BSPE Legal Marketing Chicago - BSPE Legal Marketing - (312) 820-3772

BSPE Legal Marketing, based in Chicago, Illinois, is a legal marketing agency renowned for its proficiency in legal SEO. We commit our efforts to assisting law firms in enhancing their digital presence and turning online engagements into actual clients.

How does content marketing work for legal SEO?

Content marketing can be simply defined as crafting and disseminating exceptional content that attracts and retains your audience's attention. The objective is to add such significant value through your content that your audience eagerly seeks it out and finds it hard to stop reading once they locate it. For legal SEO, this content not only includes your primary website pages but also more engaging content forms like blog posts and whitepapers about your practice. The goal is to provide ample content in your domain to reflect your reputation as a knowledgeable legal guide. This trust-building approach can lead your audience to seek your services when they need the assistance of a lawyer.

How long does it typically take for SEO to show effect?

Given the dynamic nature of the internet, which includes actions from a firm’s competitors and updates from Google, it is difficult to set a timeline for SEO results. However, maintaining an active, accessible, and optimized website tends to improve your rankings with time. Regular audits and content creation, along with PPC campaigns, can aid in reaching your SEO targets.

What are some practices that should be avoided in a legal SEO marketing campaign?

Any tactics that deliberately infringe upon Google’s terms of service must be avoided in your legal SEO campaign. These 'black hat' SEO methods are risky and can lead to hefty penalties. Be cautious of offers that guarantee swift ascension to the top of Google's rankings. Such claims often involve unethical strategies or are scams.

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