

5 PILLAR SEO METHOD

HOW LAW FIRMS CAN DOMINATE THEIR SEO COMPETITION IN 2020

 **HIGH | SEO
VOLTAGE**

www.hvseo.co

INTRODUCTION



Hi, I'm
KYLE ROOF

Co-founder
and Lead
SEO at High
Voltage SEO.

But before I got swallowed up by the world of SEO, **like you, I was a lawyer**, a trial attorney to be precise, practising mostly family law, in Virginia. That's in the past and to be honest, I'd rather burn my eyes out with a flaming stick than handle another divorce or custody case. But to get to my point, working for my father's small legal practise I was at the coalface witnessing the pain and stress he faced when not knowing if he could make payroll at the end of the month. You see, I was old school, we didn't utilize any of the many opportunities out there in the digital world to generate consistent new business that a law firm needs to flourish. I've learnt a lot since then and some of that knowledge I'm going to share with you in this guide.

Over the past 10 years, I've gone from being almost bankrupt to founding a successful SEO consulting firm (High Voltage), creating a popular tool for on page SEO with **over 10,000 users**, co-hosting a weekly SEO show with **3,300 YouTube subscribers** and last year founded an online SEO community which now has **1,600 amazing members**.

MY SINGLE BEST PIECE OF ADVICE TO ANYONE WANTING TO WIN AT SEO IS THIS:

The secret to ranking is hiding in plain sight! What does this mean? The nature of a search engine is ranking pages by relevance and authority to a users search. Through this, Google is showing you in plain sight what it is rewarding. You can take advantage of this by analyzing what those top ranking pages have in common and use this to reverse engineer your own plan of attack.

I do not promise SEO is the overnight answer to all your firm's problems. It's not. But with a good SEO strategy it will, over time, alleviate some of the larger problems. I have seen it time and time again with **law firms** and in almost any businesses under the sun. Investing in good SEO for lead generation and sales remains, in the medium to long term, the most cost effective and predictable form of advertising for most business types.

So you already know how important SEO is for your firm's growth, otherwise you wouldn't be reading this. What you really want to know is **how do I get more free traffic, leads, and sales through search engines**, right? I'm guessing you feel lost because SEO is changing rapidly. You don't know who to trust because it seems everyone is saying something different; and to stay ahead of the game you need to constantly adapt. There are many new ways of generating a lot of free traffic right now and it's true that many of the old SEO methods no longer work. It's also true that without the proper strategy, your competition will pass you and leave you behind. We have a proven method we've been evolving over many years, and today I'm going to share that with you.

It's called the 5 Pillar SEO Method.

WHY TRUST US?

Firstly, as a qualified and former practising attorney, I understand the way your firm works and I know your struggles. This experience combined with my SEO knowledge is a rare combination.



The delta of my experience as an attorney and as an SEO puts me in a unique position to offer you advice.



I've also been working on and evolving a framework for SEO success which comes from the over 350 tests that we have conducted on the Google algorithm. Unlike almost any other agency you will find, we have tested what works and what doesn't. From this, comes this 5 Pillar Method. With this method we have helped over 250 companies worldwide to explode their SEO traffic and leads.

Last year, our clients combined traffic grew on average 26% month on month and we increased the amount of top 3 ranking keywords by 218% within just 6 months. Our strategies work and our continuous testing allows us to constantly refine and build on them.

YOU WANT TO KNOW HOW WE DO IT AND USE OUR PROVEN METHOD FOR YOUR FIRM? READ ON!



THE 5 PILLAR SEO METHOD



1 CLEAN UP YOUR WEBSITE, SO GOOGLE LOVES TO VISIT IT

You wouldn't stay in business long if you opened a store and when customers walked in it was a mess. Unfortunately most websites are a mess. There are broken links, 404 pages, pages that load slowly, disorganized site structure, poor internal linking, and that one blog article that for some unknown reason gets 50% of your traffic but has never generated a conversion.



WHAT TO DO RIGHT NOW

If you plan to dominate your competition, the first step should be cleaning up your website, otherwise you won't be getting the full potential of your organic traffic. There are many factors that can confuse Google and compromise your indexing and ranking. Some of these can be fixed easily like duplicate content, missing meta titles and descriptions, or broken links. Others are more complex like site speed and internal linking on large sites. The list of requirements from Google is long and if you need help, turn to an expert.

Check the Google
Webmaster
Guidelines

Identify technical
weaknesses of
your website

Follow the guidelines
and implement the best
practices on your site

UPGRADE

High Voltage has several different website Audits available depending on your kind of business and website. Our standard Technical Audit runs through over 40 checkpoints and gives you custom advice and a checklist of items to fix.

Contact one of our Rankings Specialists for more information.

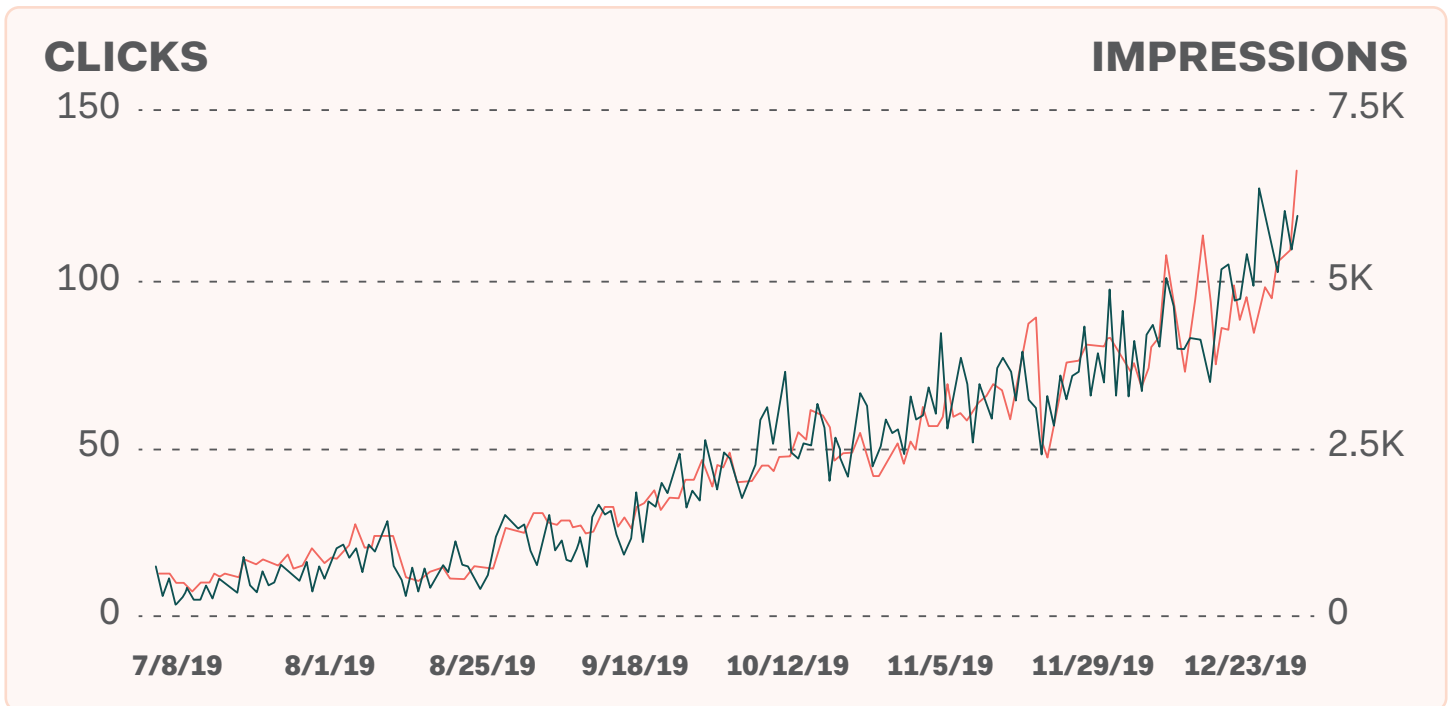


SPEAK TO A HIGH VOLTAGE RANKINGS SPECIALIST



STOP FOCUSING ON VANITY KEYWORD RANKINGS

Vanity keywords are keywords that aren't going to bring you any immediate ROI. Many SEO firms don't get this right because they spend their time focusing on the rankings of just a few keywords to measure their success, which usually does not reflect your success at all. Rankings are great, but rankings alone do not grow your business - traffic and conversions grow your business. Trying to win that single keyword that ALL your competitors are trying to win is a task for when your SEO is already very established - trying to achieve this beforehand will cost you time, money and resources. Additionally, winning keywords so specific to you that they have no competition will also not produce traffic and conversions to your site, despite them being easy to rank for.



WHAT TO DO RIGHT NOW

Go for a different approach. Instead of focusing on that one keyword you desperately want to win, optimize your page for that keyword PLUS the keyword variations, synonyms, related searches, and contextually relevant terms. Remember: Google can't actually read, instead it's scanning your page for specific terms to work out where your page fits into its index and in what positions. Doing this can be the difference between your page ranking for a handful of terms or ranking for literally hundreds of valuable, closely related terms.

Choose your main keyword

Find keyword variations and contextual relevant terms

Place these words and phrases in the right spots on your page including sub headers, paragraph text, image alt tags, page URL, and bold text

UPGRADE

High Voltage has developed not only a scientific method for optimizing target pages on your site, we've developed our own SaaS tool to do it. PageOptimizer Pro was specifically developed within our agency to help perfectly optimize pages and its been used by over 10,000 SEOs worldwide.

Contact one of our Rankings Specialists for more information.



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YOUR CONTENT IS NO LONGER JUST ABOUT QUALITY, IT'S ABOUT SCIENCE

Content is king! You've probably heard it a dozen times. This statement is not incorrect. But in 2020 you have to do a lot more than just produce quality content to win in Google. The competition is strong and Google's algorithm gets refined constantly. It is essential to have a detailed look at the competitors currently dominating the traffic in your niche. They have built pages that Google loves. A common approach in SEO would be to do some quick optimization based on what these competitors do, with some personal touches, then sit back and wait to see what happens. This is not the approach you want to take.



WHAT TO DO RIGHT NOW

Looking at competitors is important. Learn which content and what kind of sites Google displays for a certain keyword when you plan your own page. What are your competitors doing well and what are they missing? The goal is to create a similar page that is even better. But don't stop by looking at the content and structure. Remember the secret is hiding in plain sight! Consider format styles, html tags, and website elements like schema or copyright information.

Scan your competitors to find out what pages Google loves to see

Define page structure and content and build an even better page

Check "hidden" html tags and other website elements that might affect ranking

Use a tool such as PageOptimizer Pro to find out exactly what your competitors are doing

UPGRADE

At High Voltage, in addition to our own PageOptimizer Pro, we use other correlational analysis software to analyse over 200 ranking factors that are hiding in the code of your competitor's pages. This enables us to essentially outline your perfect target page which we can then build for you.

Contact one of our Rankings Specialists for more information.



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YOU KNOW YOU ARE A TRUSTWORTHY BUSINESS, BUT GOOGLE MIGHT NOT

With all the dubious information exploding on the web in the last few years, Google finally worked out a way to penalize sites who they deem untrustworthy. Since they can't assess each business individually, they have a list of trust signals they use to review your site. You either pass or fail. If you've lost a ton of traffic in a short period of time over the past year, it's possible that your lack of trustworthiness was one of the contributing factors. In 2020 it is more important than ever to ensure your business website checks all the trust signal boxes Google is looking for in your industry. This is essential for not just dominating Google but maintaining what you have already earned.



WHAT TO DO RIGHT NOW

How do you know which signals are the most important for trustworthiness? The importance of the signals can vary between different business types, but there are some that should be on every website. These are the most important points you have to check in order to pass the Google trustworthy test:

Ensure your website is secure: Make sure you have the appropriate SSL certificate. Protect your users' privacy and invest in a solid security solution.

Do you have a Privacy Policy and Terms of Service in your footer?

Generate Reviews and Engagement: Great customer reviews will not only increase your conversion rate but also improve your trust signals.

Be accurate: Only write about topics you are confident about and be accurate. Collaborate with experts and established writers on the topic and show their credentials using Author Schema Markup.

Show your credentials: Who is behind your business? Display the exec team and link to any qualified offsite profiles such as LinkedIn. Can you display and link to any certifications or awards your company has earned?

UPGRADE

Do you need help getting your website in line with Google's trust requirements? Or have you experienced a sudden drop in organic traffic and want to find out if you've been penalized? We have a specific audit built to diagnose and repair trustworthiness issues. We have helped companies from many different industries and we can help you too.

Contact one of our Rankings Specialists for more information.

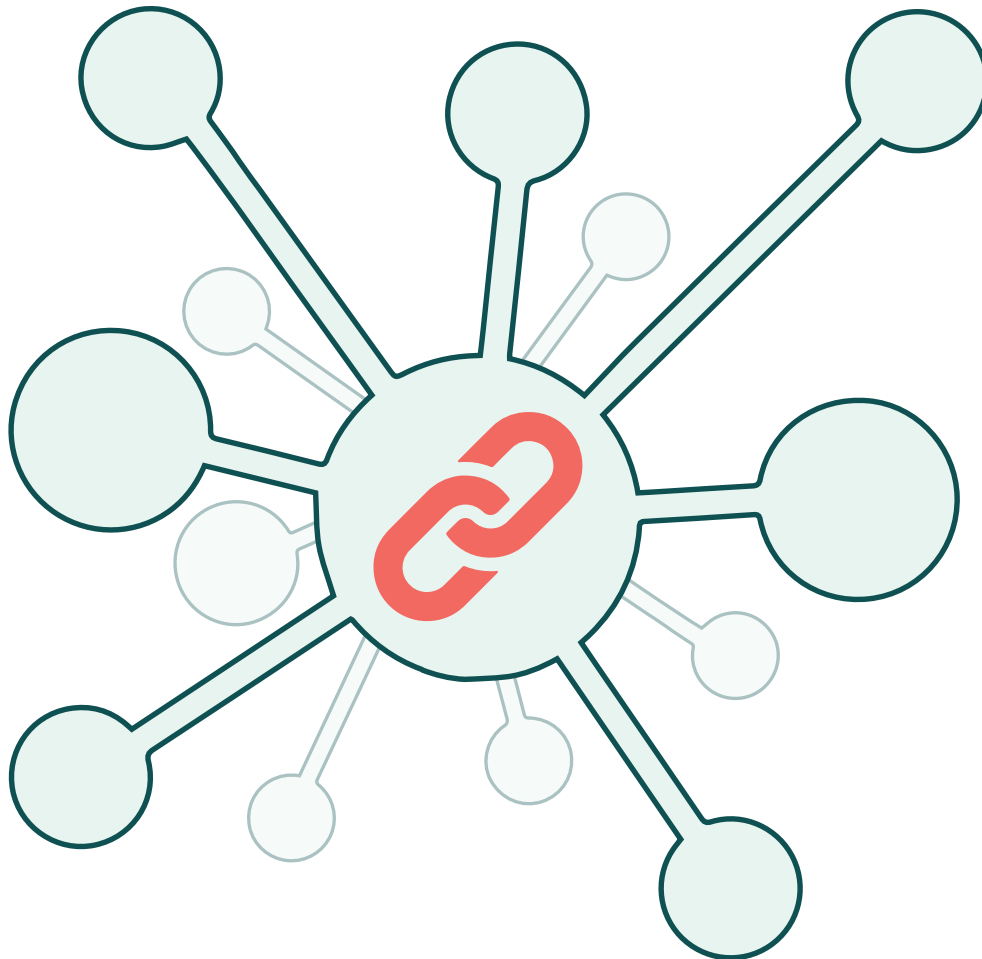


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AUTHORITY STILL MATTERS

Backlinks are the main contributor to your website's authority. They act like votes for your site from other sites around the web. Unfortunately, acquiring them is costly, time consuming, and it's hard to prove their value in isolation. You may be wondering if they still matter in 2020? The answer is "Yes, they do, but not unconditionally." In 2020 the quality, not the quantity, of the links you build is more important than ever. And with quality we mean links from sites that have a high authority themselves. A study done on the effectiveness of \$1mil worth of links in 2019 showed exponential returns based on the authority of the site linking to you.



WHAT TO DO RIGHT NOW

Make sure to write content that is worth linking to. If you fill your blog with well researched high quality and relevant articles, then do outreach to websites and online communities who've linked to similar content, it's likely some of them will also link to your content. Don't try and get sites to link to your product pages; instead it's much easier to get links to your blog articles, then link the blog articles to your product pages to boost their authority through 'Link Juice.' When acquiring links, don't focus on the quantity but on the quality and relevance of the referring websites. There are different link building techniques and you will need to find out what works best for you. Following this advice, your link portfolio will be versatile and relevant and you won't need as many backlinks as your competitors.

Write high quality content that others like to link to

Promote your content through social media and outreach

Choose a link building approach to attain high authority backlinks

UPGRADE

Link building can be a very time consuming and overwhelming endeavor if you're not a seasoned pro. If you prefer to outsource this task, contact us. Together with our dedicated link building strategists, we will find and conduct the right strategy to generate high quality backlinks for your business.

Contact one of our Rankings Specialists for more information.



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IT'S TIME TO ACT

This is our tested and proven 5 Pillar Method. Now that you've learned our methods, the ball is in your court. Getting these 5 points right is your gateway to more SEO traffic. If you have any questions or if you need help implementing these steps we are here to help!

Is your website new and you want to get it right from the beginning? Or do you have a well-established site but feel like it's not living up to its full traffic potential? Get in touch with us and we are happy to jump on a call with you. Together we can discuss your business goals and find you some low hanging opportunities to pursue.

Book a call with Adam, our Senior Rank Expert.

**He's ready to share his knowledge with you
but his calendar fills up fast!**



Book Your Free Consultation Call Now



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