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Ten Things To Consider For Law Firm Search Engine Marketing

Getting backlinks is definitely one of the foremost critical lawyer seo techniques but this obviously doesn't mean which you should develop hyperlinks at any price. Building links to your website can be very expensive in terms of time and money. You will find quite a few costly link building mistakes and here are some of the more common:

Assess if backlinks have a "nofollow" attribute

Website link exchanges are still one of the ways to generate inbound links but unfortunately, there are actually several unscrupulous site owners, who will cheat you. One of the scams is when you pay somebody for a backlink, it suddenly disappears or has the "nofollow" attribute. Which is why you really should verify from time to time if the website link is still there and if it doesn't have the "nofollow" attribute.

Finding good quality links but with useless anchor texts

It is excellent when PR of the site you are finding website links from is high but when the anchor text is "Click here!" or something like which, such a website link is barely useful. Keywords in the anchor text are vital, so if the in-pointing link doesn't have them, it isn't a beneficial one. Analyzing the anchor texts of hyperlinks takes time but the Inbound link Anchor text Analyzer tool may do the hard job for you.

Receiving an image website link (when a text link with search phrase is possible)

Sometimes when web masters hurry to get inbound links, they omit minor details, such as anchor text. Yes, an image link is excellent and it could even bring you more visitors than a text website link (if the image is attractive, of course and users click it) but for Attorney seo purposes nothing beats a keyword in the anchor-text.

Not using ALT text if image link is the only possibility

Image links might be the worse option than text hyperlinks but if an image link is the only possibility to get a inbound link, don't reject it. However, make sure which the ALT text of the image website link has your key phrases - this is more than nothing.

Gaining links pointing to your site from irrelevant websites

Now, this mistake is really a popular one! When hunting for backlinks, you ought to concentrate on relevant web sites only. If you have a legal webpage, obtaining website links from a restaurant one is not helpful. It is true that it is not easy to find relevant sites to get links from but unless your webpage is in a very narrow niche, chances are which you will find hundreds or even thousands of relevant sites you may get a inbound link from.

Acquiring backlinks to your site from sites/pages with tons of website links

A inbound link is more helpful, if it comes from a page, which is not cluttered with tons of other backlinks. Quite a few pages have 300, or more hyperlinks and if your website link is one of them, this isn't a excellent achievement. On the other hand, numerous directories put the "nofollow" attribute on nonpaid website links, so actually even if you will find 300 hyperlinks on page and most of them are "nofollow" (but yours isn't), this still counts.

Links from pages spiders can't crawl

A link might look perfectly reliable (i.e. keywords in the anchor text and no "nofollow" attribute) and still it might not be a website link. This is especially an issue with link exchanges because you put a link to the other site but the other site doesn't do the same for you. Links Google, Yahoo, and Bing can't index could be placed on dynamic pages or simply on pages, which are not indexed by Bing because robots.txt bans it. That is why it doesn't hurt to check from time if the pages your links are placed on are accessible to spiders.

Expressly selling hyperlinks

There is hardly a internet marketer who hasn't heard that paid hyperlinks could hurt your rankings but still many

online marketers don't miss the opportunity to make a few bucks. If you really want to sell links, you'd better use the specialized website link selling services, such as In-pointing links.com because they are more discreet. However, have in mind which while some of the paid website links networks try to hide the fact which the hyperlinks are paid, the rest are not that discreet. Also, maybe the worst gaffe you can make is to include phrases in website like "Buy 5 PR links for \$10" or any other hint that you are selling links. You can include "Advertisements!" or similar messages and still sell paid hyperlinks but this is not as explicit as listing your prices for website links.

Linking to sites with poor status

Linking to websites with poor reputation, also known as "bad neighbors" is one of the worst errors you may make. When you link to such web sites, for Search engines this means which you endorse them and this results in penalties for you. Which is why you must definitely always assess the web sites (and their reputation) first before you hyperlink to them. Even if you are offered a lot of money to link to a webpage with weak reputation, you'd better decline the offer because otherwise your rating with search engines will suffer and this will cause you a lot of problems.

Back linking to good internet sites gone bad

Even if you verify carefully the sites you link to, sometimes it happens which a site, which used to be more or less decent all of a sudden starts publishing objectionable content. That is why it doesn't hurt if you verify not only that the outbound links you have are not broken but also where they lead to.

Perhaps you have a [lawyer site](#) that isn't performing the way you'd like. Maybe you are curious how to do [lawyer seo](#). Either way, getting a professional opinion can mean a big boost in the number of new clients your site produces. Let us take a look at your firm's site and show you the problem areas and what you can do to remedy them.

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