online experiences begin with a Search Engine (Ahrefs, 2020)**
- **81% of shoppers conduct some form of online research (Ahrefs, 2020)**



What is SEO?

It's the process of optimizing your website through it's content, meta information, backlinks, and related online properties such as Google My Business (GMB)

Thus ensuring your website can rank as high as possible for the keywords (KWs) that are most relevant to your business, and ultimately provide the most exposure to your website

This is based on numerous ranking factors and best practices your site should be optimized around



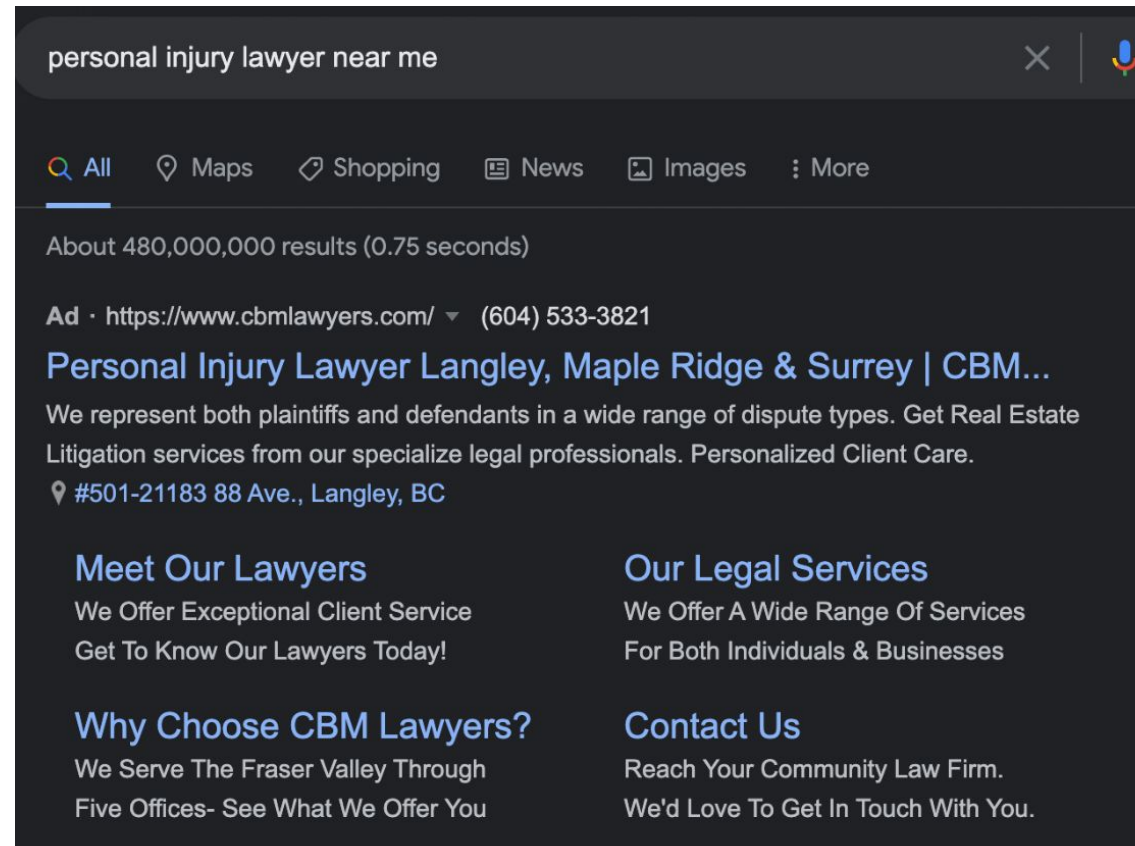
Organic vs. Paid Search

Organic Search - Listings on Search Engine Results Page (SERPs) that appear because of their relevance to search queries decided by Google's algorithm. NOT driven by paid advertisements.

Paid Search - Search engine results that appear at the top of (or side of) the SERPs that are paid for by advertisers based on targeted keywords.



Organic vs. Paid Search



personal injury lawyer near me

Q All Maps Shopping News Images More

About 480,000,000 results (0.75 seconds)

Ad · <https://www.cbmlawyers.com/> (604) 533-3821

Personal Injury Lawyer Langley, Maple Ridge & Surrey | CBM...

We represent both plaintiffs and defendants in a wide range of dispute types. Get Real Estate Litigation services from our specialize legal professionals. Personalized Client Care.

#501-21183 88 Ave., Langley, BC

| | |
|---|---|
| Meet Our Lawyers We Offer Exceptional Client Service Get To Know Our Lawyers Today! | Our Legal Services We Offer A Wide Range Of Services For Both Individuals & Businesses |
| Why Choose CBM Lawyers? We Serve The Fraser Valley Through Five Offices- See What We Offer You | Contact Us Reach Your Community Law Firm. We'd Love To Get In Touch With You. |



Organic Search Results

personal injury lawyer near me

https://threebestrated.ca › personal-injury-lawyers-in-m... ⋮

3 Best Personal Injury Lawyers in Maple Ridge, BC

Carter Litigation has extensive litigation expertise that will direct you safely through **personal injury** law cases, ICBC lawsuits, motor vehicle injuries, ...

https://threebestrated.ca › personal-injury-lawyers-in-la... ⋮

3 Best Personal Injury Lawyers in Langley, BC

Perminder S Tung - LINDSAY KENNEY LLP - Stephens & Holman - Ng Sidhu Law, Expert recommended Top Langley **Personal Injury Lawyers** handpicked using our ...

https://ngsidhu.com › locations › personal-injury-lawye... ⋮

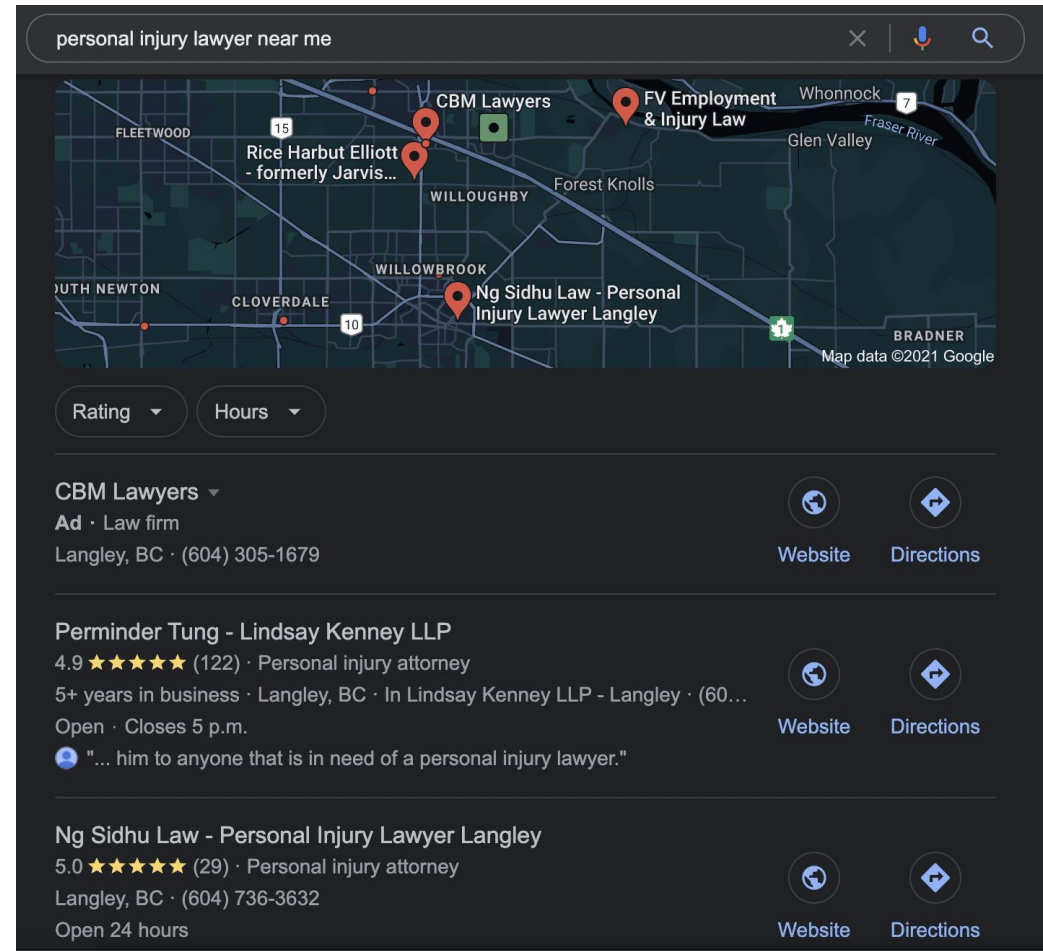
Personal Injury Lawyer Langley | Ng Sidhu Law Firm Locations

Personal Injury Lawyer Langley. If you have been injured in an accident—such as a car accident or accidental injury such as a slip and fall—then ...



Local Organic Results

Local Map Pack Organic Results



Backlinks

- The number of links coming from other websites pointing to and referring your website
- Generally, the more links you receive from other sites, the higher your domain ranking will be

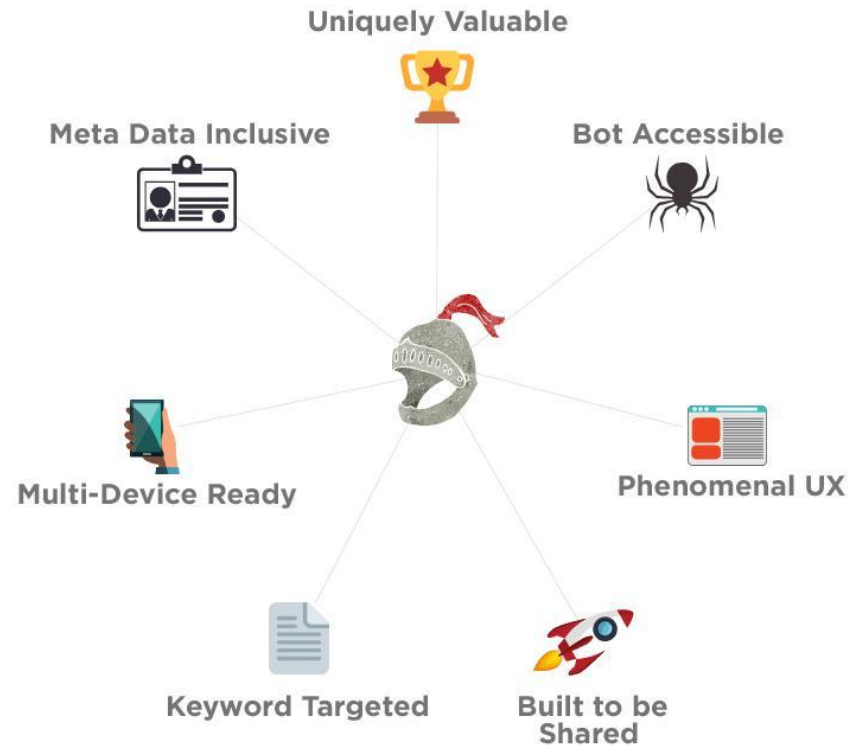


Backlinks

- Backlinks serve as pointers to your site that signal to Google that your site provides value to viewers, it's a vote of confidence that your site is either an authority on the subject or relevant towards a particular subject
- A large number of backlinks from a wide variety of sources/sites (with high domain authority themselves) proves to Google that your site is worth favouring in the search ranking. Local and relevant niche websites are also excellent links, especially for local businesses.



Best Practices On-Page



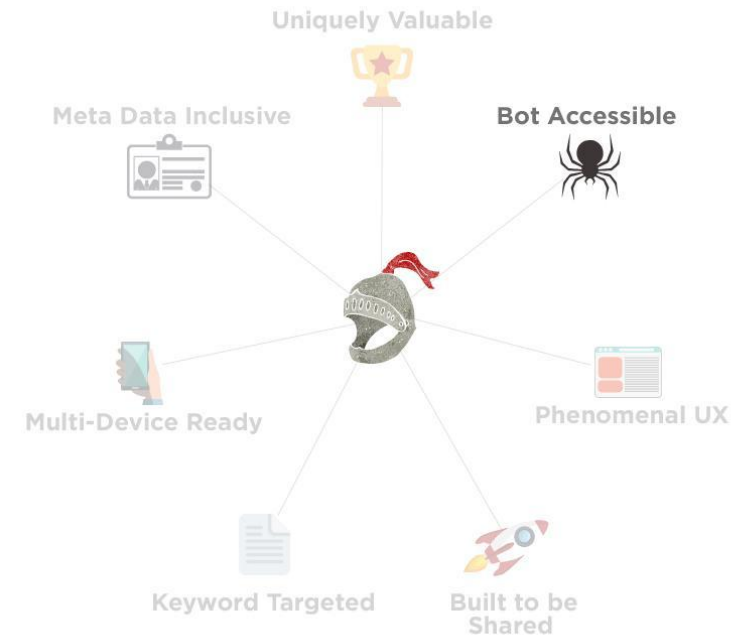
Uniquely Valuable

- Page provides authentic, obvious value beyond self-promotion.
- Content quality stands apart from the crowd by a large margin
- Text, images, & multimedia are remarkable.



Crawler/Bot Accessible

- Content is unique to this URL
- All pages are internally linked throughout the site
- Site and important pages are indexable by Search Engine bots



Phenomenal User Experience (UX)

- Navigation elements are easily understood by users and all pages are easily accessible. It shouldn't take more than 3 clicks to get to a single page
- Design is polished, high-quality, and fits the brand
- Page renders fast (under 3 seconds - if possible)
- No broken or dead links
- No annoying pop-up or bad user interface that makes the site hard to navigate or use



Keyword Targeted

- Page targets a single searcher intent (and associated keyword phrases)
- Primary keyword phrase is one of first words of the Title Tag where possible
- Headers are defined by header tags
- Images described by alt attributes









| Industry Language | Global Search Volume per month | Consumer Language | Global Search Volume per month |
|--------------------|--------------------------------|----------------------|--------------------------------|
| Plush Animals | 1,300 | Stuffed Animals | 22,200 |
| Boys Footwear | 210 | Boys Shoes | 9,900 |
| Boys Outerwear | 590 | Boys Coats | 5,400 |
| Girls Sleepwear | 880 | Girls Pajamas | 2,400 |
| Baby Activity Gear | 16 | Baby Activity Center | 1,600 |
| Kids Drinkware | 22 | Kids Cups | 480 |
| | 3,018 | | 41,980 |



Keyword Research

- The **Google Keyword Planner** was created with AdWords in mind but does help with organic efforts as well
- While search volume estimates are not absolutes, they do provide insight on search trends
- You can also use a KW Tracker can help & google search will show you a list of popular searches
- Answer The Public - for ideas on questions people ask on the internet based on a KW
- <https://answerthepublic.com/>

| <input type="checkbox"/> Keyword (by relevance) | Avg. monthly searches | Three month change | YoY change | Competition |
|---|--|--------------------|------------|-------------|
| Keywords you provided | | | | |
| <input type="checkbox"/> personal inju... | 110  | -21% | -35% | Medium |
| Keyword ideas | | | | |
| <input type="checkbox"/> personal inju... | 30  | +133% | +600% | Low |
| <input type="checkbox"/> injury lawyer | 50  | +50% | -40% | Medium |
| <input type="checkbox"/> personal inju... | 10  | 0% | -50% | Low |
| <input type="checkbox"/> injury attorney | 10  | 0% | 0% | Medium |
| <input type="checkbox"/> injury lawyer ... | 10  | 0% | 0% | High |



Keyword Targeted: Title Tag

```
<title>Jelly Digital Marketing & PR Agency | Vancouver & Fraser Valley</title>
```

Jelly Digital Marketing & PR Agency | Vancouver & Fraser Valley

<https://jellymarketing.com/> ▼

Jelly Marketing is an award-winning Digital Marketing & PR firm providing digital ads, social media, SEO, & public relations services to brands everywhere.

Preferred format should look something more like this: “Digital Marketing & PR Agency Vancouver & Fraser Valley | Jelly Marketing”. Your KW should be as close to the front as possible. Character length matters, shouldn’t be more than 74 characters.



Keyword Targeted: Meta Description

```
<meta name="description" content="Jelly Marketing is an award-winning Digital Marketing & PR firm providing digital ads, social media, SEO, & public relations services to brands everywhere." />
```

Jelly Digital Marketing & PR Agency | Vancouver & Fraser Valley

<https://jellymarketing.com/> ▼

Jelly Marketing is an award-winning Digital Marketing & PR firm providing digital ads, social media, SEO, & public relations services to brands everywhere.

The meta description is not a ranking factor, but it helps improve click through rate (CTR) which in turn gets you more clicks and more potential clicks over your competitor. If you don't add one in, Google will attempt to create one themselves based on the page content. Can be messy and nonsensical if you don't do it yourself.



Keyword Targeted: SEO Title & Meta Description Example

<https://cbmlawyers.com> :

[CBM Lawyers: Your Fraser Valley Community Law Firm](#)

At **CBM**, we are proud to offer our clients a wide range of legal services, including family law, personal injury, and business law, among others.

<https://cbmlawyers.com> > [contact-us](#) > [head-office-langl...](#) :

[Langley Office | CBM Lawyers Community Law Firm](#)

CBM Lawyers' head office is part of the vibrant Langley community and has been offering legal services to the area for 40 years.



Keyword Targeted: Image Alt Attributes



How to optimize your Alt tags:

Why optimize images?

- Potentially have products or services show up on image search providing you more exposure.
- Your images could lead to backlinks when someone find one of your image they like and link it on their website.

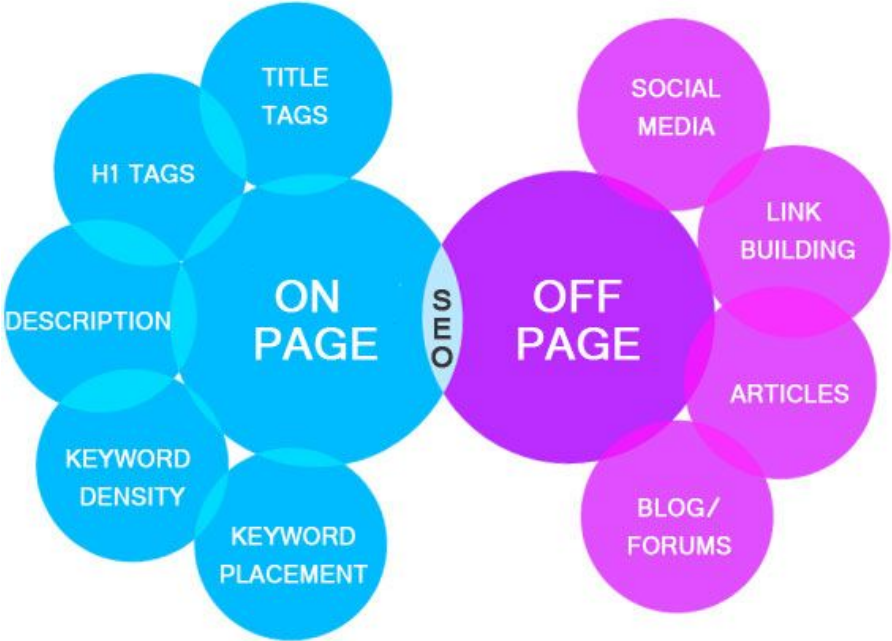


Multi-Device Ready

- Renders in every popular browser properly
- Optimized to render legibly on every screen size
- Optimized for mobile first



On-site vs. Off-site Optimization



On-site Optimization

The process of making backend, technical adjustments to one's website in order to achieve an improvement in the user experience of the website and an increase in the organic search ranking for relevant keywords.

→ Title tags, meta descriptions, site headings, site copy, ALT image attributes,, etc.



Off-Site Optimization

- The process of obtaining backlinks from other high domain ranking websites to build up the link profile and search ranking of one's website.
- Links from other websites serve as pointers and signals to your site and will in turn cause your website to be seen as more valuable and authoritative in Google's eyes. When this occurs, your domain ranking and search ranking will both improve. It's like a job reference!



Local vs. Organic SEO

Organic SEO results are the blue links you see on the SERPs page.

Whereas Local SEO is showing up on the Map pack in the Maps section and any SERPs with a local Map Pack.

Local SEO relies more on directories (Google My Business, Bing Places, Foursquare, YP, Yelp, ect), local backlinks and mentioning local areas you serve on your site.

To improve your Organic SEO you need high quality backlinks from national, local, & relevant niche websites, as well as ensuring your on-site optimization is optimized correctly.



Local vs. Organic SEO

Not all searches will have local map pack results, usually you need to have the city name in the search for it to appear.

The screenshot shows a Google search for "Spa Vancouver". At the top, it says "About 6,910,000 results (0.58 seconds)". Below this is a map of Vancouver with several spa locations marked. Below the map are filters for "Rating" and "Hours".

Local SEO Results

- Babor Beauty Spa Vancouver**
5.0 ★★★★★ (24) · Facial spa
3+ years in business · 569 Howe St · (604) 899-8811
Closed · Opens 11 a.m. Tue. Website Directions
- Breathe Spa Vancouver**
4.7 ★★★★★ (142) · Day spa
7+ years in business · 464 Granville St · In Rogers Bldg · (604) 688-4769
Closed · Opens 12 p.m. Wed. Website Directions
- Beverly's The Spa On 4th**
4.3 ★★★★★ (44) · Beauty salon
35+ years in business · 2185 W 4th Ave · (604) 732-4402
Closed · Opens 10 a.m. Tue. Website Directions

[View all](#)

Organic SEO Results

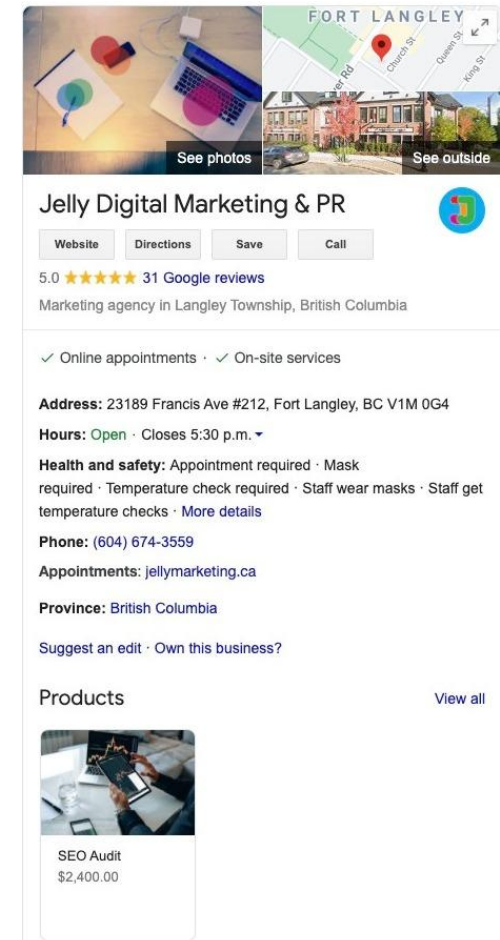
- <https://baborbeautyspavancouver.com>
BABOR BEAUTY SPA Vancouver
Babor Cosmetics in Vancouver - Experience the latest technologies for immediately visible results. Medical Beauty at baborbeautyspavancouver.com.
SKIN CARE · BABOR Spa · About · Medi Spa
- <https://www.timeout.com> · vancouver · things-to-do
11 Best Spas in Vancouver to Feel Relaxed Right Now
Sep. 6, 2019 — Willow Stream Spa at Fairmont Pacific Rim. This luxurious, 8,500-square-foot sanctuary spans the entire fifth floor of the Fairmont Pacific Rim. Sense: A Rosewood Spa. Smile Thai Wellness. Tranquility Organic Spa. Sabai Thai Spa. The Spa at the Wedgewood. Miraj Hammam Spa. Absolute Spa at Fairmont Hotel Vancouver.
- <https://spaon4th.com>
Vancouver Spa - Beverly's the Spa on 4th - Kitsilano
Vancouver Spa: Beverly's the Spa on 4th, spa in Kitsilano Vancouver for over 37 years. Eminence Organics, dermalogica, Jane Iredale, more.
Spa Packages · Vancouver Spa Gift Certificates · Spa Services · Spa Specials



Google My Business

Make it easy for people to find you, contact you and see reviews. The most important listing on the internet for local businesses

1. Add as many photos as you can, including photos of your team and workplace (aim for at least 5)
2. Fill in the description section to provide more information about your business
3. Encourage clients to review/rate your service (great if they can include the area or specific product or service they received)
4. People are more inclined to buy/engage with a brand that has positive reviews



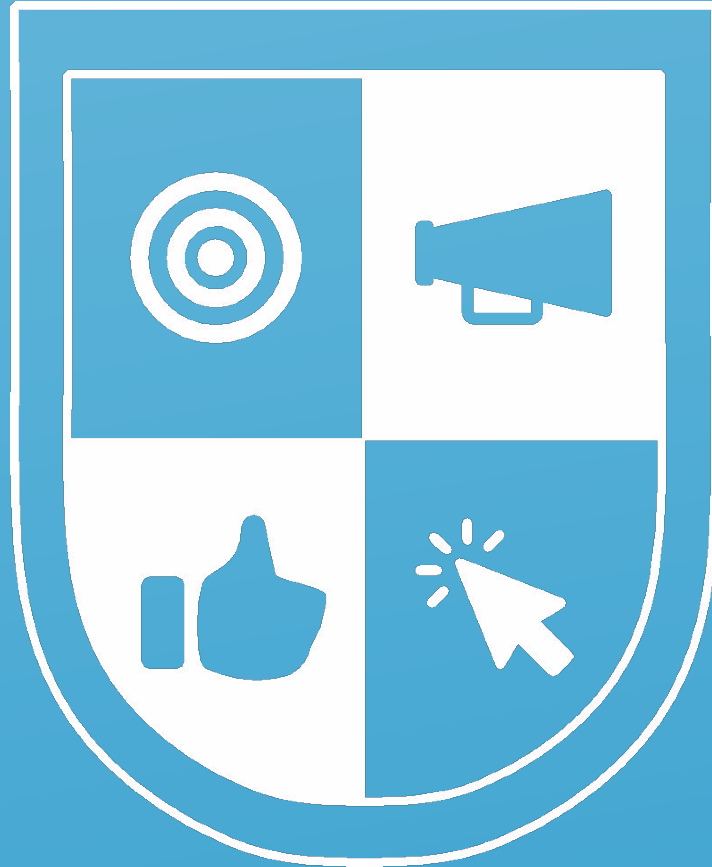
The screenshot shows a Google My Business profile for 'Jelly Digital Marketing & PR'. At the top, there are three photo thumbnails: a desk with a laptop and a pen, a map of Fort Langley with a red location pin, and a street view of a building. Below the photos are buttons for 'Website', 'Directions', 'Save', and 'Call'. The profile has a 5.0 star rating from 31 Google reviews and is located at 23189 Francis Ave #212, Fort Langley, BC V1M 0G4. It lists services like 'Online appointments' and 'On-site services', and provides contact information including a phone number (604) 674-3559 and website (jellymarketing.ca). A 'Products' section is visible at the bottom, featuring an 'SEO Audit' for \$2,400.00.



Additional SEO Resources

- Visit the Jelly Website for Access to SEO whitepapers:
jellymarketing.ca/law-firm-marketing/
- [Our SEO services](#)





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