

LawLytics™

CREATING COMPELLING CONTENT FOR YOUR DUI LAW FIRM WEBSITE

LawLytics

Phone: (800) 713-0161

Email: info@LawLytics.com

Website: www.LawLytics.com

PRESENTERS



Rachel Chalot, MSW, JD
VP, Content Operations



Victoria Blute
Director of Education

CONTENT MARKETING

- What is it?
- Why does it matter?
- Why is it more effective than other online marketing strategies?

CONTENT MARKETING & TIME

How much time does it take for content marketing efforts to pay off?



CONTENT MARKETING & TIME

- Quantity/quality of your content
- Uniqueness of the content
- Law firm website ease of use
- Market competition

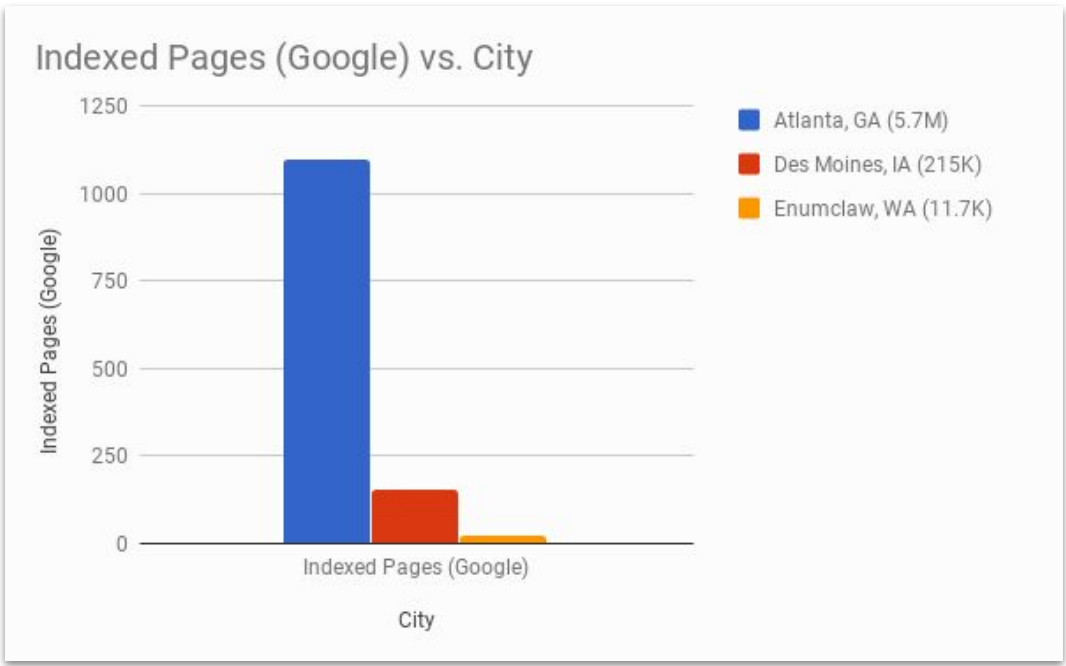


ELEMENTS OF HIGH-QUALITY CONTENT

- Authority
- Audience-appropriate language
- UI/UX concerns
- Client personas



CONTENT MARKETING & DUI SITE SIZE



CREATING HIGH-QUALITY DUI CONTENT

- Tone/voice for DUI clients
- Substantive pages for DUI
 - Practice area pages
 - Detailed law pages
- Blogging
- Local pages

GROWING YOUR DUI SITE OVER TIME

- Adding substantive pages
- Blogging
- Building up options
 - Audio/video
 - Written content always comes first



DUI CONTENT TROUBLESHOOTING

What are some common content stumbling blocks for DUI attorneys?



THANK YOU

Web: www.LawLytics.com

Phone: (800) 713-0161

Email: info@lawlytics.com