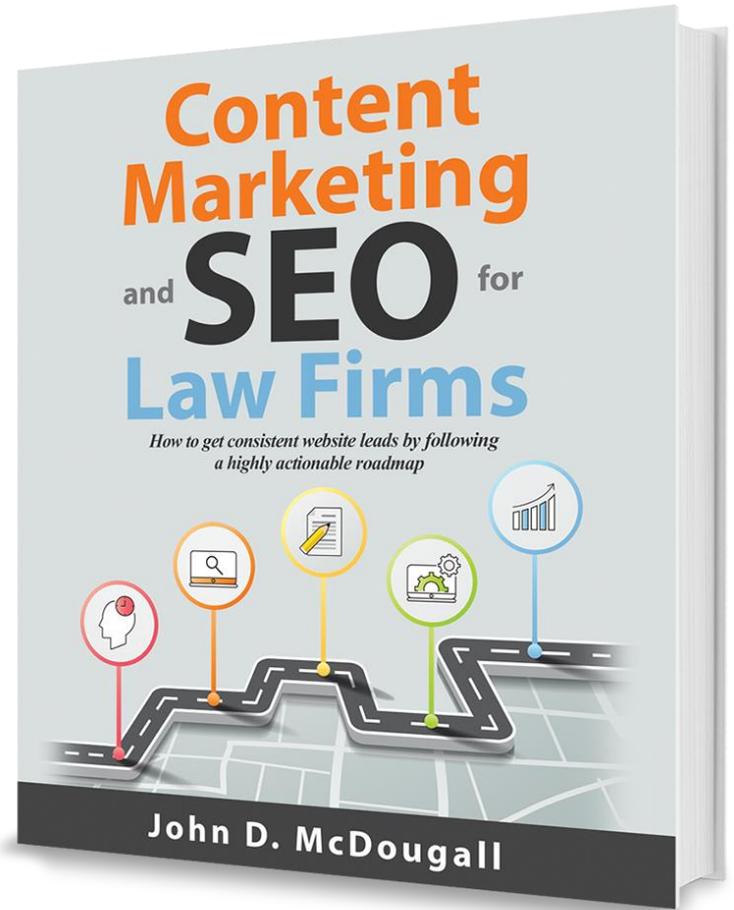


# How to Develop an Effective Law Firm **SEO Action Plan** for 2021

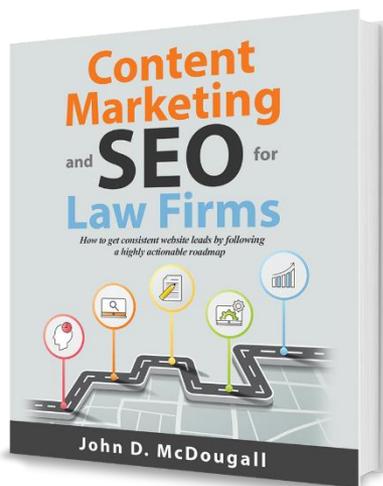
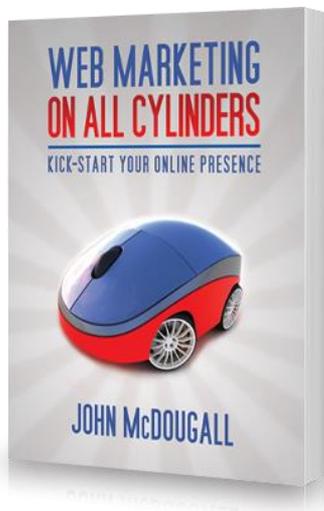


# Hosted by:



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

- 25 years of SEO experience
- College textbook author



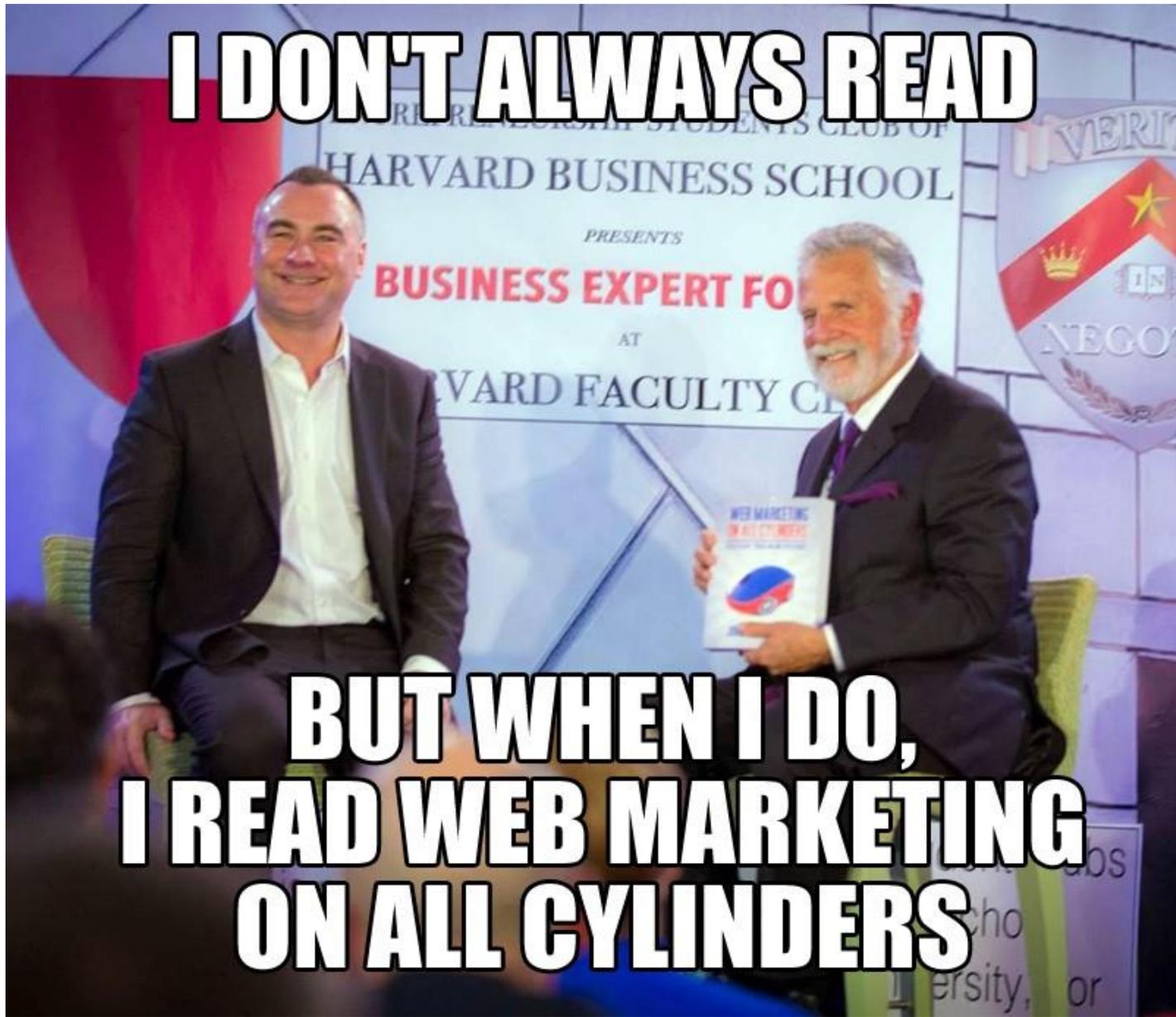
**John Maher**  
VP Multimedia  
and Digital Marketing  
**McDougall Interactive**

- Over 15 years experience in SEO and digital marketing
- Recording and podcast engineer
- Video editor and YouTube optimizer
- Musician
- Worked in radio at WEZE in Boston





**I DON'T ALWAYS READ**



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

# McDougall

MARKETING, ADVERTISING, &  
PUBLIC RELATIONS

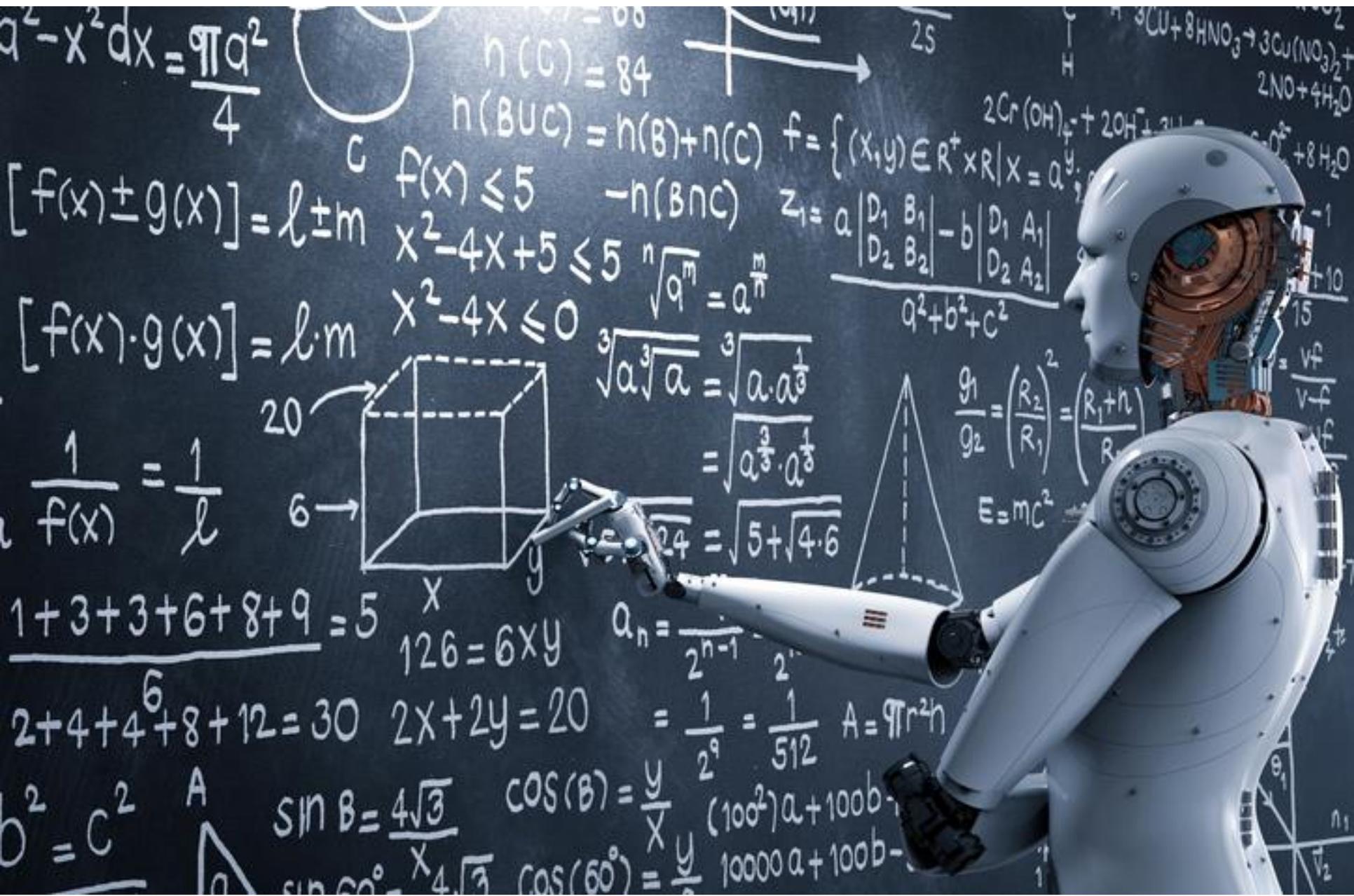


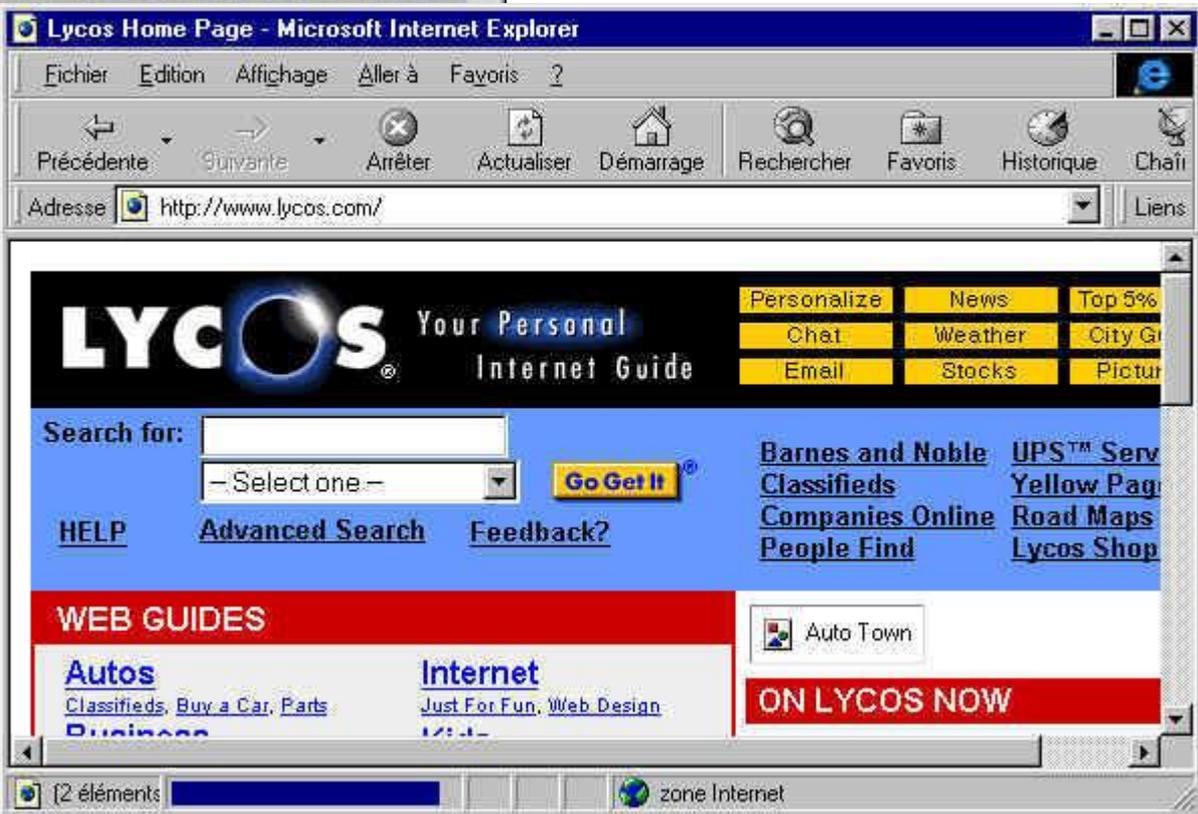
What's New  
Who We Are  
What We Do  
Drop Us A Line  
What We've Done

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

This site is best viewed in [Netscape](#).

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





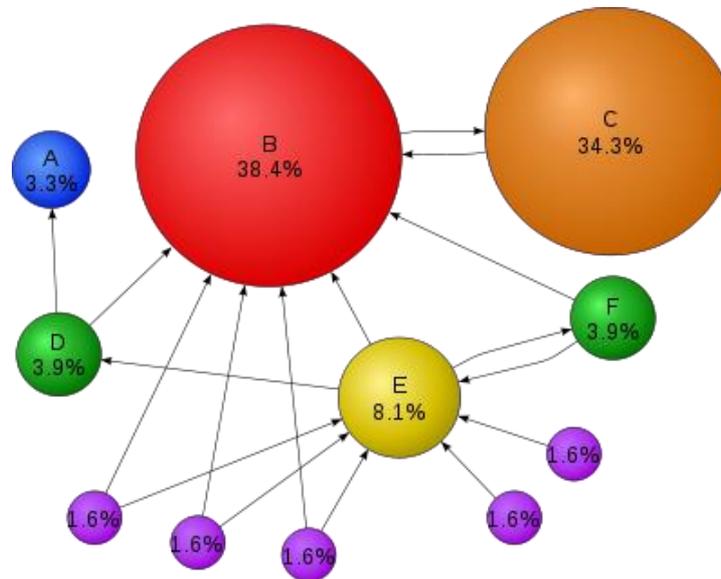
# Provisional patent on PageRank



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



# Google

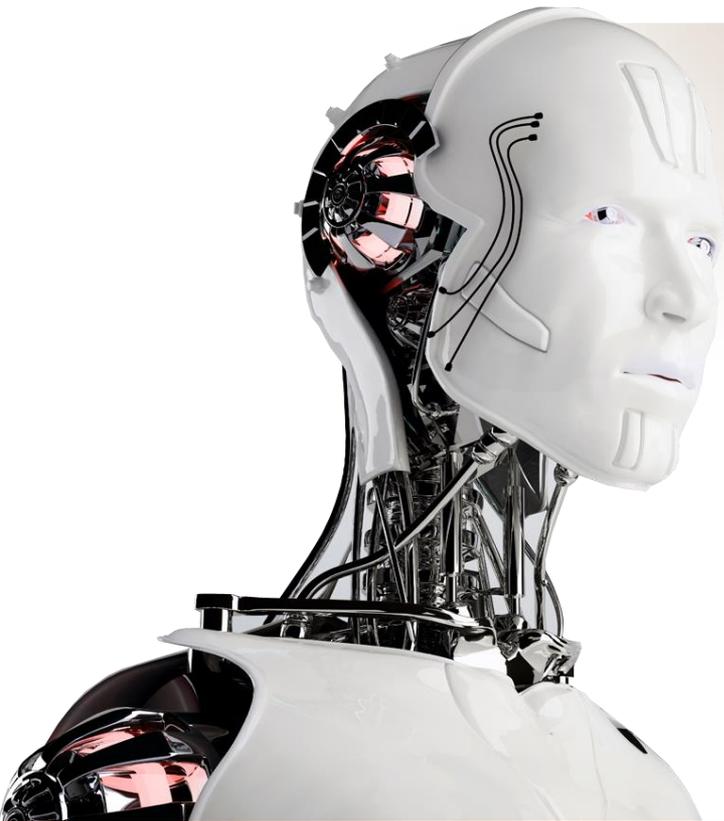
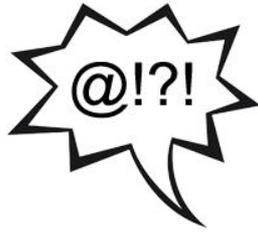


**Panda = No Low Quality**

# Google

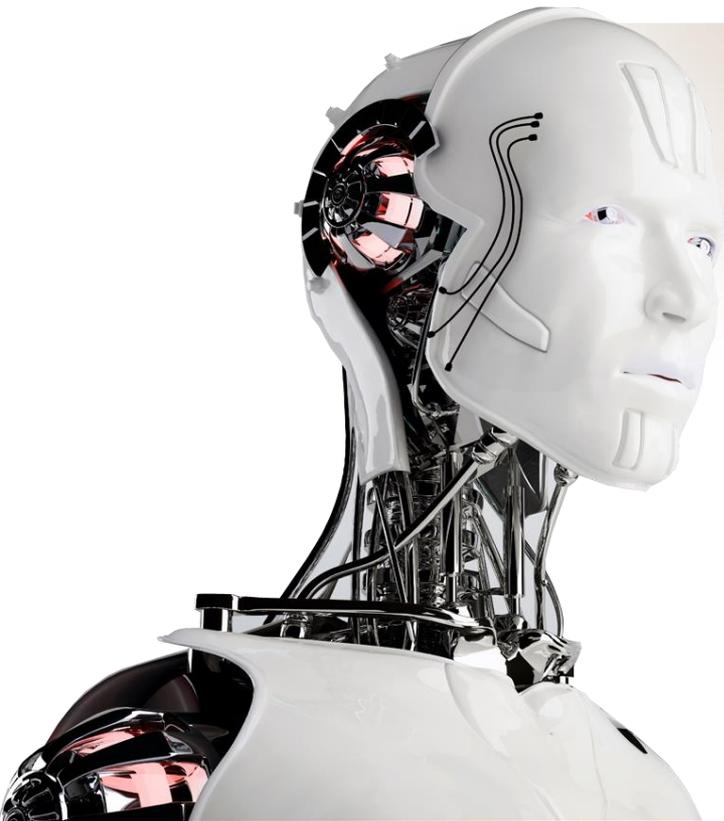
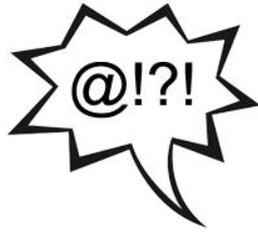


**Penguin = No Link Spam**



# Hummingbird 2013

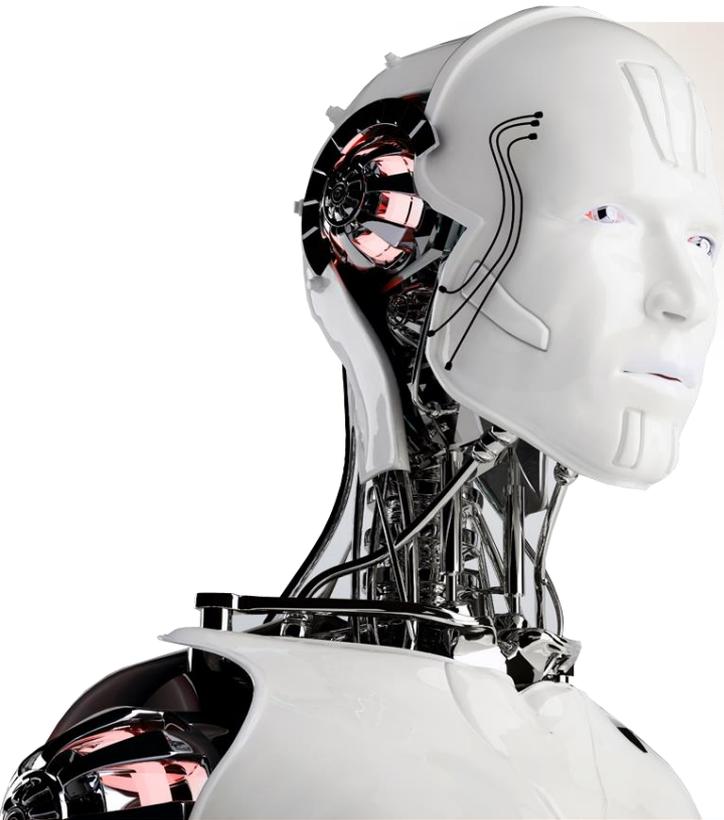
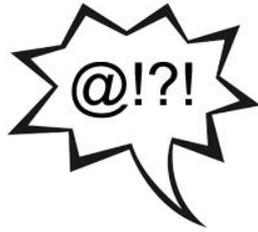




# Hummingbird 2013

# RankBrain 2015



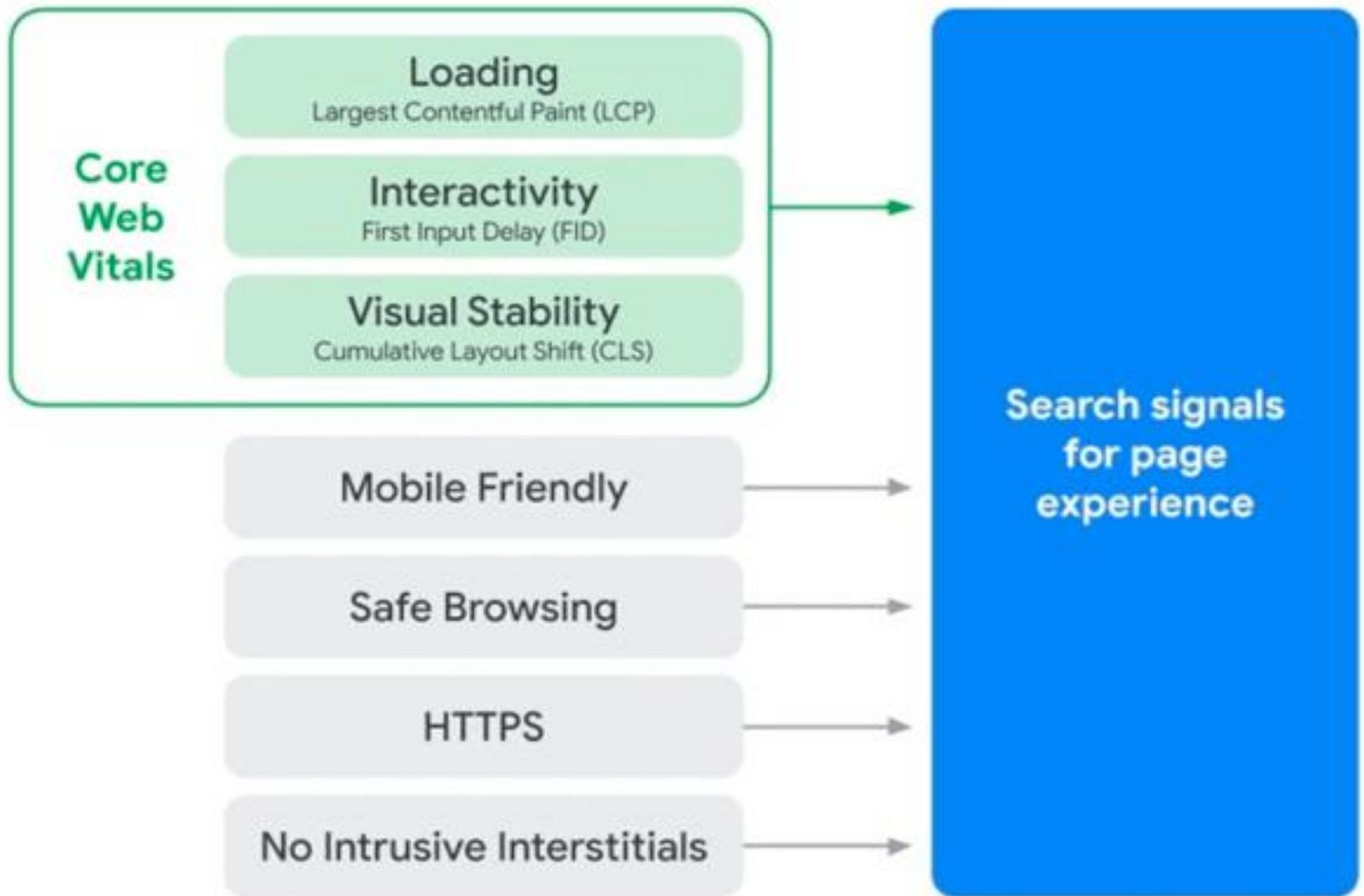


Hummingbird 2013

RankBrain 2015

BERT 2019





**MUM can answer complex search queries**  
and is 1,000 times more powerful than technologies like BERT.



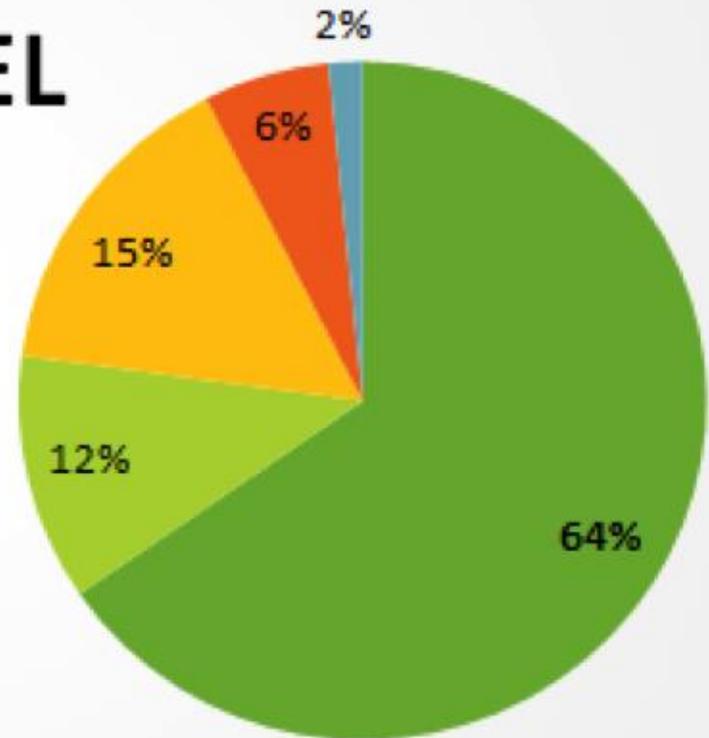
Conductor study of 310 million visits



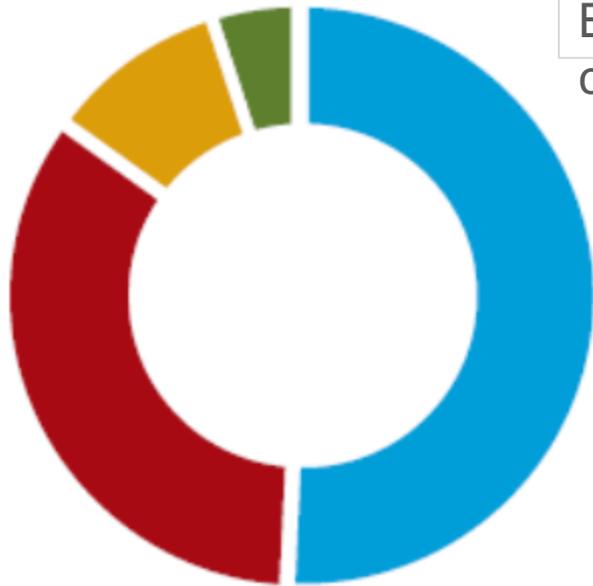
# WEB VISIT CHANNEL DISTRIBUTION

## BY CHANNEL

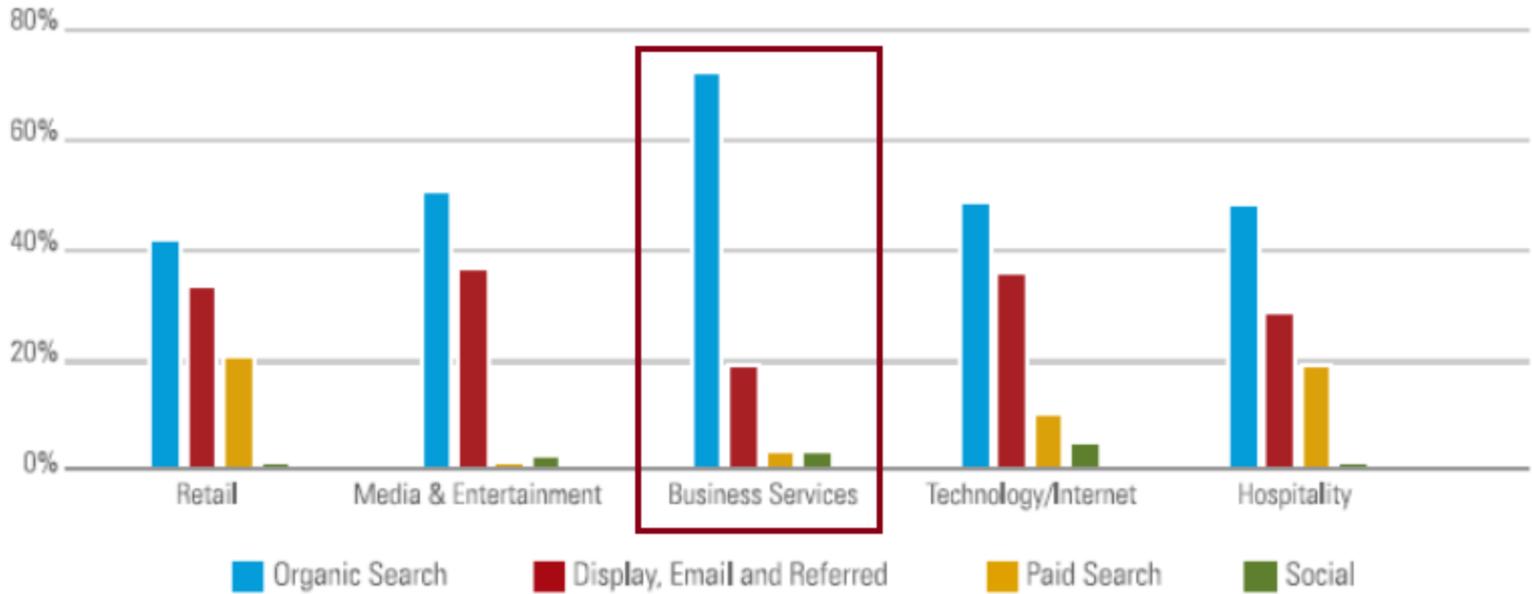
- Organic Search
- Direct
- Referral (w/o Social)
- Paid Search
- Social



BrightEdge study analyzed billions of pieces of content



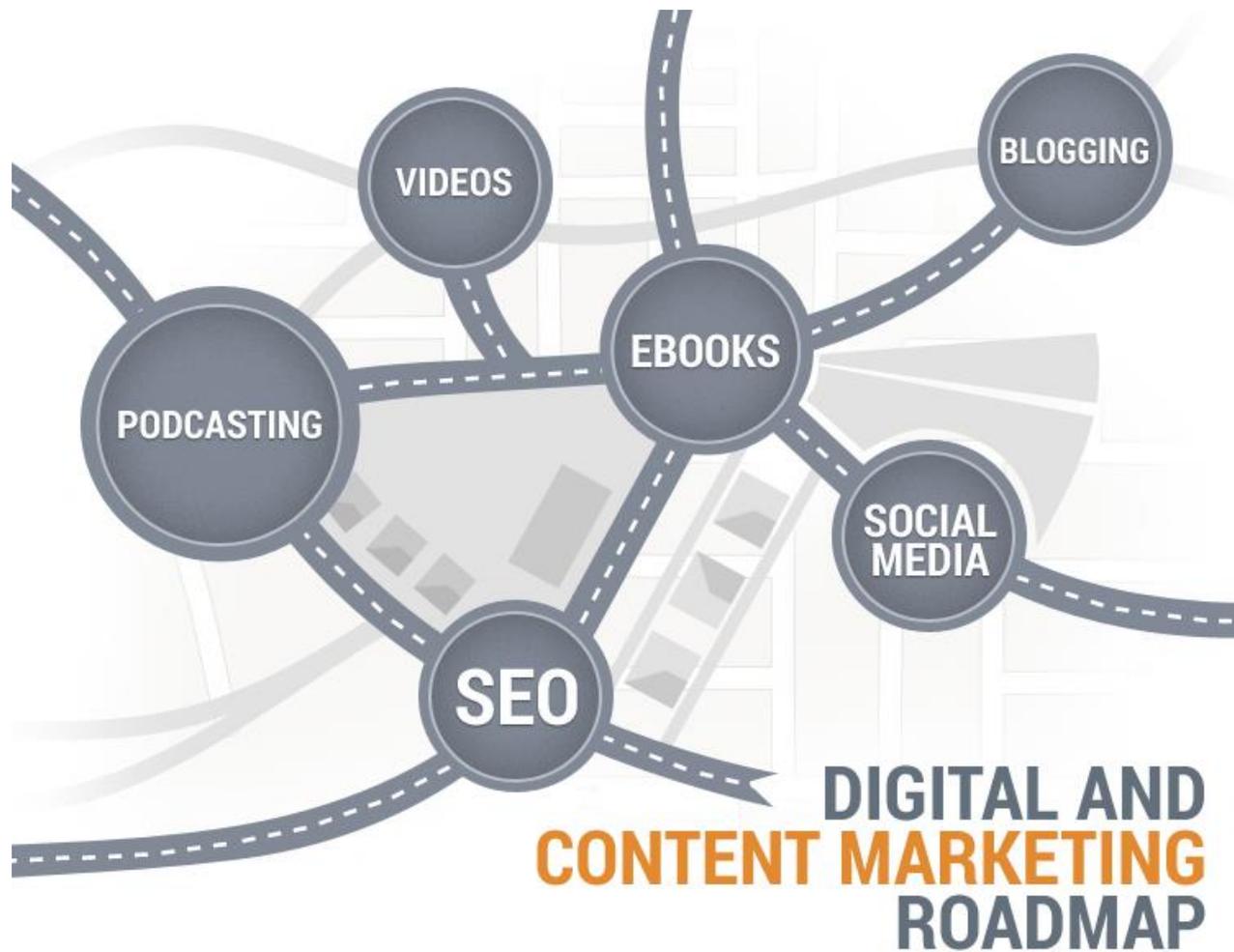
|                |     |
|----------------|-----|
| Organic Search | 51% |
| All Other      | 34% |
| Paid Search    | 10% |
| Social         | 5%  |





# Trends in Search

| <b>Keyword</b>                           | <b>CPC</b> |
|--|------------|
| 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 *i*  
**2.7M** 0.02%

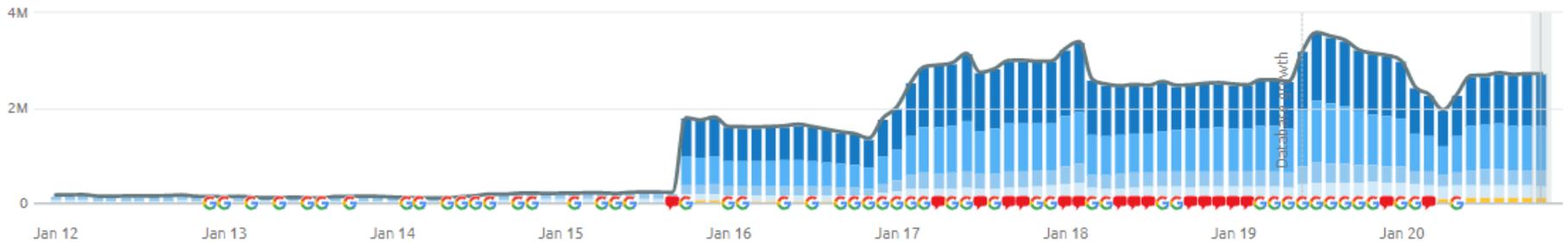
Traffic *i*  
**5.9M** -0.61%

Traffic Cost *i*  
**\$30M** -15.33%

## Organic Keywords Trend *i*

Top 3  4-10  11-20  21-50  51-100  Total |  Notes *v*

1M 6M 1Y 2Y All time



# Mintz.com

Keywords *i*  
**68.1K** 0.95%

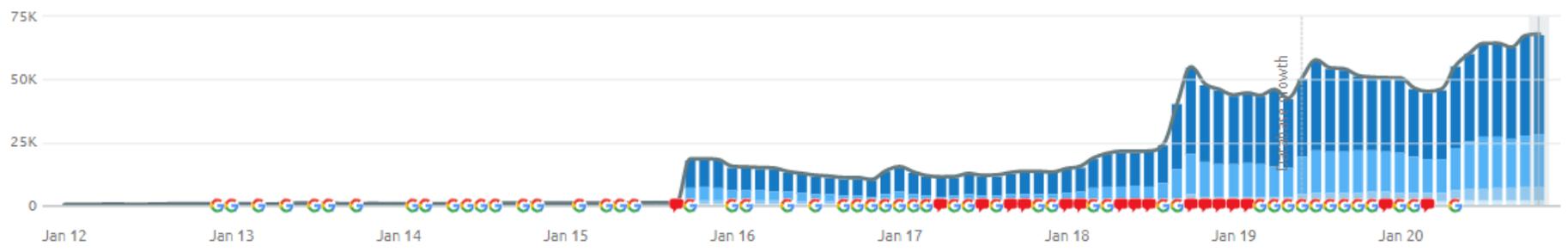
Traffic *i*  
**44.8K** 9.37%

Traffic Cost *i*  
**\$87.8K** 37.86%

## Organic Keywords Trend *i*

Top 3  4-10  11-20  21-50  51-100  Total |  Notes *v*

1M 6M 1Y 2Y All time



# 2021 SEO Landscape

- Content
- User Signals
- UX / Page Experience
- Tech / Core Web Vitals
- 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

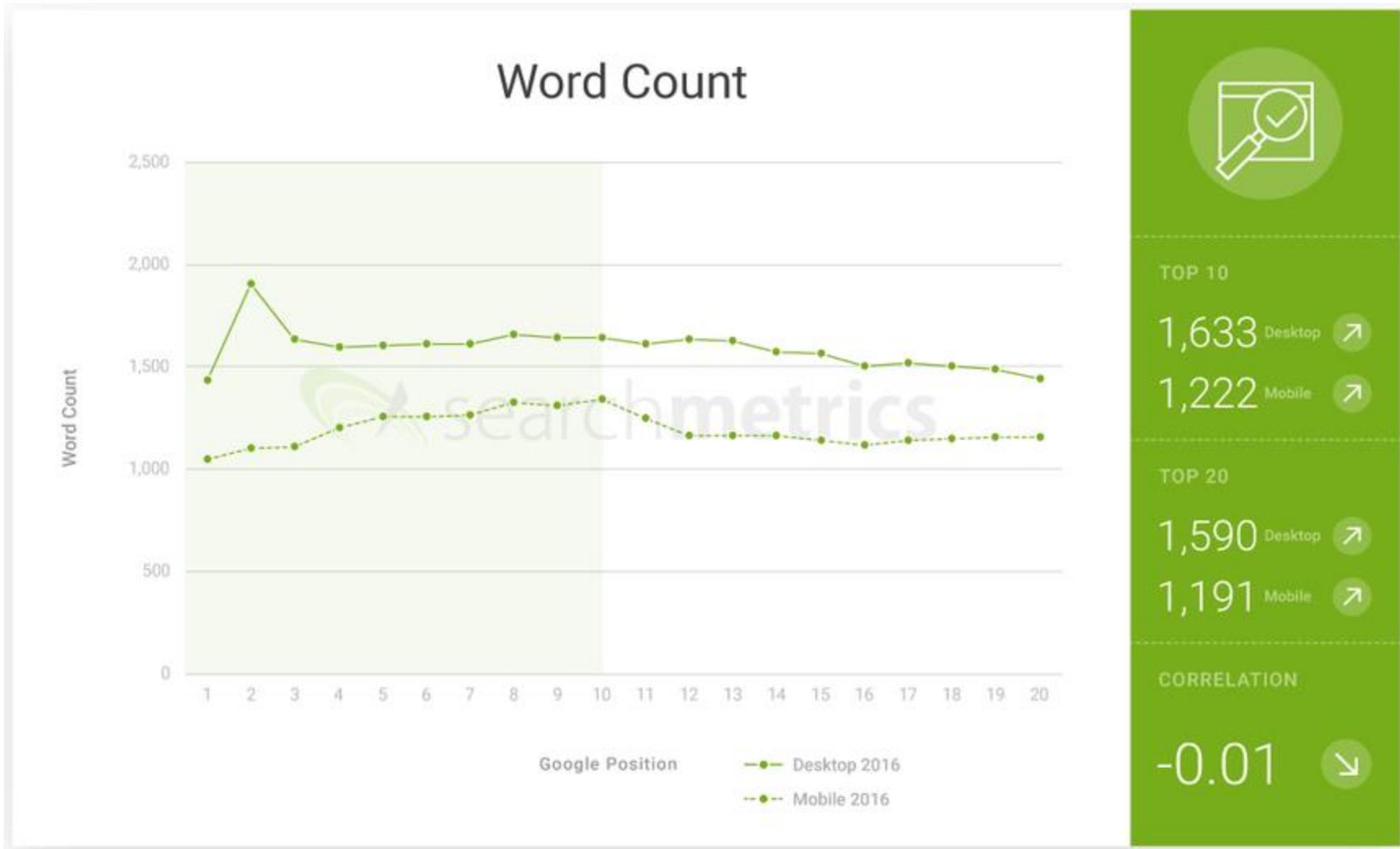
- Google Analytics
- SEMrush
- Advanced Web Ranking
- Etc.

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

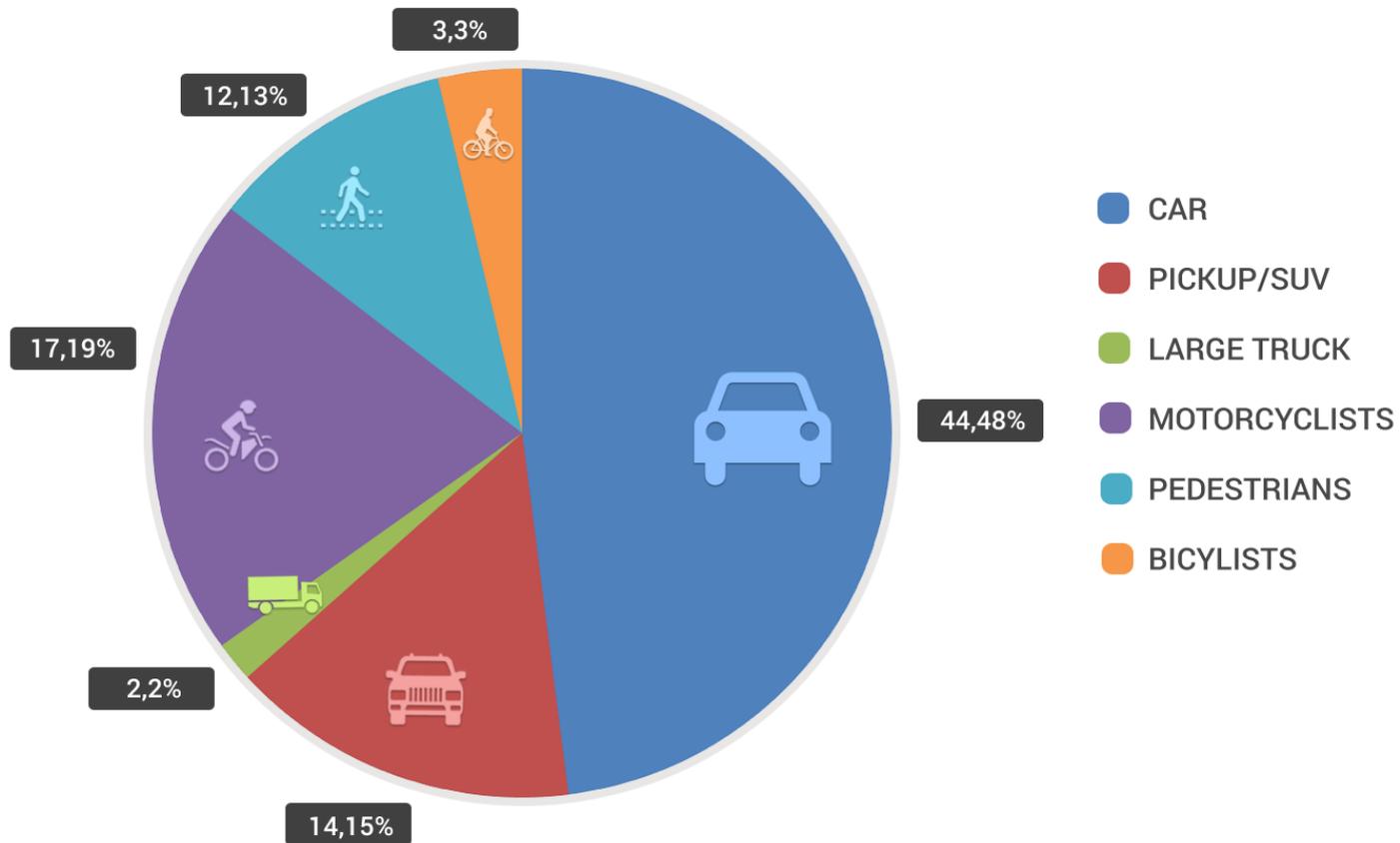
The United States suffered 29,989 fatal car accidents in 2014. As a result, 32,675 people lost their lives. That is 10.2 deaths per 100,000 people, and 1.8 deaths per 100 million vehicle miles traveled.

**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



**Mazow McCullough**  
The Importance Of Photographs In a Dog Bite Case

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6:25

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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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More 36



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



## Articles in the National Law Review by John McDougall

HOME > ARTICLES IN THE NATIONAL LAW REVIEW DATABASE >

| Date   | Title  |
|--------|--|
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| 7 Jan  | 2016 Legal Marketing Challenges Opportunities - Jim Matsoukas [PODCAST]                    |
| 4 Jan  | 2016 Legal Marketing Challenges and Opportunities with Russell Guest                       |
| 29 Dec | 2016 Legal Marketing Challenges and Opportunities with Robert Mazow [PODCAST]              |
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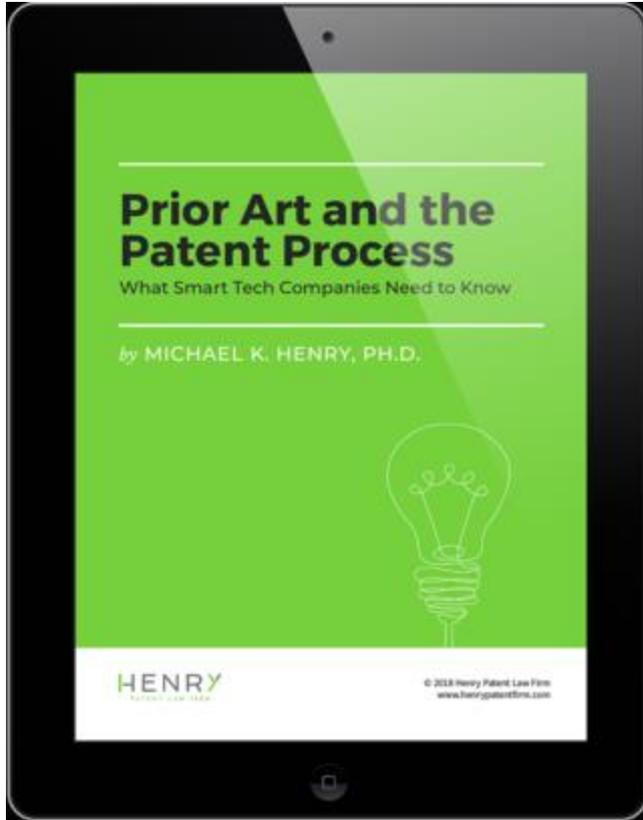
By Vedder Price

#### California Supreme Court Incommodes Wireless Access to Rights of Way

By Sheppard, Mullin, Richter & Hampton LLP

#### H-1B Electronic Registration Process

By K&L Gates



An advertisement for an ebook. On the left is a 3D rendering of the ebook cover, which features a close-up of a dog's face. A red diagonal banner in the top left corner of the ad says "FREE EBOOK!". The text on the ad reads: "WHAT YOU NEED TO KNOW ABOUT DOG BITE LAW", "What You Need to Know if You Are Attacked by a Dog in Massachusetts or New Hampshire", and "ROBERT S. MAROW &amp; KEVIN A. MCCLELLAND". To the right of the book is a large red button that says "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.

### ATTORNEYS



**DAVID D. AXTELL**

Partner  
Minneapolis



**STEPHEN J. COSENTINO, CIPP**

Partner  
Kansas City



What Happens If You Die Without A Will?



All News Images Maps Videos More Settings Tools

SEOquake

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-](#)

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### People also ask

Who inherits when there is no will?

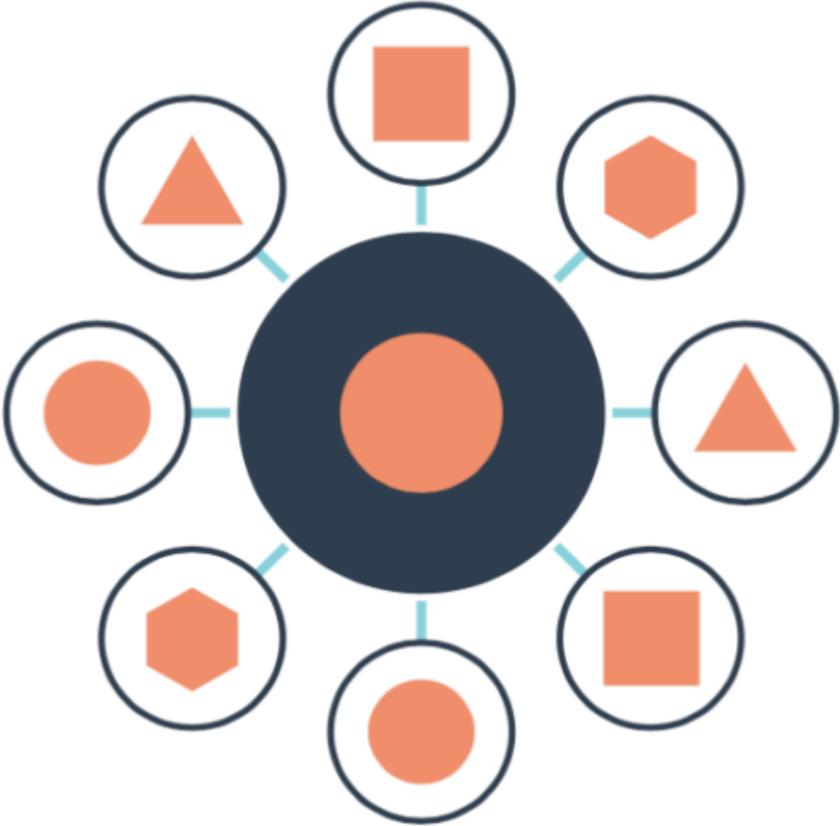
What happens if a single person dies without a will?

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     |
| <a href="http://constitution.findlaw.com/amendment25.html">constitution.findlaw.com/amendment25.html</a>   | 267    |
| <a href="http://family.findlaw.com/child-support/child-support-overview.html">family.findlaw.com/child-support/child-support-overview.html</a>                           | 14     |
| <a href="http://family.findlaw.com/marriage/common-law-marriage.html">family.findlaw.com/marriage/common-law-marriage.html</a>   | 64     |
| <a href="http://constitution.findlaw.com/amendment5.html">constitution.findlaw.com/amendment5.html</a>   | 722    |
| <a href="http://findlaw.com">findlaw.com</a>   | 20,824 |
| <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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I'M LOOKING FOR...



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

TOPIC ▼   TYPE ▼   PUBLISHED ▼   **APPLY**

- TYPE
- Blog
- Advisory
- 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       |



(Data from 1/2020)

# Content for Specific User Intent



Spender



Backpacker



Intellectual

# Content for Specific Actions

## Our Services



### Patents

Our team recognizes the importance of identifying and securing one's technological innovations through patent protection and we work with our clients to develop their Patent portfolio both in the U.S. and abroad.

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In today's competitive world based economy, protecting your company's name, as well as achieving product recognition is vital. Our team assists our clients in navigating the Trademark process to secure their names, slogans, and logos.

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### IP Litigation

Sometimes, clients are required to enforce their intellectual property against third-party infringers, while others may be required to defend against allegations of potential infringement. Our team fights for our clients to enforce intellectual property, settle disputes, and defend against claims.

[Learn More](#)  [Our Work](#)

# 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

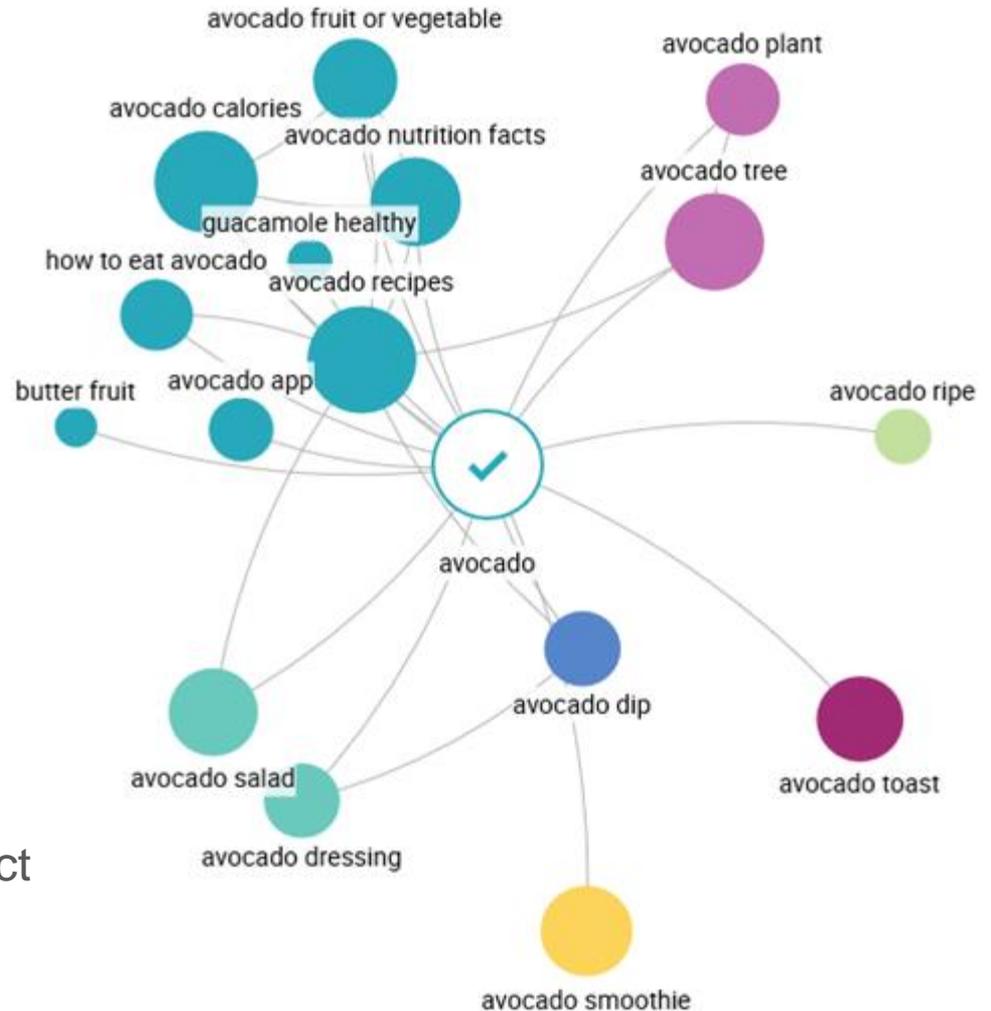
Top 10 have 7.5 instances

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.

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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

# 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                       |
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| 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              |

# Resources/Tools (for this section)

1. semrush.com
2. gtmatrix.com
3. webpagetest.org
4. google.com/webmasters/tools/mobile-friendly
5. google.com/analytics
6. google.com/webmasters/tools/home?hl=en
7. search.google.com/search-console/mobile-friendly
8. ahrefs.com

[legalmarketingreview.com/downloads](http://legalmarketingreview.com/downloads)

**QUESTIONS???**



# Free Strategy Call Offer

If you want guidance on content marketing and SEO, we have a new course with weekly group coaching calls.

Email or call me to set up a call if interested in learning more about our new method of getting more leads and sales:

[john@talkmarketing.com](mailto:john@talkmarketing.com) 978-423-4274

**Talk Marketing Academy**

Talkmarketing.com (You can book a call through my calendar here)

**Looking for 5-10 students at a reduced rate in our launch phase. 50% off this week only.**

# 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 ...

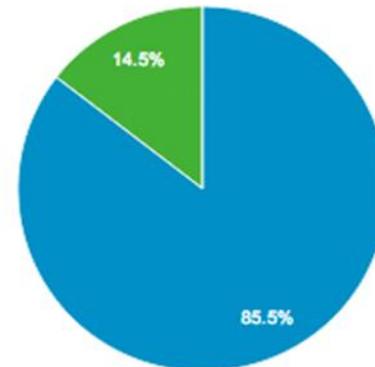
# 4. Optimize User Experience

- 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



■ 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

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

- [Biotechnology & Pharmaceuticals](#)
- [Brand, Ownership & Licensing](#)
- [Co-Branding & Distribution Allowances](#)

TRENDING VIDEOS

Peter Brody



- [Trade secret litigation after the Defend Trade Secrets Act](#)

Matt Rizzolo



- [U.S. International Trade Commission](#)

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.

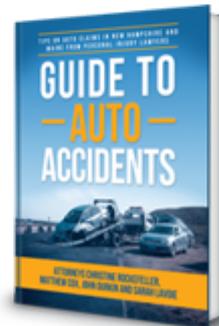
To learn more about the practice of Burns, Bryant, Cox, Rockefeller & Durkin, use the form to the right or call us at 1-800-371-3228 today!

**FREE EBOOK**

GUIDE TO  
—AUTO—  
ACCIDENTS

Personal Injury Claims

[Download Here](#)



# Improve Internal links / # of Pgs. Visited

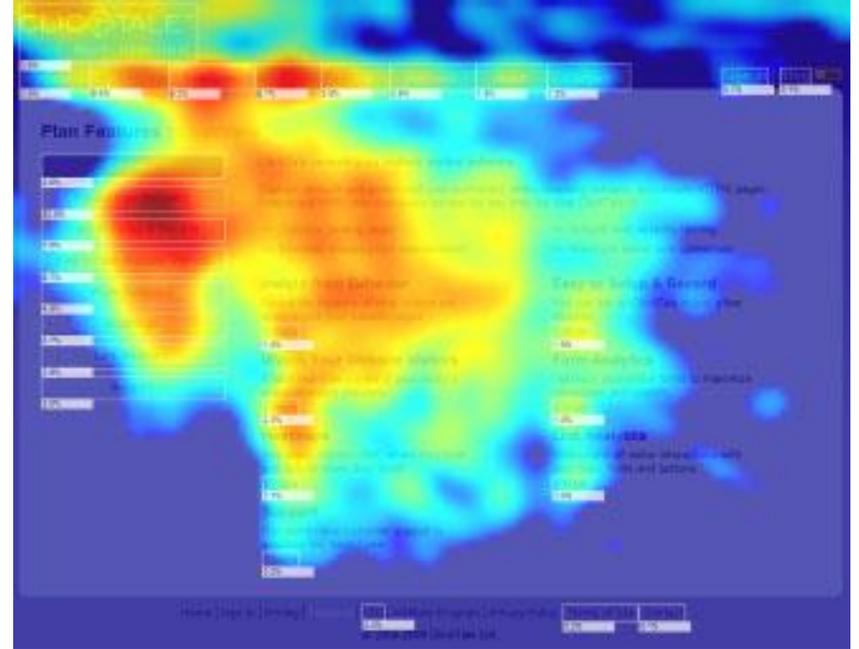
## Yesterday's data won't perform today

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), [userbrain.com](http://userbrain.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



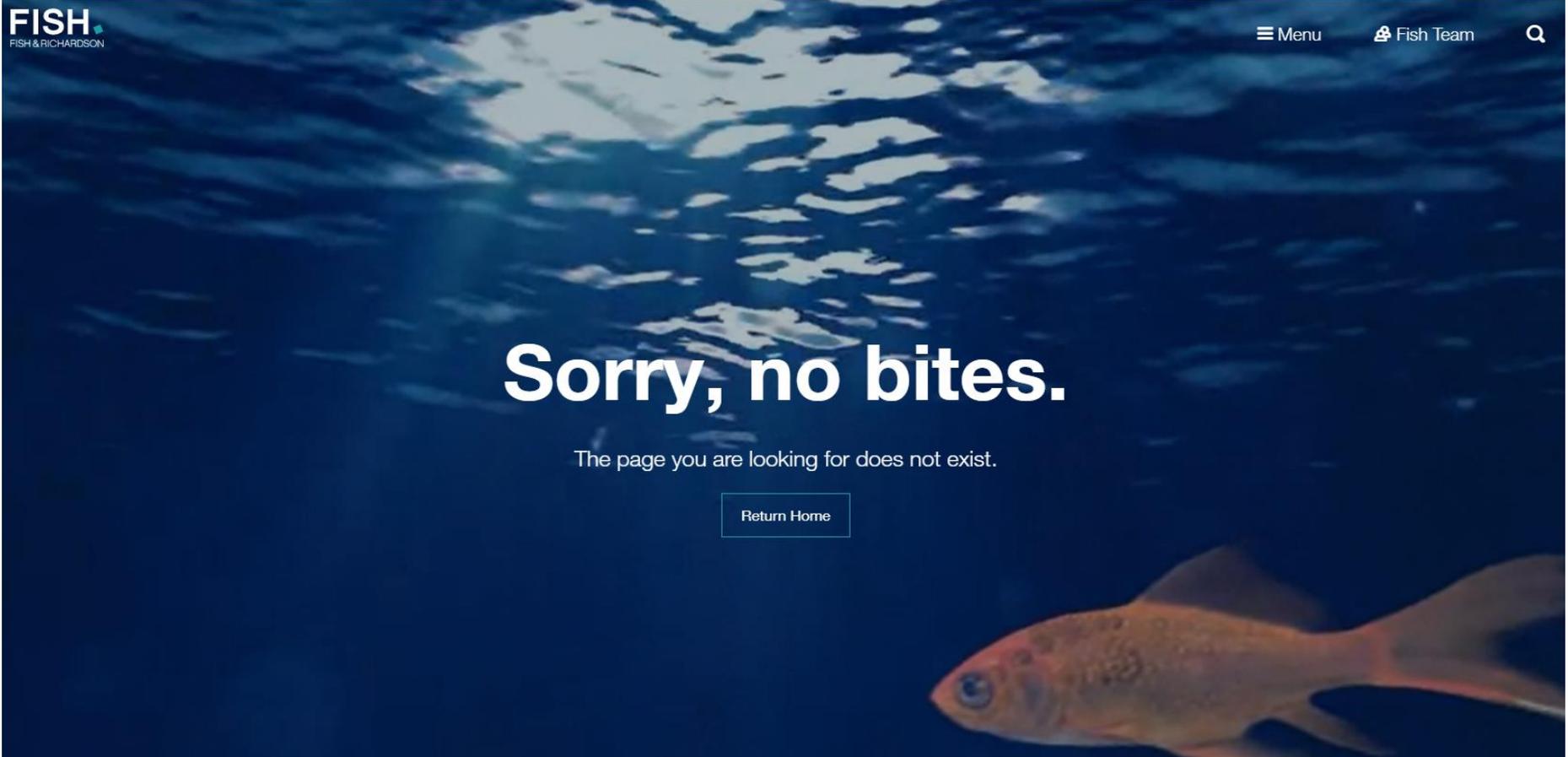
[Home](#) [What We Do](#) [Our Work](#) [Doodles](#) [Contact](#) [Blog](#)

## Ahhhhhhhhhhh! 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

The screenshot shows the Google Search Console dashboard. At the top left, it says "Search Console". On the right, there are "Help" and "Settings" icons. A left-hand navigation menu includes "Dashboard" (highlighted with a green box), "Messages (3)", "Search Appearance", "Search Traffic", "Google Index", "Crawl", "Security Issues", and "Other Resources".

Four red circles with white numbers are overlaid on the dashboard to highlight specific areas:

- 1** "New and important": A section with the text "No new messages or recent critical issues. View all".
- 2** "Crawl Errors": A section titled "Current Status" containing a "Site Errors" table and "URL Errors" counts.
- 3** "Search Analytics": A section showing a line graph for "Total Clicks" with a value of 547. The x-axis shows dates from 6/28/15 to 7/16/15.
- 4** "Sitemaps": A section showing "No Sitemaps" and a link to "Why submit a Sitemap?".

| DNS | Server connectivity | Robots.txt fetch |
|-----|---------------------|------------------|
| ✓   | ✓                   | ✓                |

|               |
|---------------|
| 6 Soft 404    |
| 133 Not found |

| Date    | Total Clicks |
|---------|--------------|
| 6/28/15 | 10           |
| 7/1/15  | 30           |
| 7/5/15  | 40           |
| 7/11/15 | 20           |
| 7/16/15 | 40           |

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

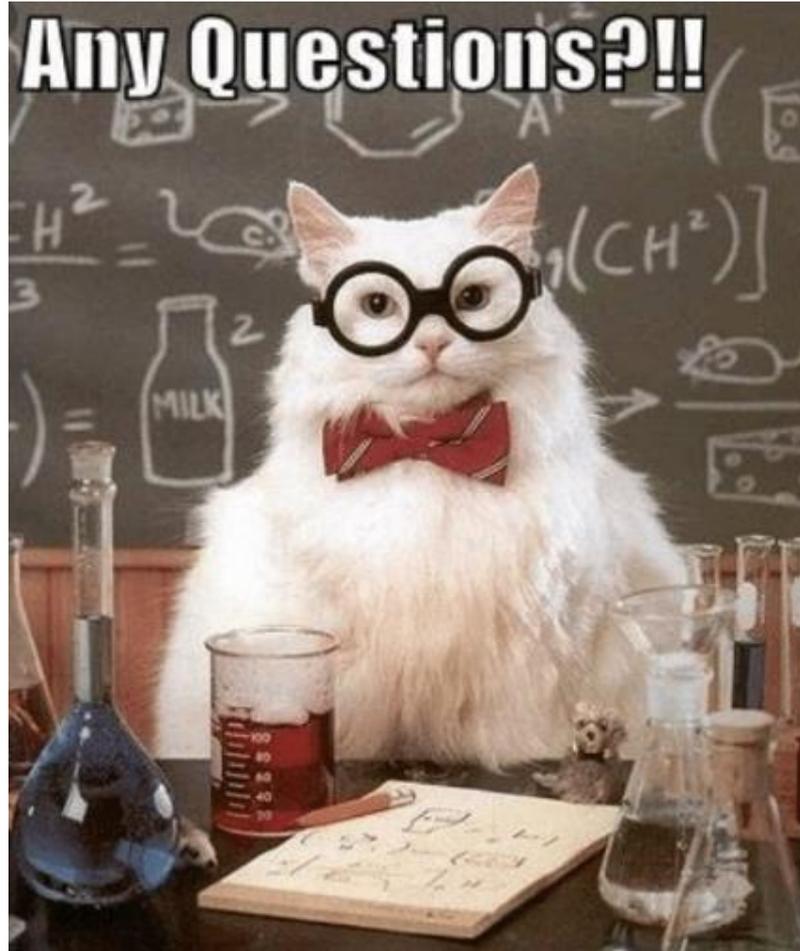
YSlow

Timeline

History

| RECOMMENDATION              | GRADE                               |   | TYPE   | PRIORITY |
|-----------------------------|-------------------------------------|---|--------|----------|
| Leverage browser caching    | <input type="text" value="F (1)"/>  | ↓ | Server | High     |
| Enable gzip compression     | <input type="text" value="F (2)"/>  | ↓ | Server | High     |
| Defer parsing of JavaScript | <input type="text" value="F (19)"/> | ↓ | JS     | High     |
| Optimize images             | <input type="text" value="F (49)"/> | ↓ | Images | High     |
| Specify image dimensions    | <input type="text" value="D (64)"/> | ↑ | Images | High     |

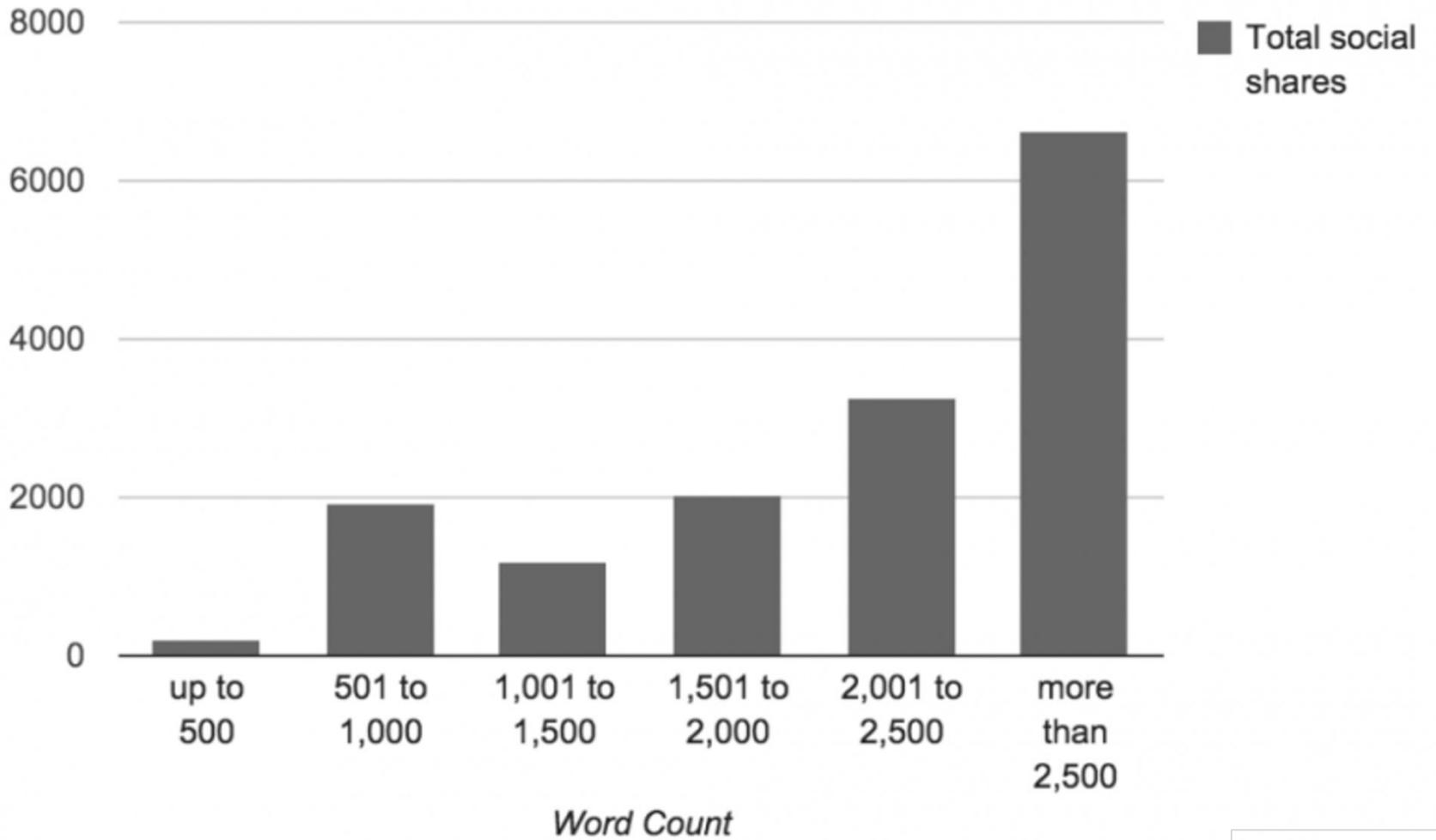
Tools: [gtmetrix.com](http://gtmetrix.com), [developers.google.com/speed](http://developers.google.com/speed)



# 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

#### 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 Shares<sup>1</sup>

Platforms Languages Search in results

256,830 results

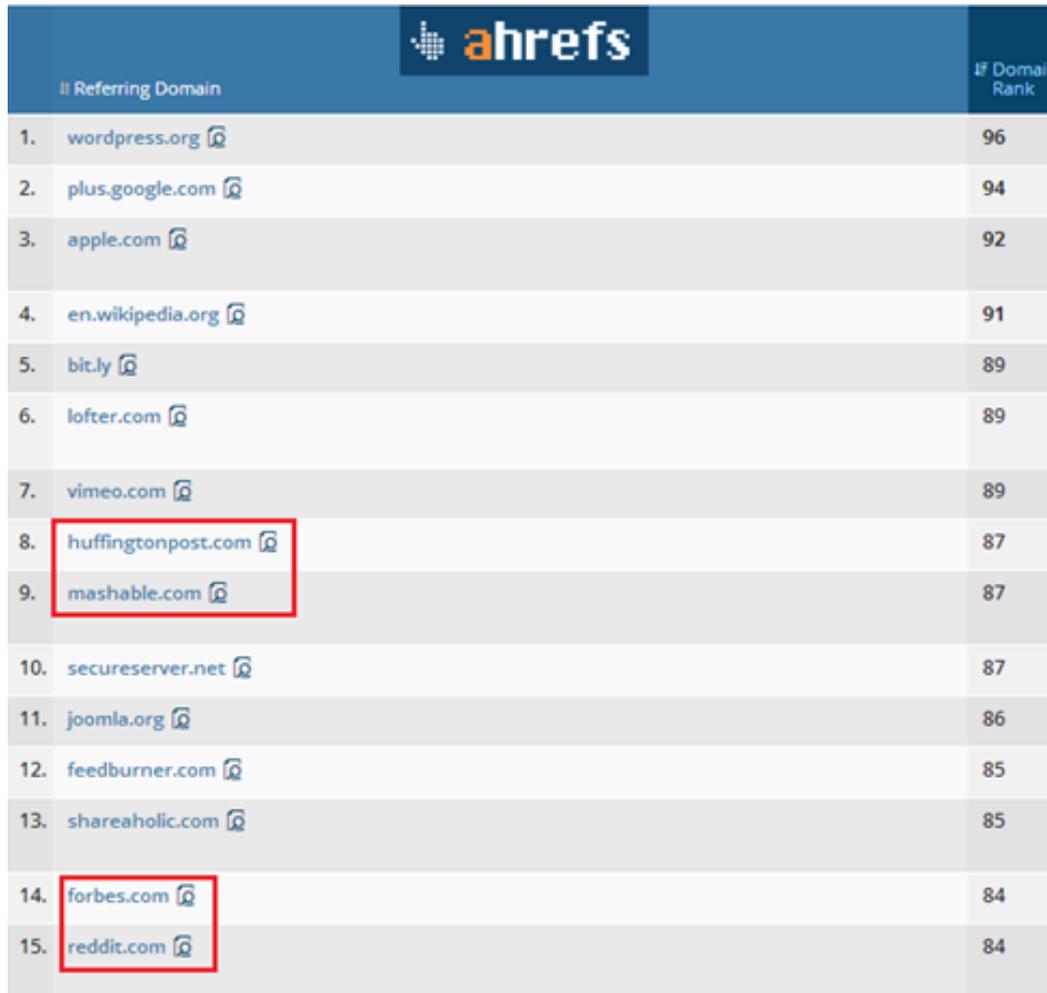
| # | Page   | Twitter | Facebook | Google+ | LinkedIn | Pinterest | Total |
|---|--|---------|----------|---------|----------|-----------|-------|
| 1 | <b>5 Easy Ways to Grow Your Email Marketing List   The National Law Review</b><br><a href="http://www.natlawreview.com/article/5-easy-ways-to-grow-your-email-marketing-list">www.natlawreview.com/article/5-easy-ways-to-grow-your-email-marketing-list</a>   | 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-up">www.natlawreview.com/article/lawyers-may-advise-clients-social-media-clean-up</a>                                | 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>  | 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>  | 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> | 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>   | 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 |   | Domain Rank |
|--------|---|-------------|
| #      | Referring Domain  | Domain Rank |
| 1.     | <a href="https://wordpress.org">wordpress.org</a>           | 96          |
| 2.     | <a href="https://plus.google.com">plus.google.com</a>       | 94          |
| 3.     | <a href="https://apple.com">apple.com</a>                   | 92          |
| 4.     | <a href="https://en.wikipedia.org">en.wikipedia.org</a>     | 91          |
| 5.     | <a href="https://bit.ly">bit.ly</a>                         | 89          |
| 6.     | <a href="https://lofter.com">lofter.com</a>                 | 89          |
| 7.     | <a href="https://vimeo.com">vimeo.com</a>                   | 89          |
| 8.     | <a href="https://huffingtonpost.com">huffingtonpost.com</a> | 87          |
| 9.     | <a href="https://mashable.com">mashable.com</a>             | 87          |
| 10.    | <a href="https://secureserver.net">secureserver.net</a>     | 87          |
| 11.    | <a href="https://joomla.org">joomla.org</a>                 | 86          |
| 12.    | <a href="https://feedburner.com">feedburner.com</a>         | 85          |
| 13.    | <a href="https://shareaholic.com">shareaholic.com</a>       | 85          |
| 14.    | <a href="https://forbes.com">forbes.com</a>                 | 84          |
| 15.    | <a href="https://reddit.com">reddit.com</a>                 | 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

258,424 results

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

**Controversial Content Gets Links**

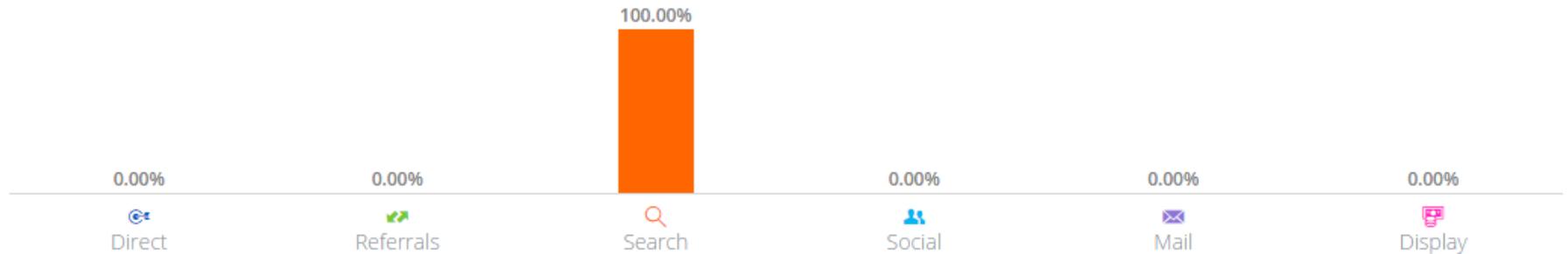
Tools: ahrefs.com

# 8. Optimize for all Traffic Sources – Brand Build

Traffic Sources ⓘ



🖥️ On desktop



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!!!



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)



[legalmarketingreview.com/downloads](http://legalmarketingreview.com/downloads)

## 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](#)

---

### 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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 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

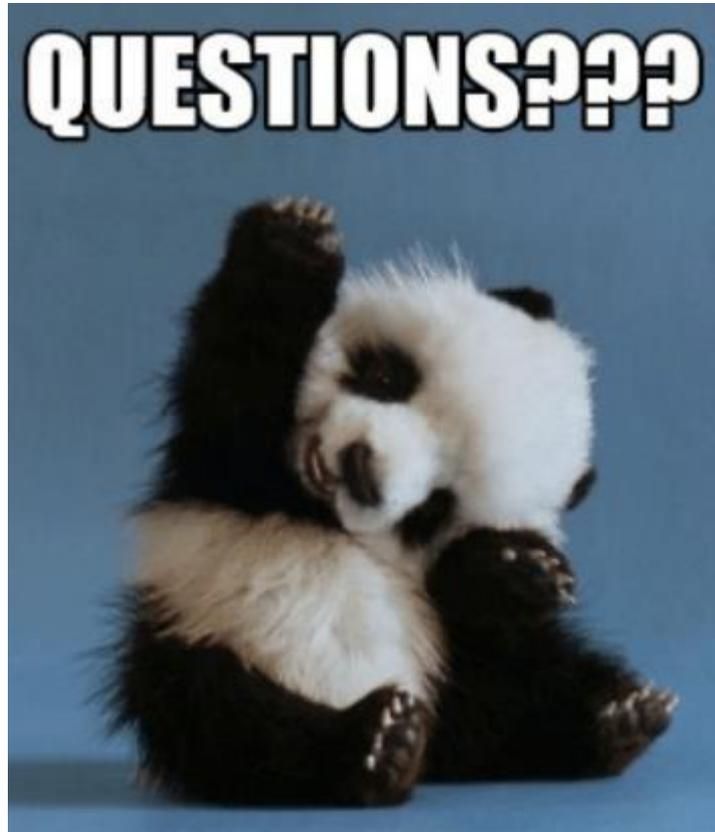
To succeed in SEO and content marketing, you must be able to shift as fast as algorithms do, have a technically proficient website and build real authority, based on content that has insight, not just content to satisfy search engines.

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

# Resources/Tools

1. ahrefs.com
2. buzzsumo.com
3. gtmetrix.com
4. webpagetest.org
5. google.com/webmasters/tools/mobile-friendly
6. google.com/analytics
7. google.com/webmasters/tools/home?hl=en
8. search.google.com/search-console/mobile-friendly
9. testmysite.thinkwithgoogle.com
10. usertesting.com
11. clicktale.com
12. crazyegg.com
13. hotjar.com
14. searchmetrics.com
15. similarweb.com
16. orbit Media
17. [hubspot.com](http://hubspot.com)  
[legalmarketingreview.com/downloads](http://legalmarketingreview.com/downloads)

**QUESTIONS???**



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