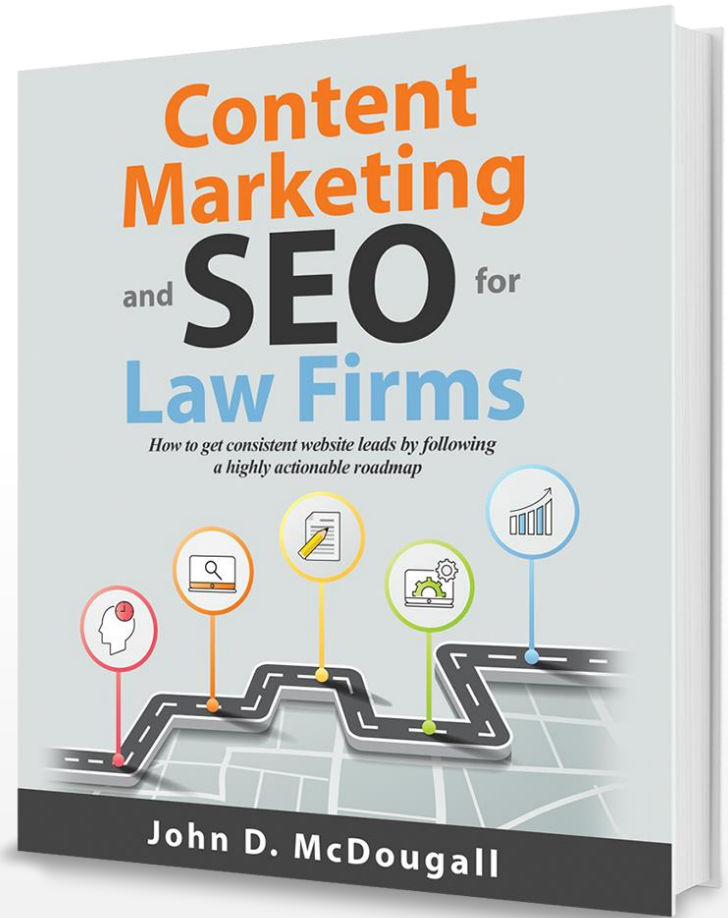


# How to Develop an Effective Law Firm Content Marketing and SEO Action Plan for 2020

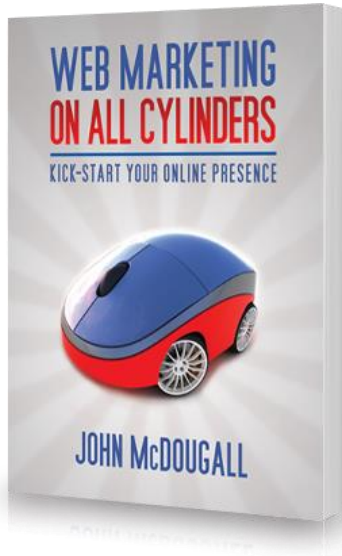


# Hosted by:



**John McDougall**  
President  
**McDougall Interactive**

- 24 years of SEO experience
- College textbook author



**Scott Ziegler**  
Advertising Director  
**Lawyers Weekly**

- Two decades of experience in publishing, sales and marketing
- 22 Years of advising Lawyers Weekly advertising and publishing clients
- Speaker at Legal Marketing Events and Conferences





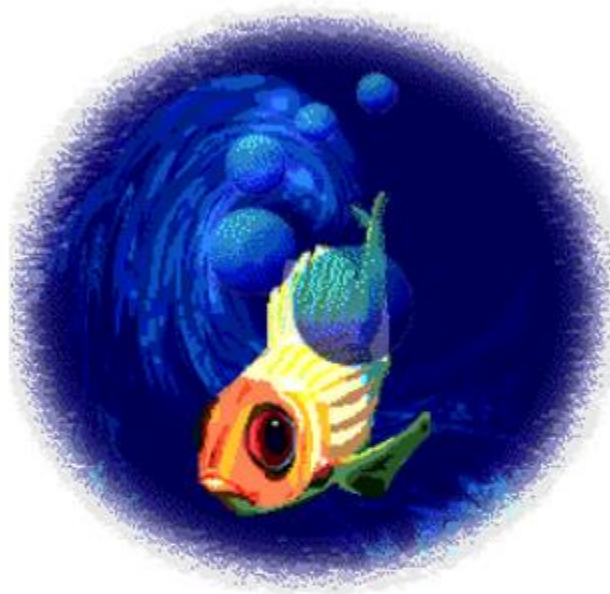


**I DON'T ALWAYS READ**

**BUT WHEN I DO,  
I READ WEB MARKETING  
ON ALL CYLINDERS**

# McDougall

MARKETING, ADVERTISING, &  
PUBLIC RELATIONS



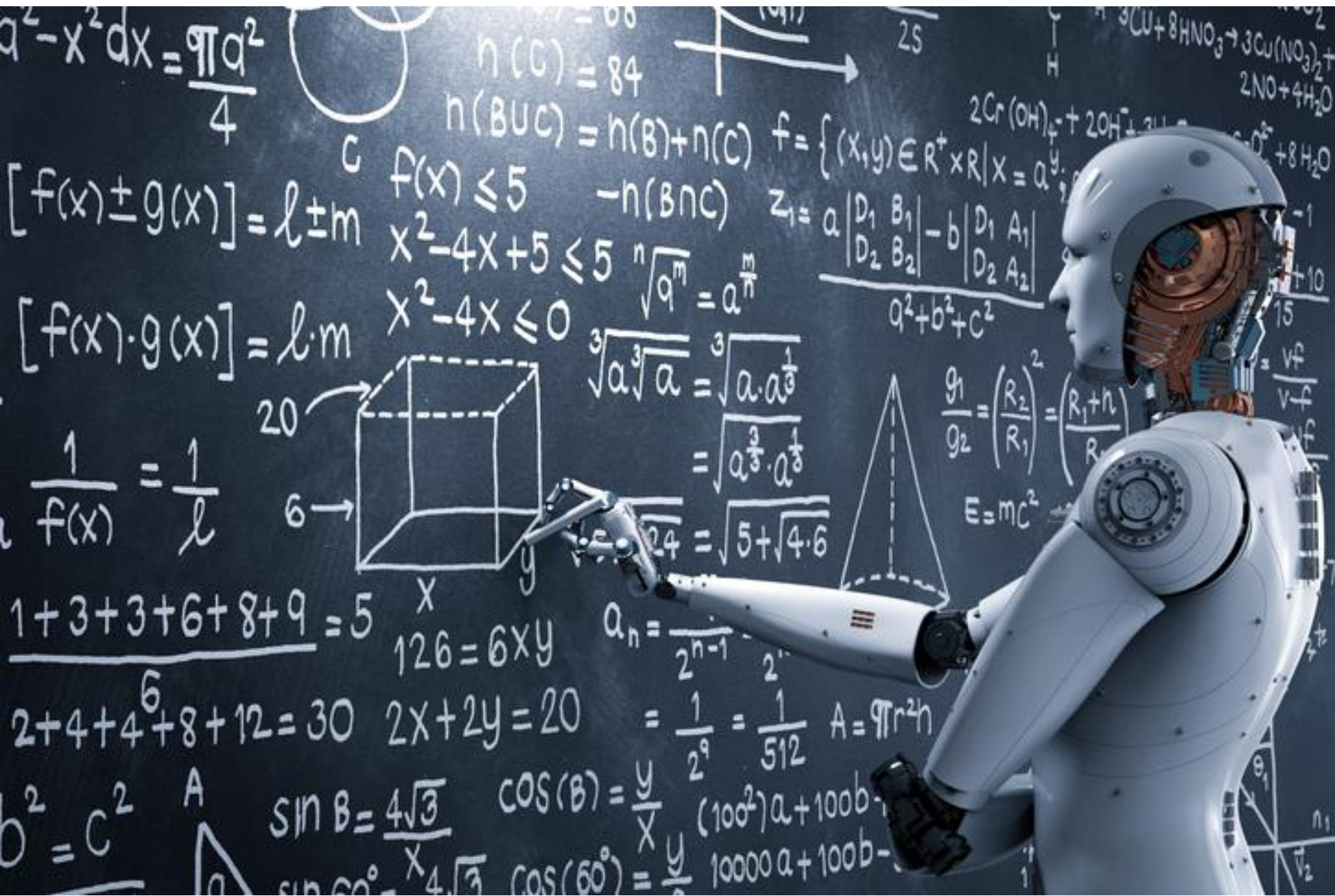
What's New  
Who We Are  
What We Do  
Drop Us A Line  
What We've Done

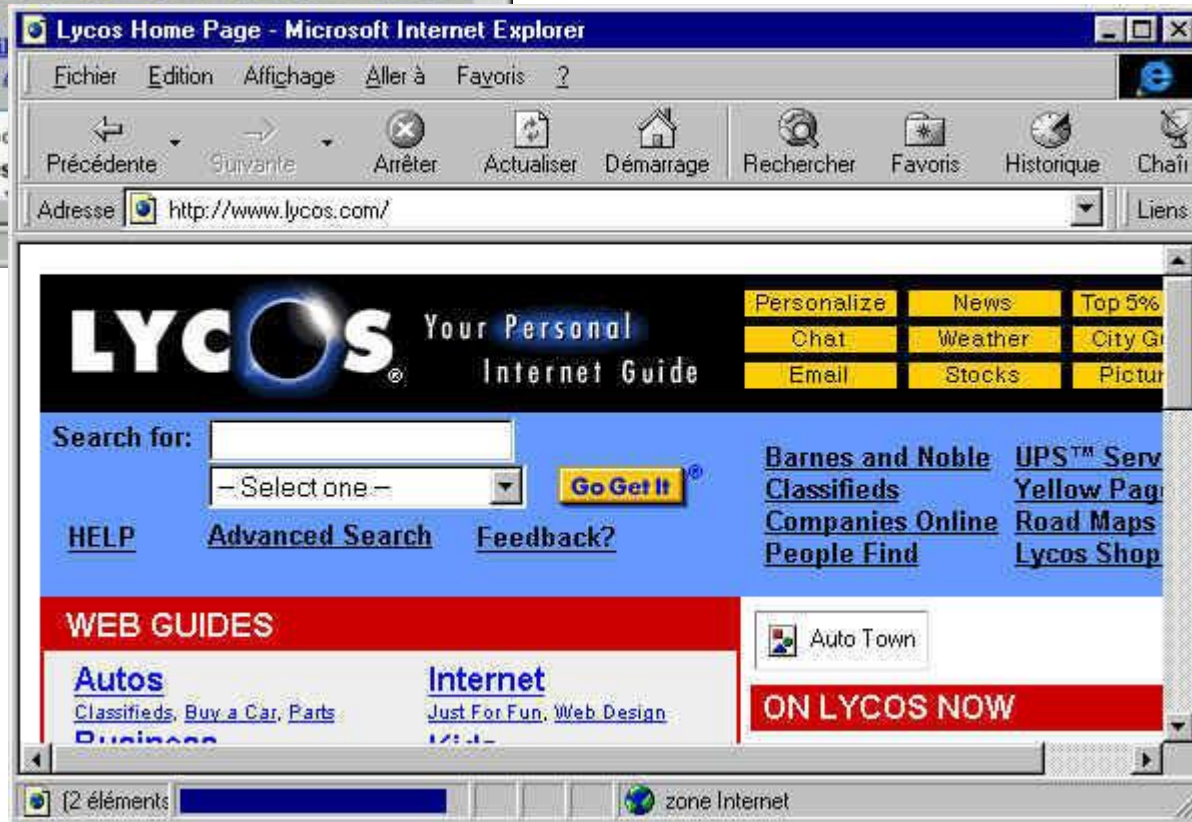
[What's New](#) | [Who We Are](#) | [What We Do](#) | [Drop Us A Line](#) | [What We've Done](#)

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[Drop us a line](#) or call Dan McDougall at 508.532.6500.









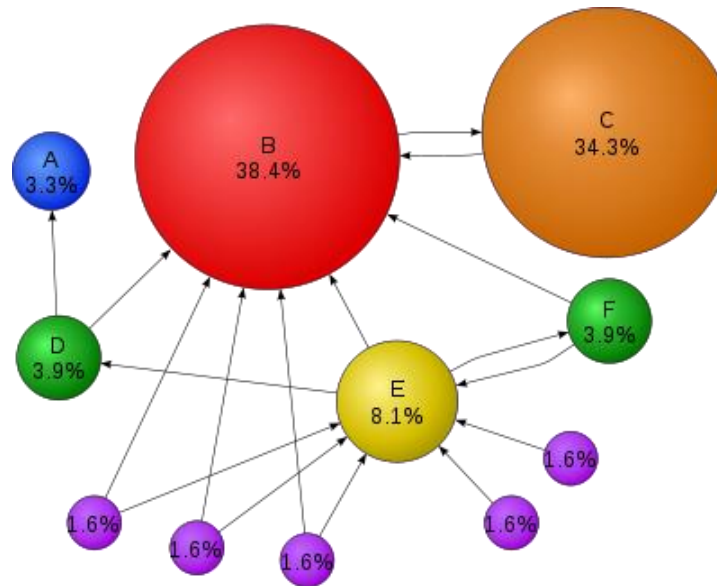
# Provisional patent on PageRank



Attorney Docket No: S96-213/PROV

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 60/035,205  
Filed: 10 Jan 97  
Title: Improved Text Searching in Hypertext Systems  
Applicant(s): Lawrence Page  
Examiner: not yet assigned  
Art Unit: not yet assigned



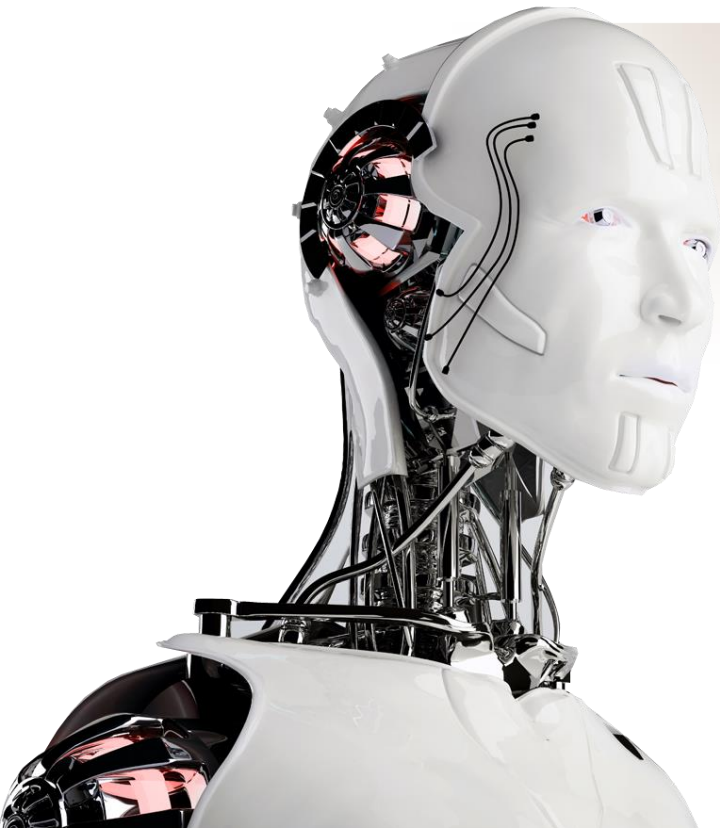


**Panda = No Low Quality**



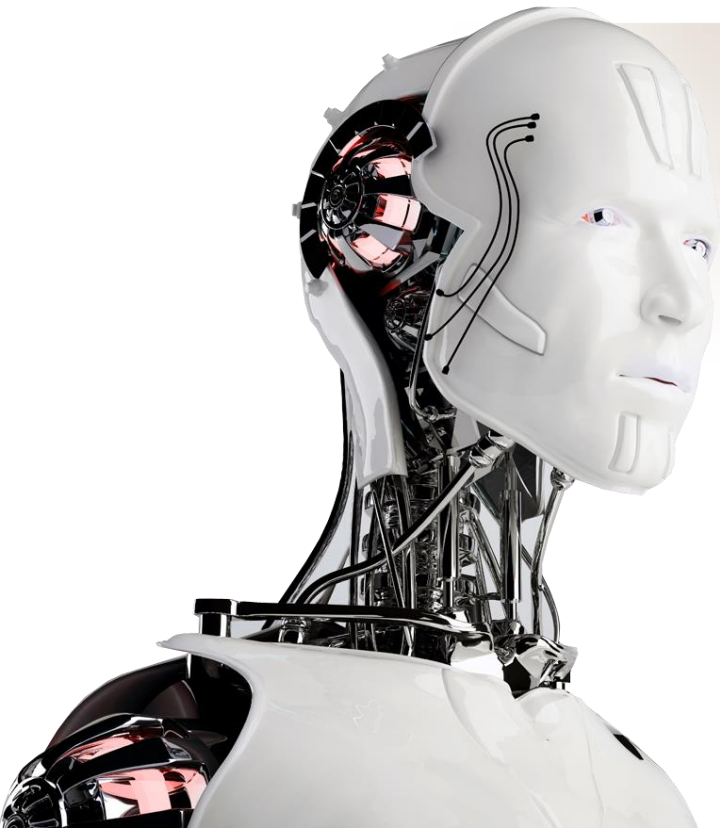
**Penguin = No Link Spam**





# Hummingbird 2013

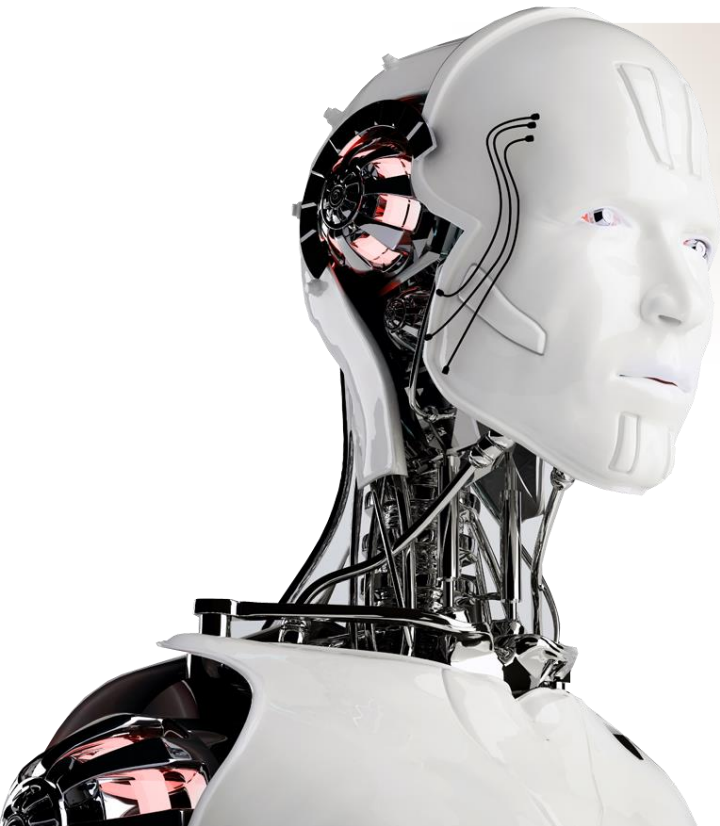
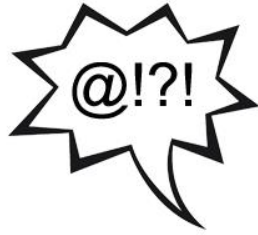




# Hummingbird 2013

# RankBrain 2015





**Hummingbird** 2013  
**RankBrain** 2015  
**BERT** 2019



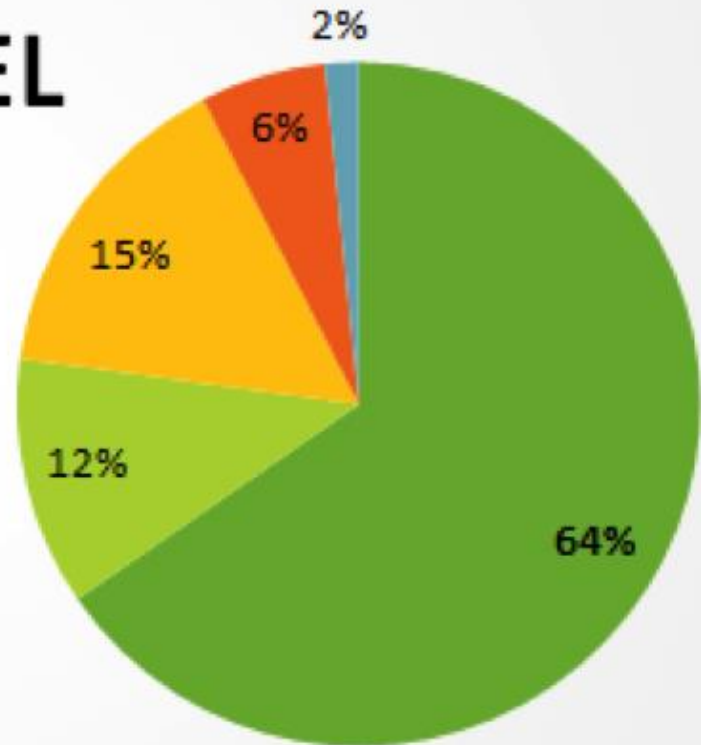




# WEB VISIT CHANNEL DISTRIBUTION

## BY CHANNEL

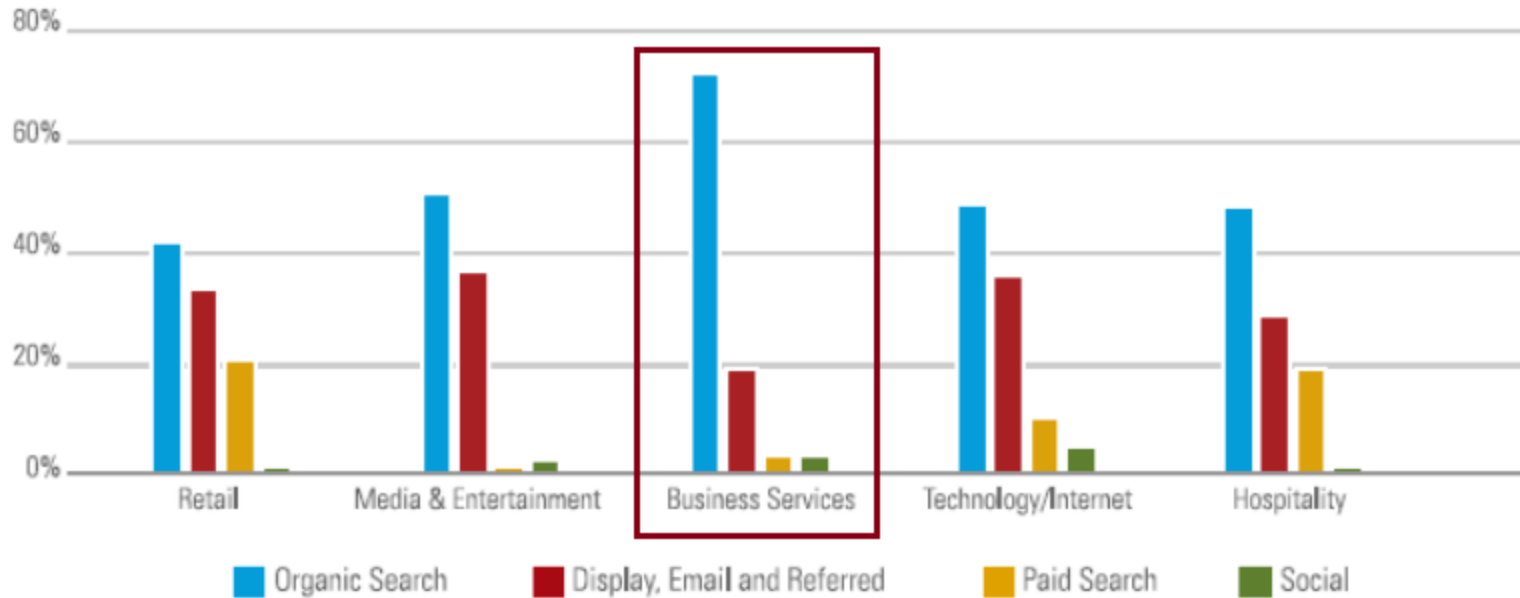
- Organic Search
- Direct
- Referral (w/o Social)
- Paid Search
- Social



BrightEdge study analyzed billions of pieces of content



|                |     |
|----------------|-----|
| Organic Search | 51% |
| All Other      | 34% |
| Paid Search    | 10% |
| Social         | 5%  |







# Trends in Search

| Keyword                                  | CPC   |
|--|-------|
| Indianapolis Semi Truck Accident Lawyer  | \$905 |
| Mesothelioma Lawsuit Lawyers             | \$756 |
| Real Estate Litigation Lawyers Near Me   | \$141 |
| Small Business Lawyer Maryland           | \$73  |
| Intellectual Property Lawyer Long Island | \$35  |
| Estate Planning Lawyer                   | \$20  |



# Findlaw.com

Keywords <sup>i</sup>  
**3.1M** -0.7%

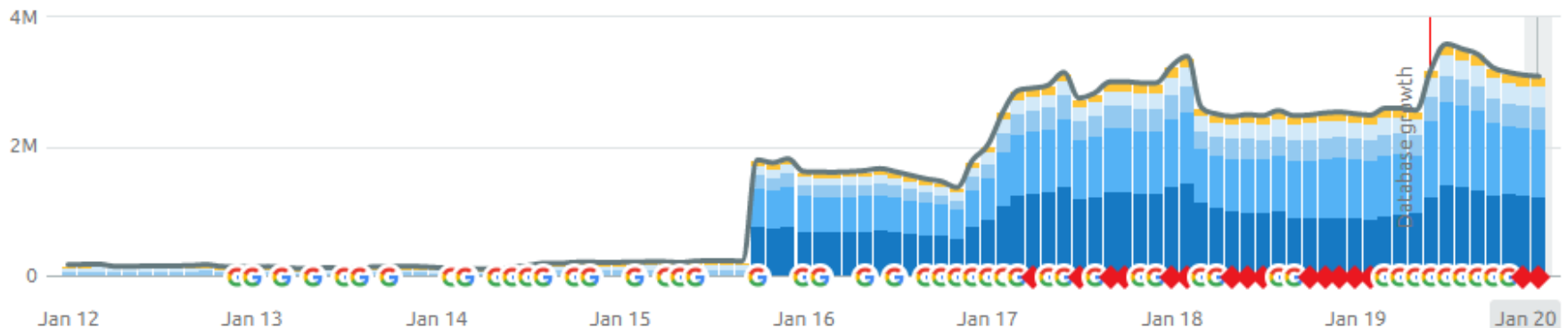
Traffic <sup>i</sup>  
**5.5M** -2.27%

Traffic Cost <sup>i</sup>  
**\$22M** -5.92%

## Organic Keywords Trend <sup>i</sup>

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ Total | ◆ Notes ▼

1M 6M 1Y 2Y All time



# Mintz.com

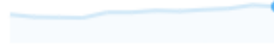
Keywords ⓘ

**51K** 0.53%



Traffic ⓘ


**30.2K** -4.11%



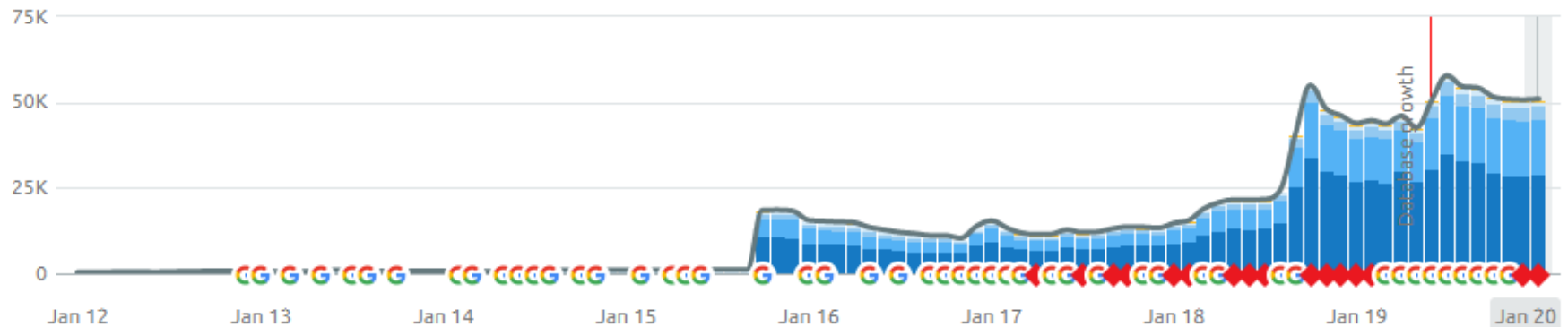
Traffic Cost ⓘ

**\$87.4K** 0.27%

## Organic Keywords Trend ⓘ

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ Total |  Notes ▾

1M 6M 1Y 2Y All time





# 2020 SEO Landscape

- Content
- User Signals
- UX
- Tech
- Social
- Links

+ Brand Signals

All of which make your website better and protect referrals

# 9 MUST-DO ACTION STEPS — *for* — SUCCESS



# 1. Set Up ROI and Campaign Tracking

## Metrics

- # of leads
- From what sources
- Bounce Rate
- Ranks
- Errors

# 1. Set Up ROI and Campaign Tracking

## Metrics

- # of leads
- From what sources
- Bounce Rate
- Ranks
- Errors

## Tools

- Google Analytics
- SEMrush
- Advanced Web Ranking
- Etc.

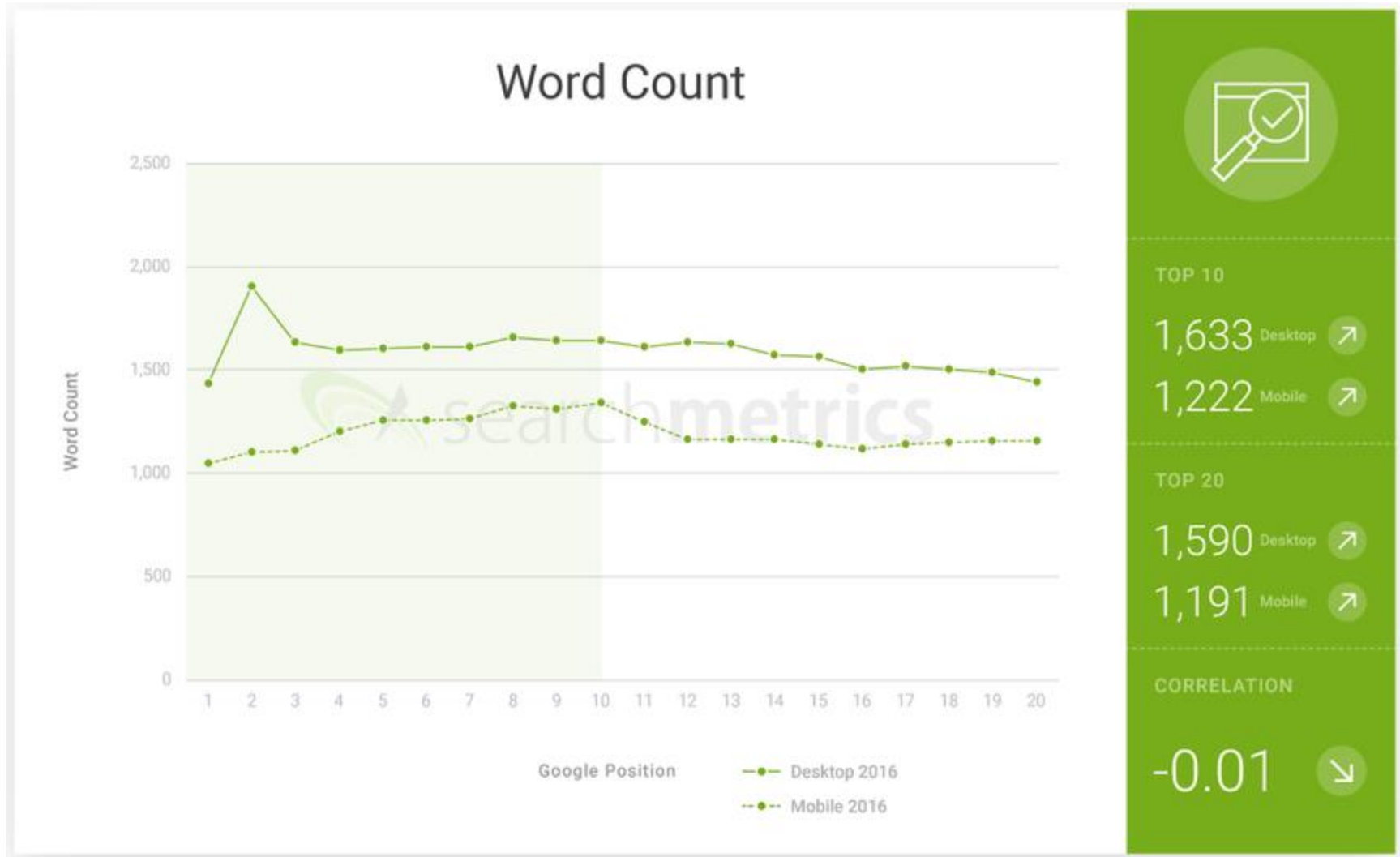
Make sure your metrics tie back to bigger picture law firm's goals

[Legalmarketingreview.com/downloads](http://Legalmarketingreview.com/downloads) Marketing plan template

And the PowerPoint slides PDF for this webinars



## 2. Create Deep and Varied Content



# Types of Content

1. Your Main Website Pages
2. Images and Infographics
3. Videos and YouTube SEO
4. Podcast Marketing
5. Blogging
6. Guest Blogging
7. E-books
8. Press Releases
9. Webinars
10. FAQ Pages and Voice Search
11. Topic Clusters
12. Link Bait
13. Case Studies

# Auto Accidents

At Burns, Bryant, Cox, Rockefeller & Durkin, we handle a variety of personal injury claims, but far and away the most common one is injuries as a result of auto accidents. With so many cars and drivers on the road, it's really no surprise. With so many types of vehicles and so many dangerous scenarios, there a lot of ways a crash can happen including:

- Hit and Run Accidents
- DUI Accidents
- Motorcycle Accidents
- Pedestrian Accidents
- Bicycle Collisions
- Truck Crashes
- Aggressive Driving Accidents
- Road Condition Accidents
- Negligent Driving Accidents
- Distracted Driving Collisions
- Violating the Rules of the Road
- Rear End Accidents
- Speeding Collisions

# What to Do When You Are In an Auto Accident

Even when you practice defensive driving and maintain awareness of your surroundings, there is always a chance that you could be involved in an auto accident.

After an accident you should try to take a moment to inspect yourself for injuries and to check on your passengers. If you or anyone else is hurt, you should call 911. **Even if no one appears to be hurt, it is still advisable to seek medical attention after a car accident.**

Check on the passengers of the other vehicle(s). **If they appear to be injured or are unresponsive, call 911 immediately.** Do not attempt to move them unless you believe that they are in danger where they are—if their vehicle is on fire, for example.

Exchange information with the other driver(s). This information should include:

- Driver's Name
- Driver's Address
- Driver's License Number
- Registration Number of the Vehicle
- Name and Address of Each Occupant
- Name of Driver's Insurance Company

It is advisable to make a note of the vehicle(s) make and model, the location of the accident, and the contact information of eyewitnesses in the area. Further, creating your own documentation is generally a good idea. You can use your smartphone or camera to get photographic evidence of the accident.

A copy of **the Operator's Report** can be found here. It must be mailed within 15 days to the DMV at the following address:



## Auto Accident Statistics in NH

The United States suffered 29,989 fatal car accidents in 2014. As a result, 32,675 people lost their lives. That is 10.2 deaths per 100,000 people, and 1.8 deaths per 100 million vehicle miles traveled.

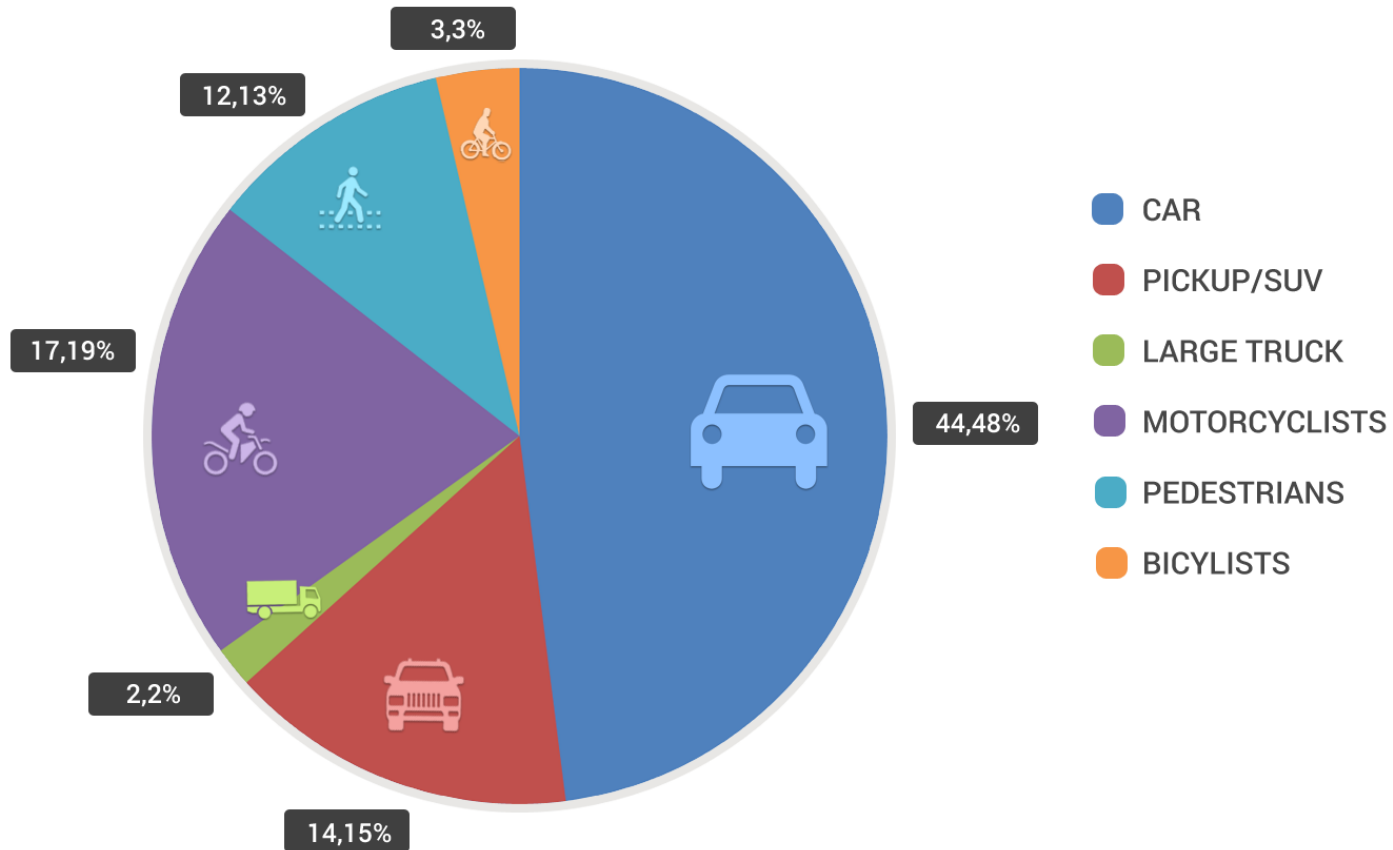
**New Hampshire lost 95 people in 89 fatal car accidents in 2014.** Although that is down from 2013's high of 135 deaths, even one life lost is too many.

New Hampshire has a small population relative to other states—only 1.3 million people live here. The crash fatality rate per 100,000 people within the state is 7.2, and the deaths per 100 million vehicle miles traveled is 0.73. In comparison:

- Wyoming has a death per 100,000 people rate of 25.7. The population of Wyoming as of 2014 is 584,153.
- Montana's auto accident deaths per 100,000 is 18.8. In 2014, its population was 1,023,579.
- New Jersey had a population of 8.9 million people that same year. The state lost 6.2 people per 100,000 due to car crashes.
- Washington had a population of around 7 million people. In 2014, auto accidents claimed the lives of 6.5 people per 100,000 in the state.
- Minnesota lost 6.6 people per 100,000. It had a population of 5.4 million people

# New Hampshire

## Fatalities by Vehicle Type (2014)



# DOG BITE 101

Every Year, the CDC Reports 4.5 Million  
People Are Attacked & Bitten by Dogs<sup>1</sup>



Approximately  
**800,000** of those  
people will seek  
medical care for  
dog attacks<sup>2</sup>



In 2015, dog  
attacks caused  
**35 fatalities**<sup>3</sup>



Dog bites  
are often **deeper**  
and **more damaging**  
than they might  
appear on the  
surface.



If left untreated,  
dog bites can  
**cause bone, muscle,**  
**and nerve damage**  
and leave  
permanent scars.

## Consult With an Experienced Dog Bite Attorney

The attorneys at Mazow | McCullough, PC, have represented hundreds of victims of dog bites in Massachusetts and New Hampshire. They have the knowledge and experience to help you or a loved one recover from the unexpected trauma of being bitten by a dog. We pursue all potentially liable parties for their responsibility, and we help ensure that you or your loved one is fully compensated for the injuries.



Please contact Mazow | McCullough, PC, today for a free consultation about your case. The right lawyer makes all the difference. [See our recent settlements here.](#)



# The Importance of Photographs in a Dog Bite Case



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The Importance Of Photographs In a Dog Bite Case

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**John Maher:** Hi. I'm John Maher. Today I'm here with Robert Mazow and Kevin McCullough, of the law firm of Mazow McCullough, a personal injury law firm with offices in Massachusetts, and New Hampshire.

Robert and Kevin have a great deal of experience as dog bite attorneys, and today we're going to be talking about the importance of photographs in a dog bite case.

# Tricks & Tips to Describe an Invention in a Patent Application



By [Gene Quinn](#)  
December 26, 2015

[Print Article](#) 0



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One of the biggest problems that inventors face when setting out to describe an invention is with defining what the law refers to as “alternative embodiments of the invention,” or simply “alternative embodiments.” Whenever you read the word “embodiment” in a patent application or issued patent the drafter is merely talking about a particular version of the invention.

The trouble many inventors have is that they don’t understand why they would ever have more than a single version of their invention. They will sometime say: “Everyone would do it this way and include all the features, you’d be crazy not to!” The problem created by this mentality can be enormous. If you do not describe it then it is not a part of your invention. So, for example, if you describe an invention as always having elements A + B + C + D and then someone makes virtually the same thing but leaves D (or any of the other elements out) they couldn’t possibly be infringing. Why? Because the invention was too narrowly described.

**#1 for:**

“tips on how to  
file a patent”

2,858 words

# THE NATIONAL LAW REVIEW



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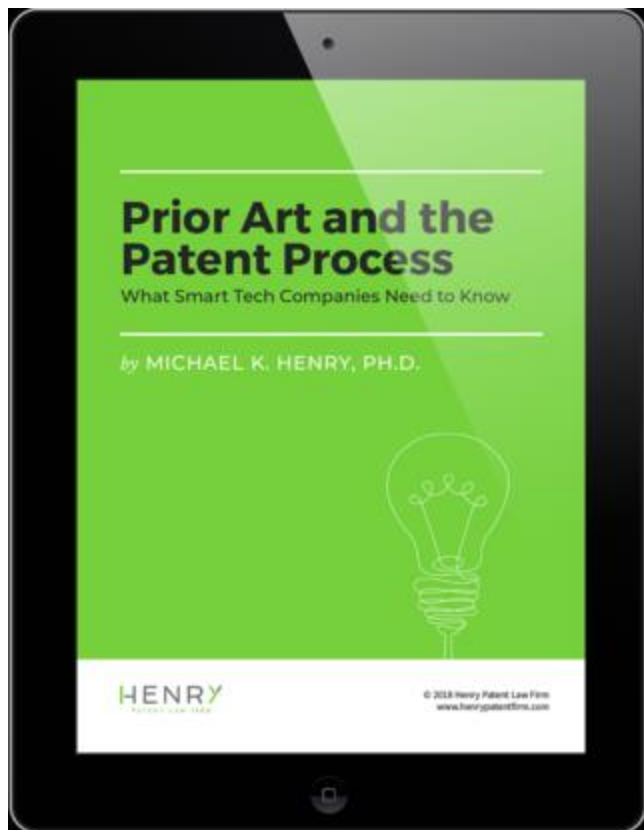
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**DOG BITE LAW**  
What You Need to Know if You Are Attacked by a Dog in Massachusetts or New Hampshire  
ROBERT S. MAZON & KEVIN A. MOCCIA ESQ.

WHAT YOU NEED TO KNOW ABOUT  
**DOG BITE LAW**

**DOWNLOAD NOW**

## **NEW PARTNER ONBOARD: GSK STOCKMANN REINFORCES INDUSTRY-COMPLIANCE GROUP WITH PARTNER HIRE FROM POHLM**

December 2017. Press Releases by [GSK Stockmann + Kollegen](#) ([view listing](#)).

**GSK Stockmann reinforces its compliance group with a lateral hire from Pohlmann & Company and continues its push to focus on specific industry sectors and internationalization. Eric Mayer (51) will join GSK Stockmann on December 1, 2017 as a partner and will play a key role in growing the compliance group at GSK.**

[Read more...](#)

## News & Insights



### CCPA Compliance Webinar Series - Part 1

Webinar

09.26.2019

[ADD TO CALENDAR +](#)

Stinson LLP's three-part webinar series on the California Consumer Privacy Act (CCPA) is designed to ensure that you are legally compliant with the CCPA as you move through 2020.

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DAVID D. AXTELL

Partner  
Minneapolis



STEPHEN J. COSENTINO, CIPP

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What Happens If You Die Without A Will?



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About 1,100,000,000 results (0.59 seconds)

If you die without a will, it means **you** have died "**intestate**." When this happens, the **intestacy** laws of the state where **you** reside **will** determine how your property is distributed upon your **death**. This includes any bank accounts, securities, real estate, and other assets **you** own at the time of **death**.

What Happens If You Die Without a Will? - FindLaw

<https://estate.findlaw.com/wills/what-happens-if-i-die-without-a-will->

in Massachusetts

in California

in Texas

in Florida

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in North Carolina

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### People also ask

Who inherits when there is no will?

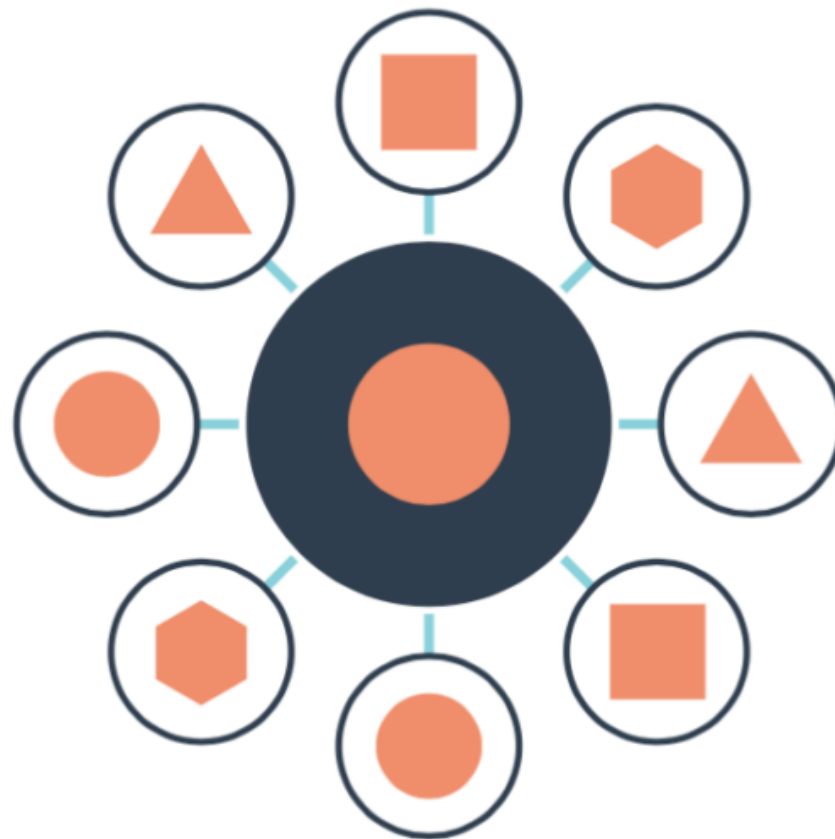
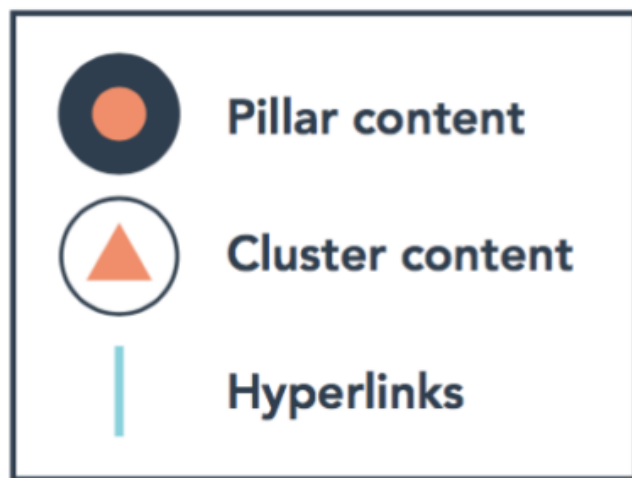
What happens if a single person dies without a will?

How does probate work when there is no will?

What happens to my child if I die without a will?

*Feedback*

# Topic Clusters



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|--|--------|
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| <a href="http://family.findlaw.com/child-support/child-support-basics.html">family.findlaw.com/child-support/child-support-basics.html</a>                               | 51     |
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| <a href="http://criminal.findlaw.com/criminal-procedure/what-is-an-indictment.html">criminal.findlaw.com/criminal-procedure/what-is-an-indictment.html</a>               | 45     |

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*Use quotation marks to search for an exact phrase (e.g. "class action")*








TYPE

Blog

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Alert

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Showing 1 - 8 of 6272 results



California AB 5's  
Impact on Board  
Directors and



Antitrust Settlement  
Reached in College  
Recruiting Case



Federal Circuit affirms  
Safe Harbor ruling and  
\$70 million award in

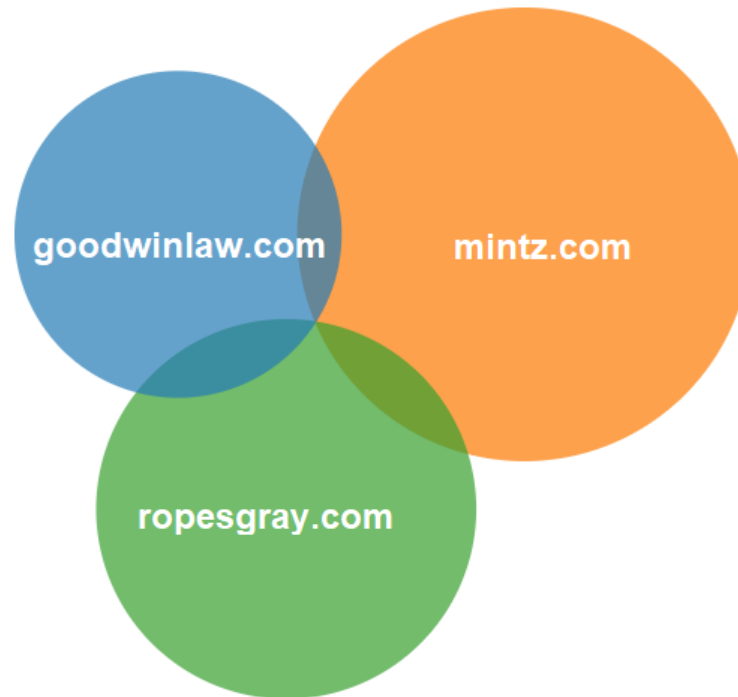


CCPA QOTD: What  
are the  
employee/applicant



# Content Based on Competitive Analysis

| Company Name   | Pages  | Links | Keywords | Traffic Value | Page Speed |
|----------------|--------|-------|----------|---------------|------------|
| Mintz.com      | 18,800 | 3.13k | 51k      | 87k           | 3.6s       |
| Ropesgray.com  | 15,800 | 2.49k | 35k      | 18k           | 5.0s       |
| Goodwinlaw.com | 12,900 | 1.48k | 26k      | 48k           | 4.9s       |



# Content for Specific User Intent



Spender



Backpacker



Intellectual

# Use Keywords but Know They are More of a Prerequisite

" The importance of individual keywords continues to decline-also as a result of Google machine learning algorithms.

The relevant factors above showed that good rankings are based on the holistic optimization of text at a topic level, meaning that the keyword itself is now of secondary importance." Searchmetrics

## **Keywords go here**

Title Tag

Meta Description

Headings (H1 and use H2 also)

Body Text

Alt Tags

URL

## **Keywords in the body**

Top 10 have 7.5 instances

Top 20 have 7.4 instances

## **Relevance**

Relevant content can rank without exact keywords

Topical Authority Trumps Keywords

## Keywords go here

Title Tag

Meta Description

Headings (H1 and use H2 also)

Body Text

Alt Tags

URL

## Keywords in the body

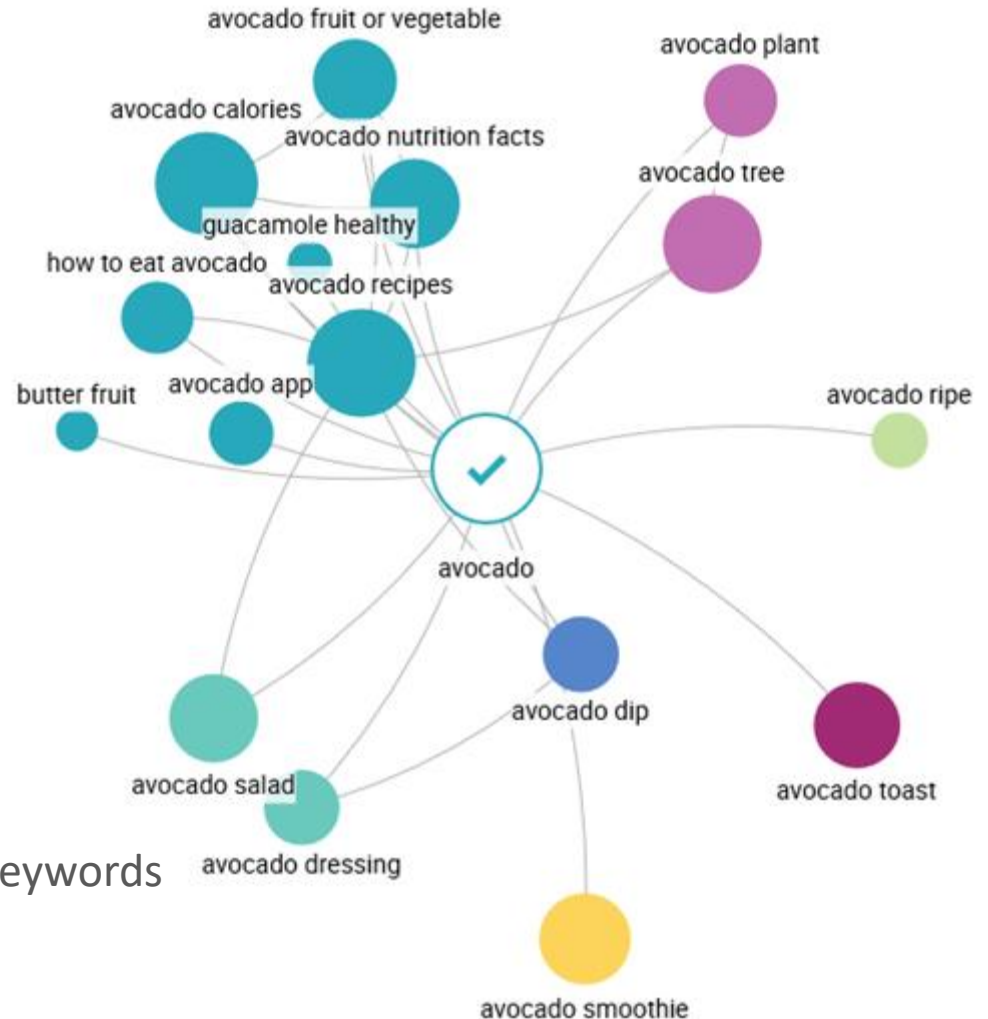
Top 10 have 7.5 instances

Top 20 have 7.4 instances

## Relevance

Relevant content can rank without exact keywords

Topical Authority Trumps Keywords





# Content Factors

- Relevance is key
- Well over 1,000 words
- Comprehensiveness
- About half of the top 20 URLs include the keyword in their title.

“This clearly demonstrates that Google evaluates content according to its relevance – and not by the inclusion of individual keywords.” Searchmetrics

# Want to put yourself in the top 5% of bloggers?

Two million blog posts are published every day. Using any of the following techniques will put you in the top 5% of all bloggers, according to Orbit Medias 1,000-person study:

## 1. Put in the Time

Just 5.5% of bloggers spend 6+ hours on a typical post.

## 2. Go Deep

Only 4.9% of bloggers write 1500+ words per post on average.

## 3. Flood the Zone – IF you can sustain it

Only 4.7% of bloggers publish daily.

# Want to put yourself in the top 5% of bloggers?

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- 2. Go Deep**

Only 4.9% of bloggers write 1500+ words per post on average.

- 3. Flood the Zone – IF you can sustain it**

Only 4.7% of bloggers publish daily.

- 4. Build a Team and a Process for Perfection**

Just 2.8% of bloggers use more than one editor in their process.

- 5. Add Audio**

Only 2.6% of bloggers are producing audio content.

- 6. Promote with social, SEO and email**

Although research shows that the [ideal blog post length for SEO](#) is more like 1500 words, only 1 in 20 bloggers produce content that long. A tiny percentage (only 14 respondents) write epic length content as a general rule.

# Ideal Length Guidelines for Everything in Your Marketing

|   |                                   |
|---|-----------------------------------|
| Blog Posts ( <i>for ranking</i> )               | 1,500 words                       |
| Email Subject Lines ( <i>for open rates</i> )   | 50 characters or less             |
| Line of Text                                    | 12 words                          |
| Paragraph                                       | 4 lines or less                   |
| YouTube video ( <i>for views</i> )              | 3 to 3.5 minutes                  |
| Podcast   | 22 minutes                        |
| Title Tags                                      | 55 characters                     |
| Meta Description                                | 155 characters ( <i>maximum</i> ) |
| Facebook Post ( <i>for likes &amp; shares</i> ) | 100-140 characters                |
| Tweets ( <i>for retweets</i> )                  | 120-130 characters                |
| Domain Name                                     | 8 characters or less              |

# Ideal Length Guidelines for Everything in Your Marketing

|   |                                   |
|---|-----------------------------------|
| Blog Posts ( <i>for ranking</i> )               | 1,500 words                       |
| Email Subject Lines ( <i>for open rates</i> )   | 50 characters or less             |
| Line of Text                                    | 12 words                          |
| Paragraph                                       | 4 lines or less                   |
| YouTube video ( <i>for views</i> )              | 3 to 3.5 minutes                  |
| Podcast   | 22 minutes                        |
| Title Tags                                      | 55 characters                     |
| Meta Description                                | 155 characters ( <i>maximum</i> ) |
| Facebook Post ( <i>for likes &amp; shares</i> ) | 100-140 characters                |
| Tweets ( <i>for retweets</i> )                  | 120-130 characters                |
| Domain Name                                     | 8 characters or less              |

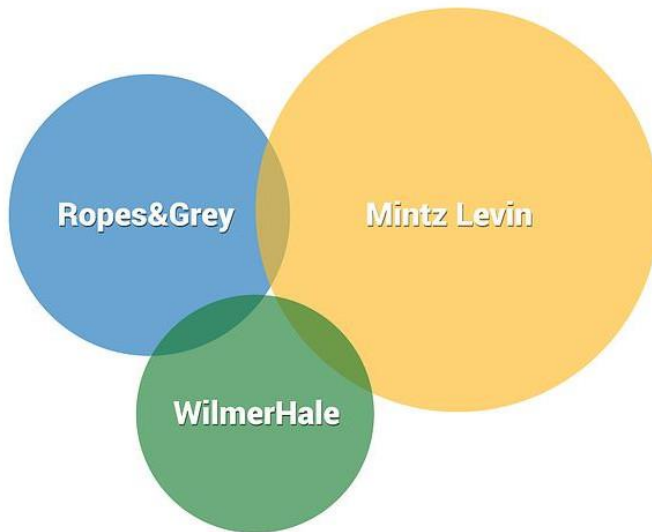




# Free Competitive Analysis Offer

Today and tomorrow morning only:

- [Buy our book](#) for 99 cents on Amazon
- Email us 4 competitors and we will tell you what they are doing with SEO/Content



|                | Keywords | Ad Savings |
|----------------|----------|------------|
| mintz.com      | 43,804   | \$64,600   |
| ropesgray.com  | 22,378   | \$22,200   |
| wilmerhale.com | 16,101   | \$7,500    |

[jm@mcdia.com](mailto:jm@mcdia.com) 978-423-4274

# 3. Optimize User Signals

- Click-Through Rate, Time on Site, and Bounce Rate are top ranking factors.
- The pages in positions 1–3 have an average CTR of 36%.
- The average Bounce Rate for URLs on the first page of search results is 46%.
- The Time on Site for the top 10 URLs is 3 minutes and 10 seconds

# Use Compelling Title and Meta Desc.

Boston Employment Lawyers - Local Attorneys & Law Firms in Boston ...

[lawyers.findlaw.com](https://www.findlaw.com) > Employment > Massachusetts ▼

Results 1 - 20 of 56 - ... recommendations. Find your **Boston, MA Employment Attorney** or Law Firm. ...

FREE CONSULTATION NATIONWIDE! 888-351-0424 Visit ...

Joseph L. Sulman: Boston Employment Lawyer - Cambridge ...

<https://www.sulmanlaw.com/> ▼

Free Consultation - Call (617) 521-8600 - Joseph L. Sulman is dedicated to serving our clients with a range of **legal** services including **Employment** and ...

Boston Employment Lawyers - Compare Top Employment Attorneys in ...

<https://www.justia.com/lawyers/employment-law/massachusetts/boston> ▼

Compare 356 employment attorneys serving **Boston**, Massachusetts on Justia. ... Free **Consultation** Employment, Medical Malpractice, Personal Injury and ...

The 10 Best Employment Law Attorneys in Boston, MA 2017

<https://www.thumbtack.com> > MA > Boston ▼

★★★★★ Rating: 5 - 9 reviews

Here is the definitive list of **Boston's employment law** attorneys as rated by the **Boston, MA** ... This person offers **legal advice** for employees and other clients.

Do I Need A Lawyer? - Workplace Fairness

[www.workplacefairness.org/needlawyer](http://www.workplacefairness.org/needlawyer) ▼

You should **consult** with an **attorney** who specializes in **employment** or labor law. An **attorney** practicing in any other area, no matter how competent, won't have ...

## 4. Optimize User Experience

- Internal links are said to be one of the most important user experience ranking factors yet often not optimized.
- A reasonable amount of external links to resources is helpful
- Use a legible font size
- Have a decent number of images
- Include videos
- Add lists and bullet points.
- Avoid: Too many ads, excessive links, Flash, excessively long bullet lists

# Systematically Lower Bounce Rate



Visits

1,011

Unique Visitors

887

Pageviews

1,404

Pages / Visit

1.39

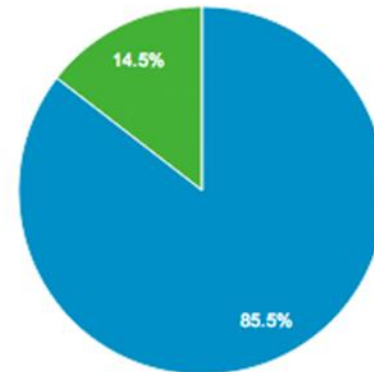
Avg. Visit Duration

00:01:15

Bounce Rate

78.73%


■ New Visitor ■ Returning Visitor



**Bounce Rate**



# Target Pages that Stink at Deepening Visits

| Page ?  | Pageviews ?<br>↓                        | Unique Pageviews ?                      | Avg. Time on Page ?                                | Entrances ?                             | Bounce Rate ?                                | % Exit ?                                      |
|---|---|---|--|---|--|---|
|   | 3,971<br>% of Total:<br>12.02% (33,026) | 3,633<br>% of Total:<br>13.99% (25,966) | 00:04:12<br>Avg for View:<br>00:01:58<br>(114.68%) | 3,436<br>% of Total:<br>16.06% (21,394) | 88.33%<br>Avg for View:<br>83.89%<br>(5.29%) | 84.94%<br>Avg for View:<br>64.78%<br>(31.12%) |
| 1. /content-marketing/14-highly-profitable-internet-marketing-strategies-for-law-firms/  | 3,971(100.00%)                          | 3,633(100.00%)                          | 00:04:12   | 3,436(100.00%)                          | 88.33%                                       | 84.94%  |

## Talk to an Attorney Now

Present Your Case - Free & Secure.  
Lawyers Respond Fast.

[legalmatch.com](#)



## DOL Overtime 7-Step Guide

Learn About the Proposed Changes.  
Download Our New Guide to Prepare.

[paycor.com](#)



Find an Employment Lawyer Today!

Support Workplace Fairness

## Ask a Lawyer - Free

Find the Right Lawyer in  
Your Area. Save Time -  
Describe Your Case Now!

[legalmatch.com](#)



[Home](#) > [Protect Your Rights](#) > [Do I Need A Lawyer?](#)

PROTECT YOUR RIGHTS

## Do I Need A Lawyer?

Jewelry that gives back.  
10% of every purchase supports  
[workplacefairness.org](#)

Shop the Collection at  
[AllAboutEquality.com](#)



[ShareThis](#) [Choose Language:](#)

This page provides answers to the following questions:

1. [Why might I need a lawyer to handle a employment-related problem?](#)
2. [Do I need to talk to a lawyer right away?](#)
3. [How do I find a lawyer?](#)

[Workplace Fairness Employment Attorney Directory](#)

### 1. Why might I need a lawyer to handle a employment-related problem?

To fully enforce state and federal laws protecting employees against illegal actions by their employers, you will need an attorney in many situations where you have a serious problem with your employer and need to take legal action. Most attorneys representing employees do so because they understand that non-unionized employees are relatively powerless against employers.

While you may be caught up in a serious employment dispute only once or twice in your lifetime, some larger employers and their attorneys handle many employment disputes every single day. Most employers have much more experience and resources than you to evaluate and handle claims. An employee who has not consulted an attorney can be at a real disadvantage.

Ropes & Gray's intellectual property group delivers results over a full range of IP services, from rights protection and litigation to licensing and transactions. With more than 230 lawyers and 40 patent agents/technical advisors, our team can tackle any IP challenge, anywhere in the world.

---

Ropes & Gray's intellectual property practice is one of the most sought-after in the world. Combining a sophisticated understanding of the latest legal developments with cutting-edge technical and scientific knowledge, we stand ready to offer cohesive and comprehensive guidance on any and all IP matters. We work in approximately 70 countries and represent clients on cross-border matters in the United States, Europe, India, Japan, China, Korea, Latin America and Israel. Our IP practice consistently delivers results across a wide range of industries, including life sciences, technology and media, retail and consumer, private equity and financial services, and health care and education.

In the highly competitive world of intellectual property, our attorneys are regularly recognized for their legal acumen by *Chambers*, *Managing IP*, *IAM* and other national and global publications. *IAM Patent 1000's* 2014 edition says, "Ropes & Gray boasts arguably the most complete patent practice in the country. Unlike many top-end trial practices, it also supports a robust rights management operation and, with a potent presence in Asia and Europe, is adept at devising global protection and enforcement strategies. It also boasts a dedicated domestic and international licensing and transactional practice." The *International Who's Who of Patent Lawyers* named six Ropes & Gray attorneys to its distinguished list for 2013, and *Managing IP's* 2013 "World IP" survey has also recognized our IP practice in China, Japan and the United States.

#### EU UNIFIED PATENT COURT RESOURCES

Europe's move to the Unitary Patent and Unified Patent Court represents a global sea change in patent law, and Ropes & Gray is closely following the [latest news and developments](#). In a new, indispensable [reference](#) for U.S. practitioners, the firm's renowned IP rights management attorneys provide a practical, comprehensive overview of the process for securing European patent rights.

#### RELATED PRACTICES

- Intellectual Property Litigation
- Intellectual Property Rights Management

With over 110 attorneys worldwide dedicated to patent litigation, Ropes & Gray's IP litigation group offers clients seamless global service and successful solutions to their most critical disputes.

OVERVIEW

EXPERIENCE

AWARDS

Ropes & Gray's IP litigation group has a proven track record of success in high-stakes litigation. Some of our recent achievements include:

- A groundbreaking victory for **SAP America** in the first covered business method review trial initiated under the new post-grant challenge proceedings created by the America Invents Act.
- A favorable result on behalf of **a multinational alcoholic beverages company** in the first investigation of the ITC's pilot program for possible early disposition of cases.
- A summary judgment win for **Purdue Pharma**, marking the end of 14 years of litigation relating to Purdue's OxyContin® pain medication.
- A decisive win for **Becton Dickinson** and **Nova Biomedical** against Therasense and Abbott Laboratories in one of the most significant patent decisions to date on the issue of inequitable conduct.
- An appellate victory for **PerkinElmer** and **NTD Laboratories** in one of the Federal Circuit's first attempts to apply the U.S. Supreme Court's decision in *Mayo v. Prometheus*.



IP LITIGATION  
CAPABILITIES

- Copyright Infringement
- ITC Proceedings / Section 337
- Patent Trial & Appeal Board (PTAB) Proceedings
- Trademark & Related IP Litigation
- Trade Secrets



RELATED PRACTICES

- Appellate & Supreme Court
- Intellectual Property Litigation
- Intellectual Property Transactions
- Intellectual Property / Antitrust

Ropes & Gray's intellectual property group delivers results over a full range of IP services, from strategic counseling and litigation to licensing and transactions.

OVERVIEW

AWARDS

For over 150 years, our global intellectual property group has provided clients across the world with a broad spectrum of IP services, handling cutting-edge cases, transactions and other strategic matters from six offices in key cities across the United States – Boston, Chicago, New York, San Francisco, Silicon Valley, and Washington, D.C. and four international offices in London, Shanghai, Tokyo, and Seoul. On the ground across three different continents, our intellectual property professionals provide clients with around-the-clock, top-tier IP support on an international stage.

Our IP attorneys are highly educated and experienced across a wide range of industries, including: technology, media and telecommunications; life sciences; retail and consumer products; private equity; financial services; health care; and education. Whether the goal is protecting IP assets, forming a venture, securing capital, developing technology, issuing securities, licensing IP rights or making acquisitions, our IP team stands ready to offer cohesive and comprehensive guidance.

**Intellectual Property Offerings**

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Scott McKeown



- [Impact of changes at the PTAB on patent owners](#)

# Have Clear Calls To Action (TOFU)

## Taking Action in an Auto Accident Lawsuit

The statute of limitations in New Hampshire is three years from the date of the car accident in most instances. This statute of limitations holds for both personal injury and property damage. If you fail to file a lawsuit before the statute of limitations runs out, your case will not be heard in court. **Reaching out to an experienced auto accident attorney** can help you file your claim in court.

To learn more about the practice of Burns, Bryant, Cox, Rockefeller & Durkin, use the form to the right or call us at 1-800-371-3228 today!

**FREE EBOOK**

GUIDE TO  
—AUTO—  
ACCIDENTS

Personal Injury Claims

[Download Here](#)



# Improve Internal links / # of Pgs. Visited

## Yesterday's data won't perform today

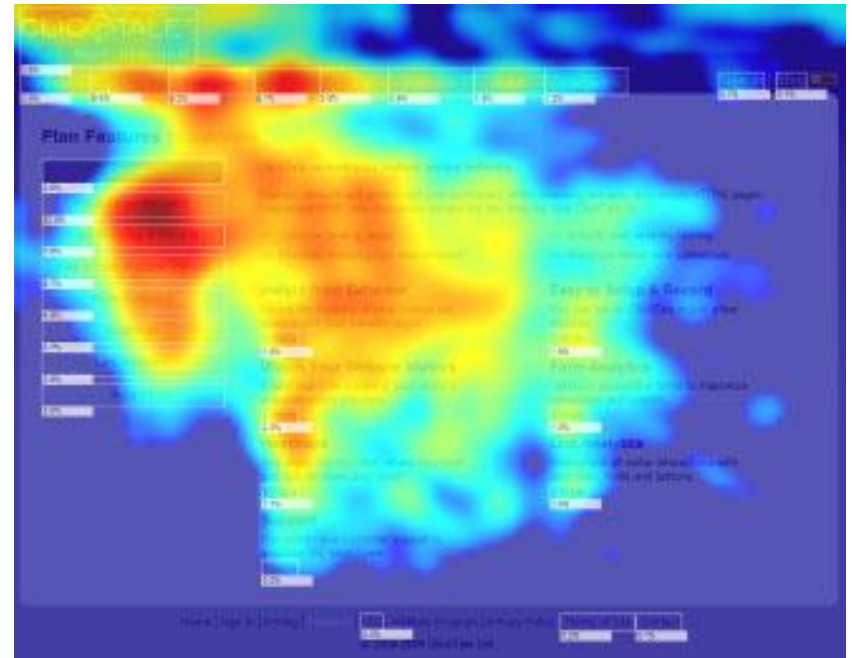
One huge challenge content marketers face when creating content for a new topic is that it's hard to get any useful data. No database in the world (besides Google's own [index](#)) can automatically include everything as soon as it's picked up by the [Googlebot](#), which logically means that things will have lost at least some of their freshness by the time a search database has incorporated them.

Until now.

With the "on-demand brief" feature of the [Searchmetrics Content Experience](#), content planners can now pull up real-time data on any keyword they can think of, replete with all the insights needed to define a fully-fledged content brief. This is what your writers need, not just to create not just great content, but to create content that search engines will love too.



# Do User Tests and Use Heat Maps to Improve Time on Site



Tools: [usertesting.com](http://usertesting.com), [userthink.com](http://userthink.com), [crazyegg.com](http://crazyegg.com), [hotjar.com](http://hotjar.com), [clicktale.com](http://clicktale.com)

## 5. Correct Technical Problems

- Set up a site audit [semrush.com/features/site-audit](https://semrush.com/features/site-audit)
- Use HTTPS
- Google says: Slow mobile pages start to load in over 2.5 seconds.
- Fix broken links, indexing and sitemap issues
- Fix too long/short/missing/duplicate title tags and meta descriptions
- All 100 of the top 100 domains are mobile-friendly.
- Since not all URLs make use of H2s, Searchmetrics recommends using them for a competitive advantage

Complete list at [legalmarketingreview.com/downloads](https://legalmarketingreview.com/downloads)

# Custom 404 Pages



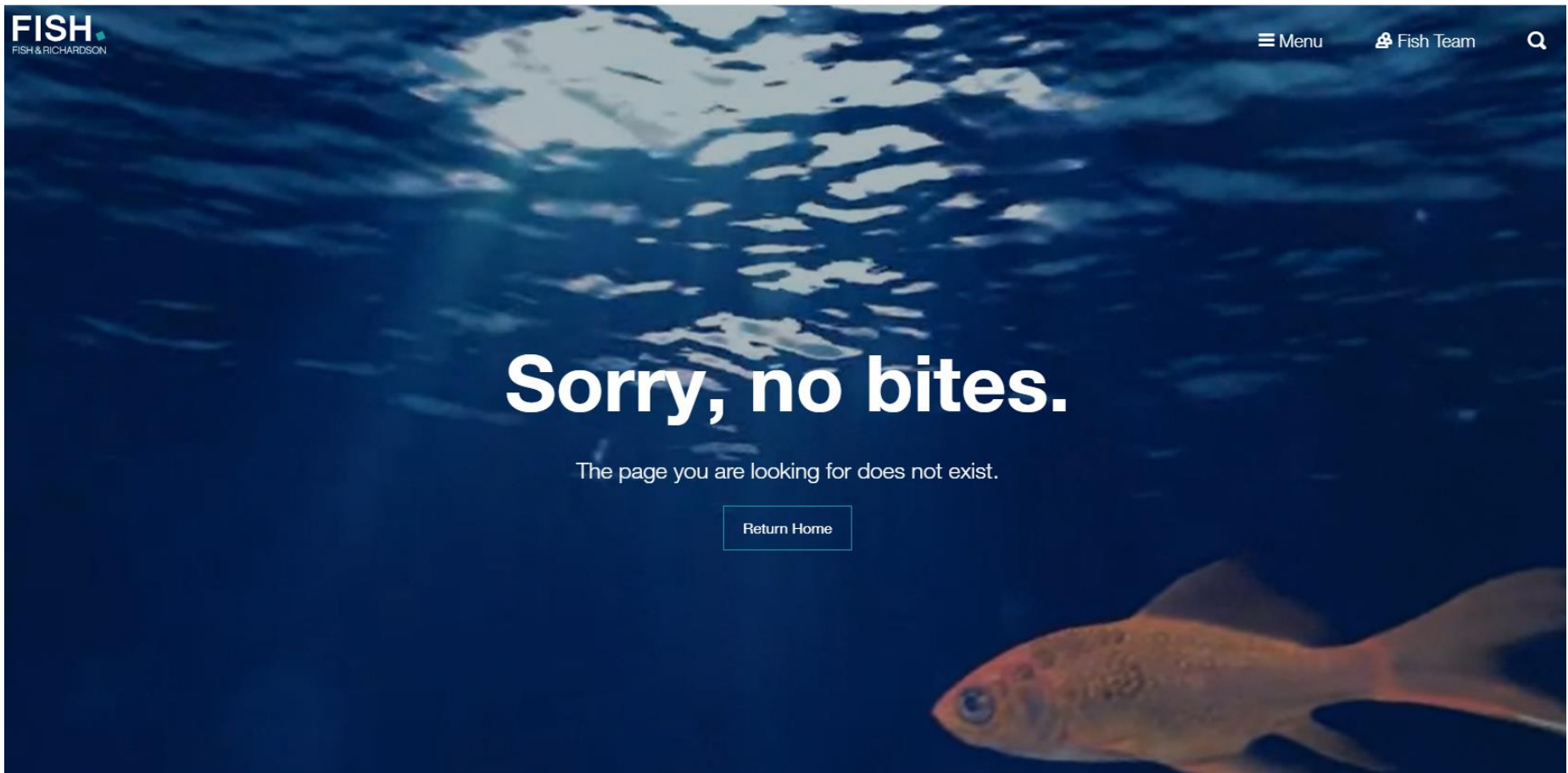
[Home](#) [What We Do](#) [Our Work](#) [Doodles](#) [Contact](#) [Blog](#)

## Ahhhhhhhhhhhh! This page doesn't exist

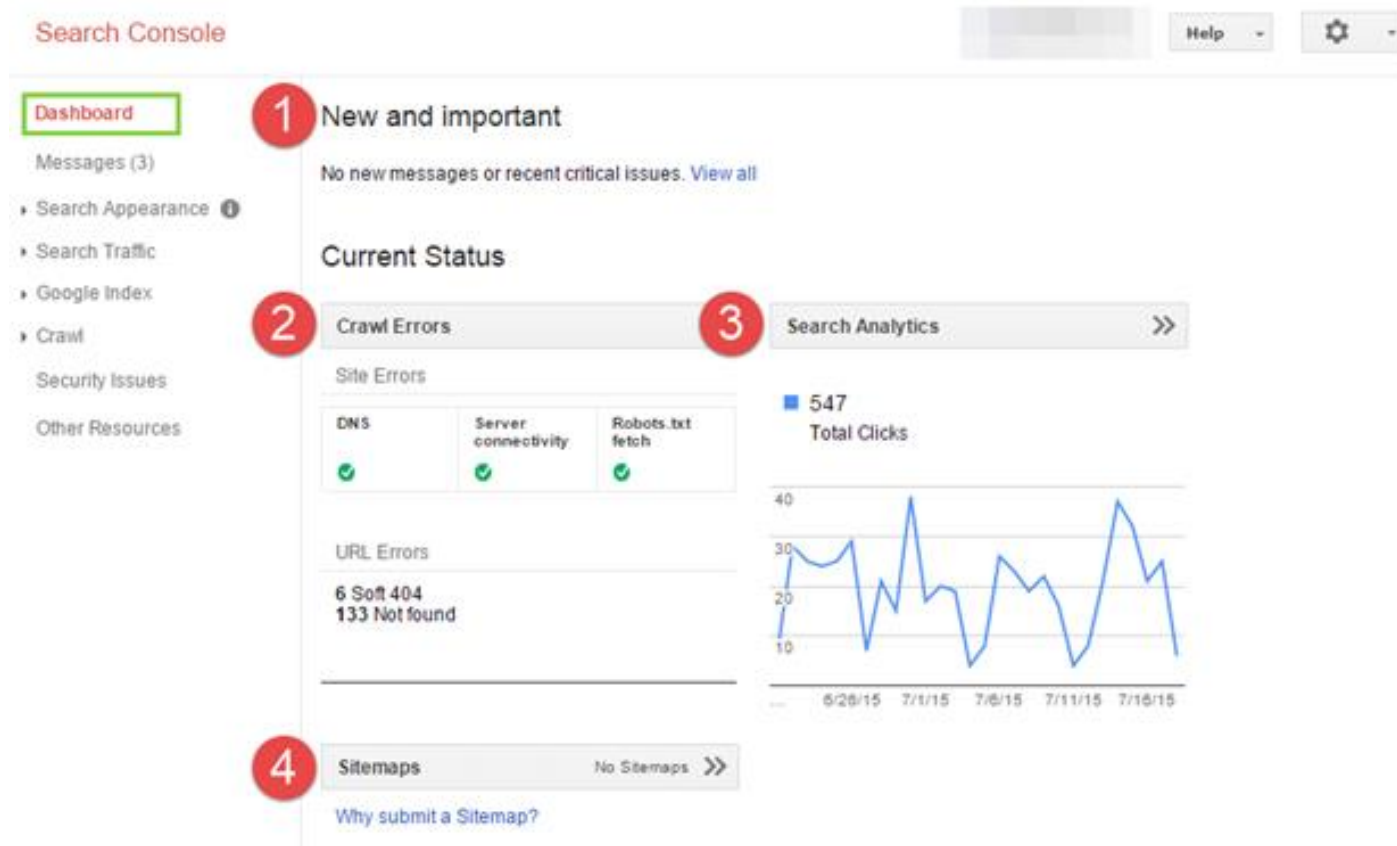
Not to worry. You can either head back to [our homepage](#), or sit there and listen to a goat scream like a human.



# Creative 404 page from Fish & Richardson



# Set Up and Use Google Search Console



Tools: <https://search.google.com/search-console/welcome>



# Optimize Mobile UX / Site Speed

Report generated: Thu, May 28, 2015, 1:44 PM -0700

Test Server Region: Vancouver, Canada

Using: Firefox (Desktop) 25.0.1, Page Speed 1.12.16, YSlow 3.1.8



Looks like you're running WordPress

[Have a look at our WP optimization tips »](#)



Looks like you might not be using a CDN

[Why should I use a CDN? »](#)

## Summary

Page Speed Grade:

(53%)↓

E

YSlow Grade:

(64%)↓

D

Page load time: 25.60s

Total page size: 4.14MB

Total number of requests: 537

## Breakdown

Page Speed

YSlow

Timeline

History

### RECOMMENDATION

### GRADE

### TYPE

### PRIORITY

Leverage browser caching

F (1)



Server

High

Enable gzip compression

F (2)



Server

High

Defer parsing of JavaScript

F (19)



JS

High

Optimize Images

F (49)



Images

High

Specify image dimensions

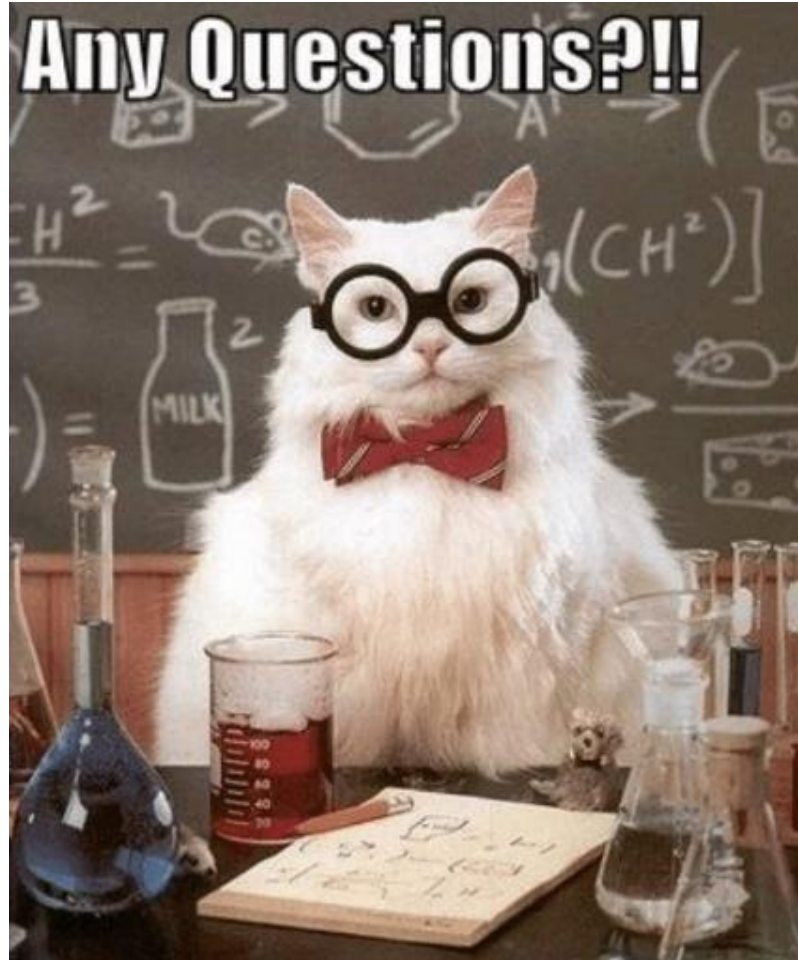
D (64)



Images

High

Tools: [gtmetrix.com](http://gtmetrix.com), [developers.google.com/speed](http://developers.google.com/speed)

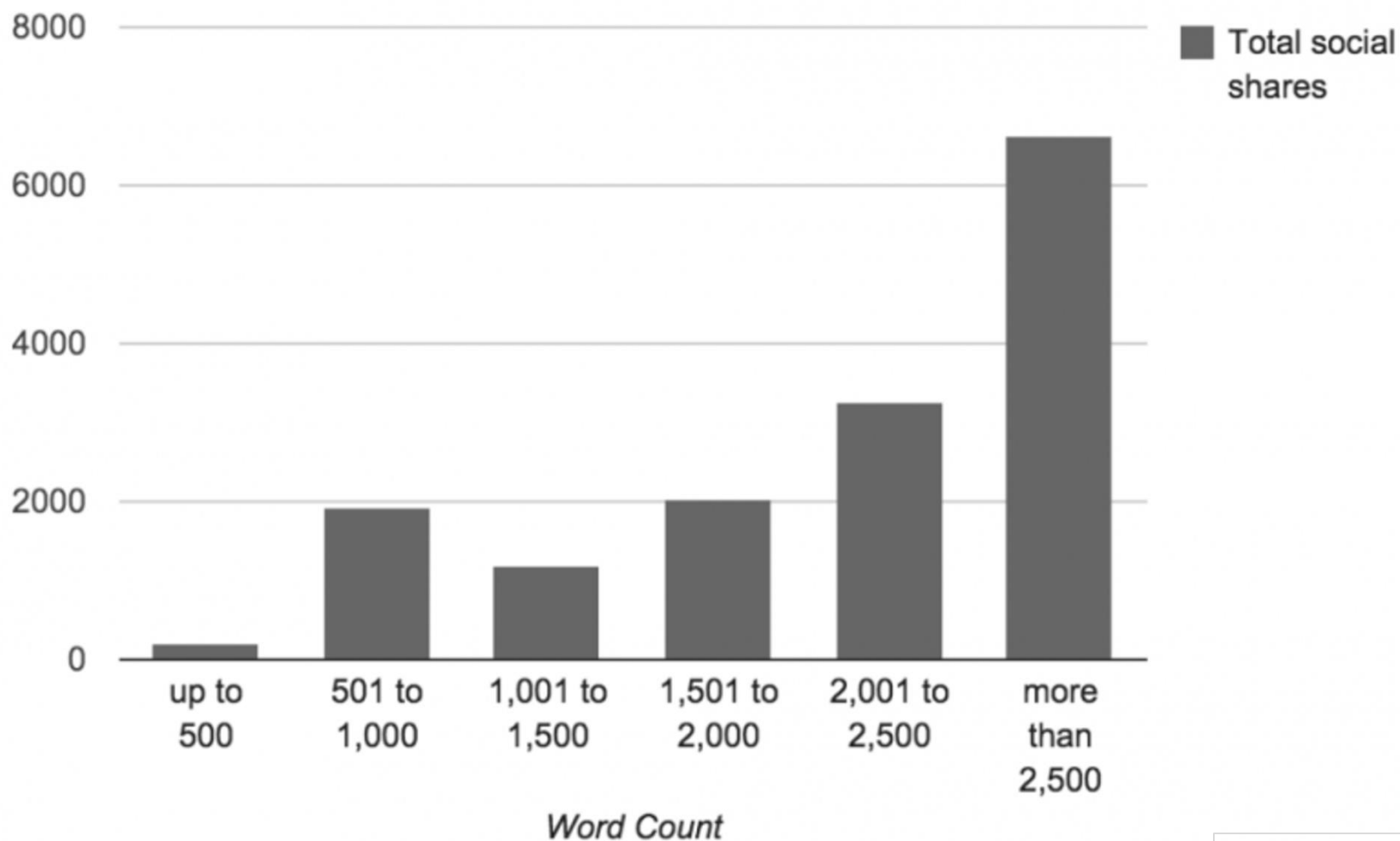




## 6. Optimize “Supportive” Social Signals

- There is an extremely high **correlation** between social signals and ranking position, despite Google saying social is not a direct ranking factor.
- Facebook Ads, boosts and groups can get your link worthy content linked to which directly affect SEO.
- YouTube is more “Popular” than Facebook and since videos appear for certain searches, you miss out on those highly visible features if you don’t have videos.
- Journalists love Twitter and more likely interview you if you look alive on social
- LinkedIn Builds thought leadership with a business audience who can share and link to your content.
- Brands rank better and few popular brands do not have strong social.

## Word Count and Social Shares



Source: Buffer

# Understand The Most Shared Content

**ahrefs** Dashboard Alerts Site Explorer Content Explorer Keywords Explorer Tools ▾

http://www.natlawreview.com × \*.domain/\* 🔍 ⚙️ Settings

**Overview**  
**Backlink profile ▾**  
Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchors

- Top referring content
- Referring IPs

**Organic search ▾**  
Organic keywords

- New
- Movements

Top pages 🔥Competing domainsCompeting pagesContent gap 🔥  
**Pages ▾**  
Best by linksBest by links' growthBest by sharesTop content

## The Best Pages by Shares <sup>i</sup>

Platforms ▾ Languages ▾ Search in results 🔍

256,830 results

| # | Page   | 🐦   | 📘    | 📌    | 🌐   | 📌  | Total |
|---|--|-----|------|------|-----|----|-------|
| 1 | <b>5 Easy Ways to Grow Your Email Marketing List   The National Law Review</b><br><a href="http://www.natlawreview.com/article/5-easy-ways-to-grow-your-email-marketing-list">www.natlawreview.com/article/5-easy-ways-to-grow-your-email-marketing-list</a> ▾ EN CMS  | 216 | 232  | 203  | 16  | 3  | 670   |
| 2 | <b>Lawyers May Advise on Clients' Social Media Clean-Up   The National Law Review</b><br><a href="http://www.natlawreview.com/article/lawyers-may-advise-clients-social-media-clean">www.natlawreview.com/article/lawyers-may-advise-clients-social-media-clean</a> ▾ EN CMS                                   | 249 | 154  | 28   | 186 | 1  | 618   |
| 3 | <b>National Law Review: latest business law news and legal analysis</b><br><a href="http://www.natlawreview.com/">www.natlawreview.com/</a> ▾ EN CMS   | 383 | 119  | 5.7K | 11  | 0  | 6.2K  |
| 4 | <b>Michael Best &amp; Friedrich LLP   The National Law Review</b><br><a href="http://www.natlawreview.com/organization/michael-best-friedrich-llp">www.natlawreview.com/organization/michael-best-friedrich-llp</a> ▾ EN CMS   | 92  | 148  | 1    | 95  | 0  | 336   |
| 5 | <b>3.7 Million Americans Use Legal Self-Help Centers: ABA Report   The National Law Review</b><br><a href="http://www.natlawreview.com/article/37-million-americans-use-legal-self-help-centers-aba-report">www.natlawreview.com/article/37-million-americans-use-legal-self-help-centers-aba-report</a> ▾ CMS | 67  | 1.1K | 18   | 73  | 0  | 1.2K  |
| 6 | <b>Top Social Media Trends in 2015   The National Law Review</b><br><a href="http://www.natlawreview.com/article/top-social-media-trends-2015">www.natlawreview.com/article/top-social-media-trends-2015</a> ▾ EN CMS  | 729 | 179  | 11   | 61  | 14 | 994   |
| 7 | <b>New Intellectual Property (IP) Enforcement Policy in the EU   The National Law Review</b>   | 67  | 73   | 2    | 59  | 0  | 201   |

Tools: ahrefs.com

## 7. Have a concrete plan for earning links

- The correlation for backlinks remains high, but their importance is set to continue its decline.
- For certain niche topics its possible to obtain a high ranking without a lot of high quality backlinks.

# Use the right tools

| ahrefs           |                    | IF Domain Rank |
|------------------|--------------------|----------------|
| Referring Domain |                    |                |
| 1.               | wordpress.org      | 96             |
| 2.               | plus.google.com    | 94             |
| 3.               | apple.com          | 92             |
| 4.               | en.wikipedia.org   | 91             |
| 5.               | bit.ly             | 89             |
| 6.               | lofter.com         | 89             |
| 7.               | vimeo.com          | 89             |
| 8.               | huffingtonpost.com | 87             |
| 9.               | mashable.com       | 87             |
| 10.              | secureserver.net   | 87             |
| 11.              | joomla.org         | 86             |
| 12.              | feedburner.com     | 85             |
| 13.              | shareaholic.com    | 85             |
| 14.              | forbes.com         | 84             |
| 15.              | reddit.com         | 84             |

Tools: ahrefs.com

# Media Coverage = Authority

## **prleads.com**

- \$99 a month, emails as often as every 30 minutes
- Leads are completely customized to fit your expertise
- Less competition from other responders

## **helpareporter.com (HARO)**

- Free to sign up for 3x daily emails
- Paid: filters, profile, mobile alerts
- “Submit a New Pitch”

- Overview
- Backlink profile
- Backlinks
  - New
  - Lost
  - Broken
- Referring domains
  - New
  - Lost
- Anchor
- Top referring content
- Referring IPs
- Organic search
- Organic keywords
  - New
  - Movements
- Top pages
- Competing domains
- Competing pages
- Content gap
- Pages
- Best by links
- Best by links' growth
- Best by shares
- Top content

# The Best Pages by Backlinks

Platforms

Languages

All HTTP codes

Search in results

🔍

258,424 results

| # | Page  | UR ↓ | RD  | Dofollow | Nofollow |
|---|---|------|-----|----------|----------|
| 1 | National Law Review: latest business law news and legal analysis<br>www.natlawreview.com/ EN CMS  | 48   | 416 | 23,981   | 271      |
| 2 | Despite Brexit, UK to Implement the EU General Data Protection Regulation   The National Law Review<br>www.natlawreview.com/article/despite-brexit-uk-to-implement-eu-general-data-protection-regulation-0 EN CMS | 30   | 66  | 72       | 11       |
| 3 | The National Law Review Terms of Use   The National Law Review<br>www.natlawreview.com/national-law-review-terms-use EN CMS   | 29   | 44  | 527      | 7        |
| 4 | The National Law Review Privacy Policy   The National Law Review<br>www.natlawreview.com/national-law-review-s-privacy-policy EN CMS  | 28   | 43  | 523      | 8        |
| 5 | Search   The National Law Review<br>www.natlawreview.com/nlr-legal-analysis-and-news-database-search EN CMS   | 28   | 41  | 513      | 7        |
| 6 | Contact Us   The National Law Review<br>www.natlawreview.com/contact-us EN CMS  | 26   | 32  | 497      | 9        |
| 7 | Legal Marketing Stats Lawyers Need to Know   The National Law Review<br>www.natlawreview.com/article/legal-marketing-stats-lawyers-need-to-know EN CMS  | 26   | 37  | 189      | 6        |

Controversial Content Gets Links

Tools: ahrefs.com

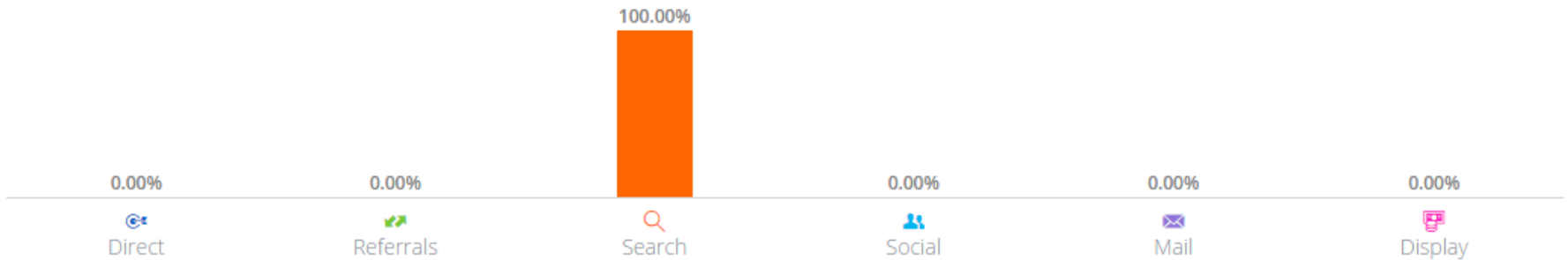


## 8. Optimize for all Traffic Sources – Brand Build

Traffic Sources ⓘ

🖥️ On desktop

 SimilarWeb



Tools: [similarweb.com](https://similarweb.com)

# RETHINK SEO COMPLETELY!!!

## Classic On-Site SEO

(ranking inputs)

Keyword Targeting

Quality & Uniqueness

Crawl/Bot Friendly

Snippet Optimization

UX / Multi-Device

Source: [contentmarketinginstitute.com/2016/03/future-content-rankings](http://contentmarketinginstitute.com/2016/03/future-content-rankings)

# RETHINK SEO COMPLETELY!!!

| Classic On-Site SEO<br>(ranking inputs) | New On-Site SEO<br>(searcher outputs) |
|---|---------------------------------------|
| Keyword Targeting                       | Relative CTR                          |
| Quality & Uniqueness                    | Short vs. Long-Click                  |
| Crawl/Bot Friendly                      | Content Gap Fulfillment               |
| Snippet Optimization                    | Amplification & Loyalty               |
| UX / Multi-Device                       | Task Completion Success               |

Source: [contentmarketinginstitute.com/2016/03/future-content-rankings](http://contentmarketinginstitute.com/2016/03/future-content-rankings)

# Be On the Right Platform For Your SERPs:

Videos: YouTube Vimeo Facebook

E-Commerce: G Shopping Amazon eBay Etsy

Podcasts: iTunes Libsyn G Soundcloud

Local Businesses: G Apple Maps Bing Maps

News: G News

Apps: iTunes G

Source: Rand Fishkin (Map keywords to content types and pages)

## 9. Use Authority Marketing



Expertise, Authoritativeness, Trustworthiness

Tools: [authoritymarketing.com/quiz](https://authoritymarketing.com/quiz)

## Julie E. Manser

### Associate

Exton, PA

610.458.6705



Julie serves as an advocate in family law matters for clients in Eastern Pennsylvania, particularly in the counties of Chester, Montgomery, Bucks, Delaware, Lancaster, Berks and Lehigh. She has handled cases for clients resident in West Chester, Norristown, Doylestown, Media, Reading and Allentown. Throughout her career, Julie's practice has focused on family law litigation and related matters, such as:

- Litigation, mediation and arbitration of family law matters
- Matrimonial actions, including complex matters involving valuation issues and high conflict matters
- Custody and Parenting Time
- Alimony and child support
- Equitable distribution
- Appellate practice in family law matters
- Grandparent visitation
- Domestic violence
- Negotiation and preparation of prenuptial, postnuptial, and



### Biography

[News](#)[Publications](#)[Speaking Engagements/Events](#)[Blog](#)

### Practice Areas

[Family Law](#)[Litigation](#)

### Bar Admissions

Pennsylvania

### Education

J.D., cum laude, University of Pennsylvania  
Law School, 2005

M.B.E., University of Pennsylvania, Center for  
Bioethics, 2005

B.A., summa cum laude, University of  
Pennsylvania, 2002

### Memberships



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- 11.05.2013 What a Difference 16 Years Can Make: FTC Approves Merger Between Office Superstore Giants Office Depot and OfficeMax 
- 11.04.2013 ML Strategies Energy & Environment Update 
- 11.04.2013 ML Strategies Financial Services Legislative & Regulatory Update 
- 11.04.2013 ML Strategies Health Care Reform Update 
- 10.31.2013 Mintz Levin Health Care Qui Tam Update 

## MINTZ SPOTLIGHT



### Maintaining Good Client-Outside Counsel Relationships

Bob Bodian, the firm's Managing Member, speaks about how Mintz Levin works with inside counsel clients in Corporate Counsel magazine.



### VIDEO INSIGHTS

Our attorneys discuss the hottest issues affecting clients today.



SOCIAL MEDIA & BLOGS



WHAT'S HAPPENING EVENTS @ MINTZ





**“the era of fixed ranking factors is over.  
Today's ranking factors are fluid and  
flexible-they are as malleable as water.”**

**Searchmetrics**



# Conclusion

To succeed in SEO and content marketing, you must be able to shift as fast as algorithms do, have a technically proficient website and build real authority, based on content that has insight, not just content to satisfy search engines.

If you have true insight inside you, the rest will fall in line with the right help.

# Resources

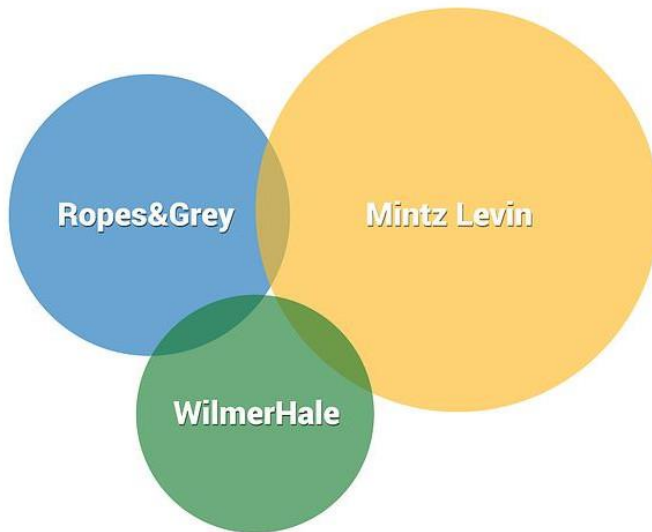
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