

Marketing Today: What Is SEO Optimization? How and When Can You Use Social Media to Boost Your Practice? Does the Phone Book Really Still Work?

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Marketing your consumer bankruptcy practice.

What really works?

By: Leon D. Bayer

What your competitors are doing:

- Web sites
 - Pay per click
 - Pay for SEO
 - Pay for On-line directories
 - Targeted ads
 - Social media
- Yellow Pages (including on-line Yellow Pages)
- Door knocking
- Direct mail
- Radio, TV



Caveat: It is easy to run afoul of ethics rules.

Welcome to the World of SEO

SEO experts are after YOU.

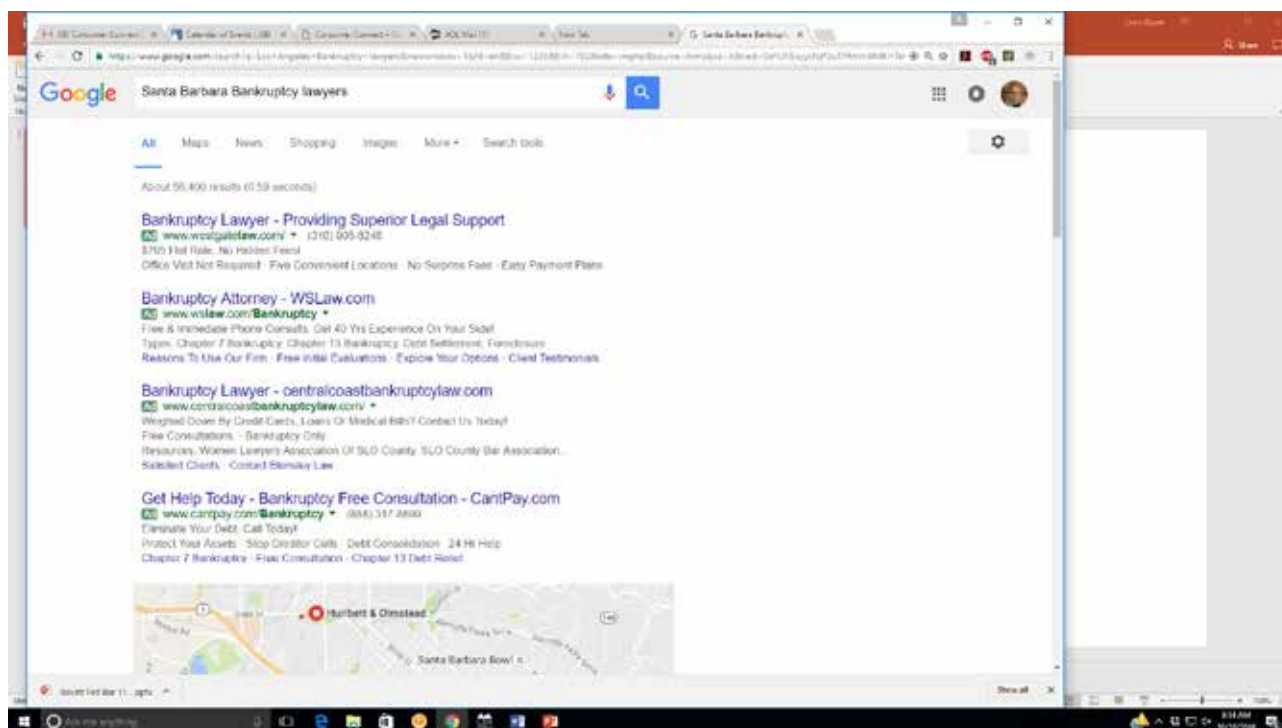
- You will be cold called
- You will be emailed
- They can eat you alive.



Cold Caller asks: *"Can you handle 6 to 12 new cases per month?"*

The "expert" will tell you all the wonderful things accomplished for a beginning DUI lawyer in Oatmeal County, Texas, including:

- *First page of Google*
- *Book Authorship*



SEO for your web site and blogs Do's and Don'ts

- Don't overload on keywords
- Use headings
- Use graphics with alternative text
- Use natural language
- Use phrases that consumers use for searching
- Wordpress is an app worth considering

Is this a Tinder ad for people who are broke?



Take money from anyone? Really?

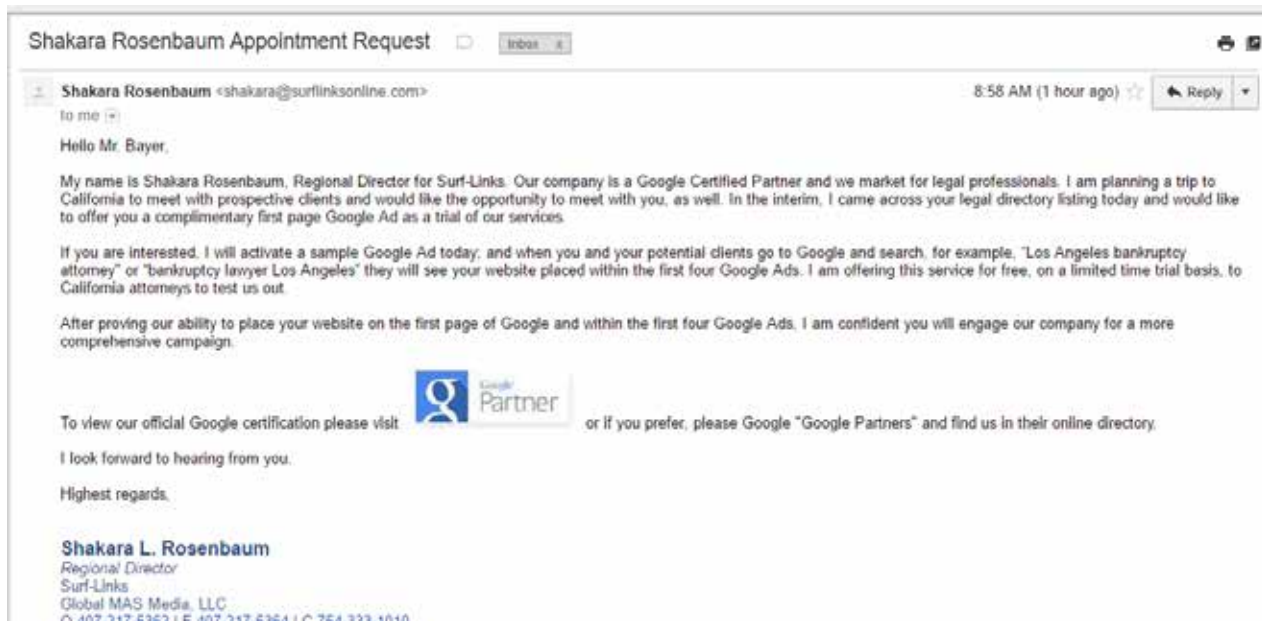
A screenshot of a web browser window showing a payment form for "Hughes Financial Law". The form is titled "Thank you for choosing Hughes Financial Law" and includes a sub-header "Please fill out the form below completely to submit payment". The form contains several input fields: "Name" (with first and last name sub-fields), "Email" (with a sub-field for "Email Address"), "Phone" (with a sub-field for "Phone Number"), and "Payment Information" (with sub-fields for "Credit Card", "Credit Card Number", "Exp. Month/Yr", and "CVV"). There is also a checkbox labeled "I'm not a robot" and a "Submit" button. The form is styled with a clean, professional layout and includes a small logo in the top left corner.

Is there an ethical violation?

- California Rule 1-400 Advertising and Solicitation: (D) A communication or a solicitation (as defined herein) shall not: (1) Contain any untrue statement; or (2) Contain any matter, or present or arrange any matter in a manner or format which is false, deceptive, or which tends to confuse, deceive, or mislead the public; or



Email solicitation from an SEO marketer – Caveat Emptor?



Los Angeles Bankruptcy ads from the mid-1980's:

TELEVISION



BUS POSTER



My Ad Spoof



Am I really going to show you this?

- Matchbook cover with a...

