

How to get your website above the regular results on Google - without paying for it.

[You have put your law firm on Google Local right? \(Click this link to find out how\)](#)

Apart from the fact that Google local helps you get on the first page of Google for searches such as "solicitors in Reading" another reason all law firms must take Google local seriously...because it provides a simple platform to generate tens or even hundreds or thousands of online testimonials.

If a law firm like yours started today and got one review a day then I expect you would be able to say you are "the World's number one law firm on Google Local" or

"More Testimonials Online than Any Other Law Firm on the Planet." within 3 months.

[Just like this company with more than 1000 reviews.](#)

And it's easy. Just ask every client you have to go to your Google Local listing...

[Like this listing for a law firm in Reading...](#)

And ask them to write a review of your services.

You will then have brilliant testimonials.

Online proof of your value.

For free.

If your website is listed in the local results, it will be listed above the regular results on that page and people will also see the exact location of your business.

Quick access to your company information

If web surfers enter your company name in Google ([for example "Field Seymour Parkes, Reading"](#))

they will get your company information at the top of the search results, above all other results on the page:

As you now know, Google will also show user reviews about your business in the results.

How to get listed on Google Maps

You can submit your website to Google Maps through Google's Local Business Center.

Login to your Google account and click "Add New Listing" to enter your company information.

How to optimize your Google Maps listing

There are several things that you can do to get a better listing on Google Maps or to make your listing stand out.

You can enter your business information in Google Maps for free but to be listed at the top of the list, you have to optimize your entry.

- Enter as much information as possible about your company. Include important keywords in your description.

Also add information about opening hours, payment types, etc. Choose the best possible category for your website.

- If possible, include images and videos to help your listing stand out. The more information you provide the better.
- If your business location is in the centre of the town, it is more likely that it will appear at the top of the list.
- Submit your website to other local directories. Google Maps compiles its local results by crawling and parsing data from other online directories and databases. .

The more local directories list your website, the better.

- Optimize your web pages for local content. Add your city and state name in your web page title.
- Get positive reviews. Encourage your website visitors to write positive reviews about your company on Google Maps.

More stars can mean a higher position.

If you follow the tips above, your website will get a good listing in

Google Maps. Do not spam Google and describe your business without exaggeration.

Include your keywords in your company description but don't overdo it.

In addition to being listed in Google Maps, it is important to be listed in the regular results on Google.

And you really want to make sure you are on the first page of results for "solicitor in your town".

This is done mainly through a combination of;

Keywords in your main page titles

Placing your keywords at the beginning and end of your pages

Including keywords in the copyright section of your pages
Ensuring to bold or italicize your key words

And more importantly optimised off page elements such as;

[links](#) pointing to your website from authority sites
Links including keywords in them
Getting links from lots of sites with different IP addresses

Of course, you may not be interested in online marketing so please ignore this email if that's you. [But here's a fun thing that might make you smile.](#)

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PS If there is a law firm has a website that is in the number one position on Google for your chosen keywords do not despair.

There are several inexpensive software programs you can buy to analyse their success and tell you exactly what you have to do to beat them.

SEO SpyGlass is a good one.

If you wonder what you can do for me then how about forwarding this email on to three solicitors you know? Thank you - 7/10 sign ups to my newsletter come through this route.

Disclaimer ; any typos, grammatical or spelling mistakes are a result of my desire, hunger and passion to get you information fast. In addition if you earn more money from putting things on this website into action that's your problem not mine.

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