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How to Use Press Releases for Law Firm Marketing

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Introduction:

It's expensive and time-consuming marketing directly to potential clients. Law firms know that. But press releases, a tool used for years by businesses to attract media coverage from newspapers, magazines and television and radio stations, can be used to market directly to consumers. The notion would've been considered insane 10 years ago. But now, thanks to the Internet, press releases are a valuable tool that can be used to get your law firm well known in your community among potential clients.

What is a Press Release?

A press release or news release is an article written in a journalistic style. The purpose of the news release is to highlight something interesting or newsworthy within a company. Traditional press releases target the media and are used to announce a new product or service or to highlight something "newsworthy" about a company.

But a press release can lure consumers directly to your law firm Web site using a process called search engine optimization (SEO).

What is SEO

According to Wikipedia, search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results for targeted keywords. Usually, the earlier a page is presented in the search results or the higher it "ranks," the more searchers will visit that page. SEO is a common practice among knowledgeable Web site designers. But using that technique and marrying it with journalistic techniques is a new phenomenon.

The result is a press release that is targeted to potential clients and one that the search engines ingest and ranks high for your key words.

SEO and Marketing

As a marketing strategy, SEO press release writing takes into consideration how search algorithms work and what people search for.

Let's say your firm is located in Salt Lake City and specializes in criminal defense. You can search engine optimize your press release for "Salt Lake City Criminal Defense Attorney."



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Then you distribute that press release online via PRNewsChannel.com. If done properly, when a potential client searches for "salt lake city criminal defense attorney" on Google or Yahoo or other search engines, your press release will appear in the top 10. Consumers will click on the release and end up on your Web site. It's up to you to make sure you have a site that will help you land that visitor as a client.

Another benefit is each link to your Web site associates those key words with your Web site and also helps move your Web site up in the natural search listings.

How Many Press Releases are Required for this to Work?

This strategy is most effective when you distribute multiple press releases using different combination of words.

Because search engines are constantly combing Web sites, it's important your strategy includes regular distributions; sending one press release and hoping that it does what you want and stays right where you want may be wishful thinking.

What does a Press Release Cost?

Press releases are relatively inexpensive to prepare and distribute. Writing and distributing a press release on PRNewsChannel.com, for example, runs about \$300 for writing AND online direct-to-consumer distribution. Compare that to the costs of direct mail campaigns, media such as billboards and TV ads or Internet ads that can cost thousands of dollars each.

Direct to Consumer Press Releases: New PR

Old timers in the public relations field don't think much of direct-to-consumer press release marketing. They believe the only effective marketing efforts involve going through the media or a news reporter to get a message to the public. But younger, savvy PR and marketing pros now view press releases as a way to reach buyers directly through real-time indexes like Google, Google News, Yahoo and MSN. The media is bypassed. Businesses don't need to rely on reporters to get their messages across.

Writing and Distribution is Critical

While these strategies sound simple, writing an SEO press release so it does what you want it to do is not easy. But it is also not brain surgery. It can be learned. But it may be just be easier to hire a company like PRNewsChannel.com to write and distribute SEO press releases for you.

For more information on **How to Use Press Release for Law Firm Marketing**, please contact Glenn Selig, founder of PRNewsChannel.com. Or visit <http://www.prnewschannel.com>.

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