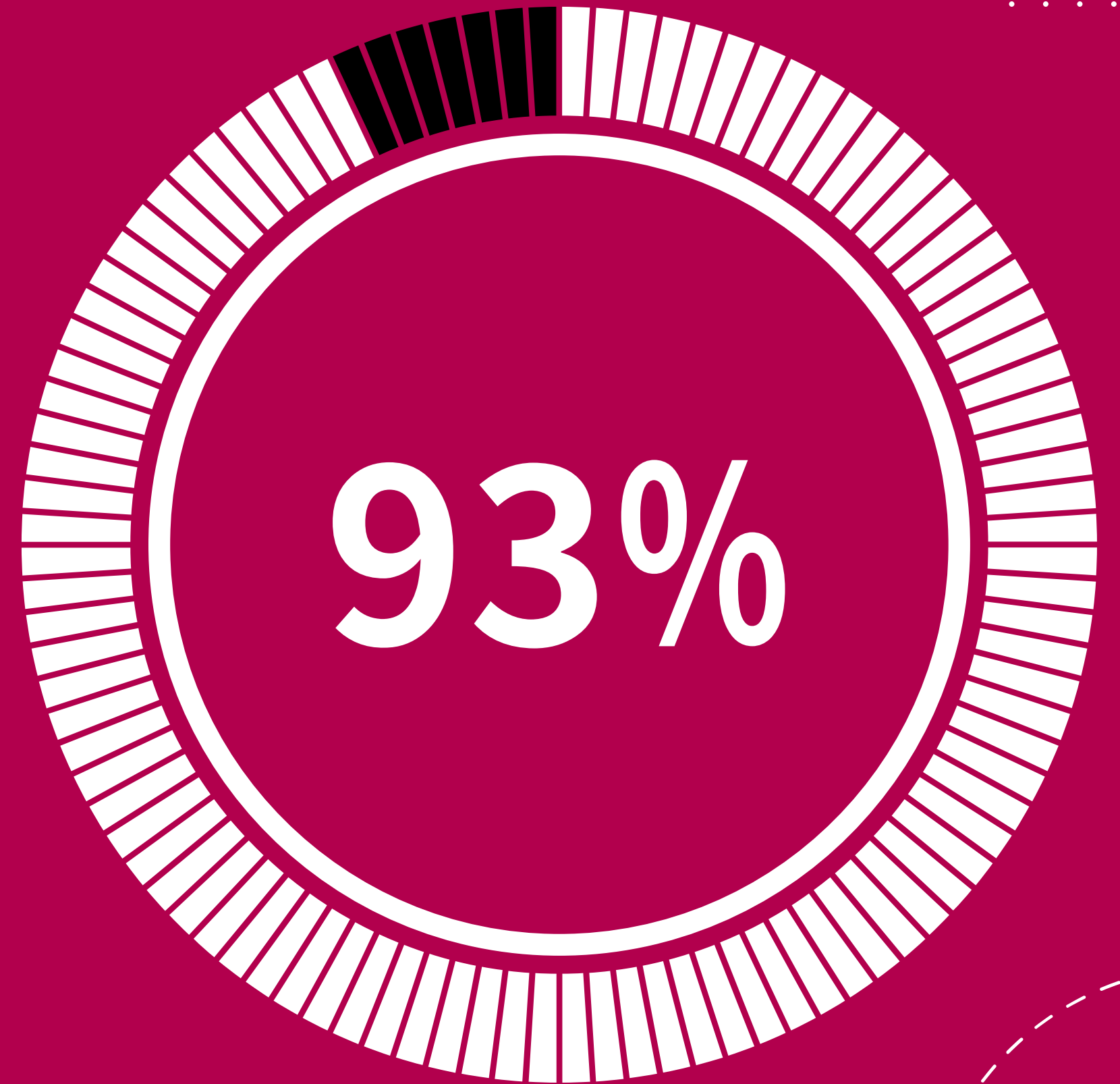




**THE 5 WAYS  
TO GROW YOUR  
LAW FIRM  
ONLINE**

**93% IS A  
REALLY  
BIG  
NUMBER.**



**1 IS A  
REALLY  
SMALL  
NUMBER.**



# **ANNETTE CHOTI, ESQ.**



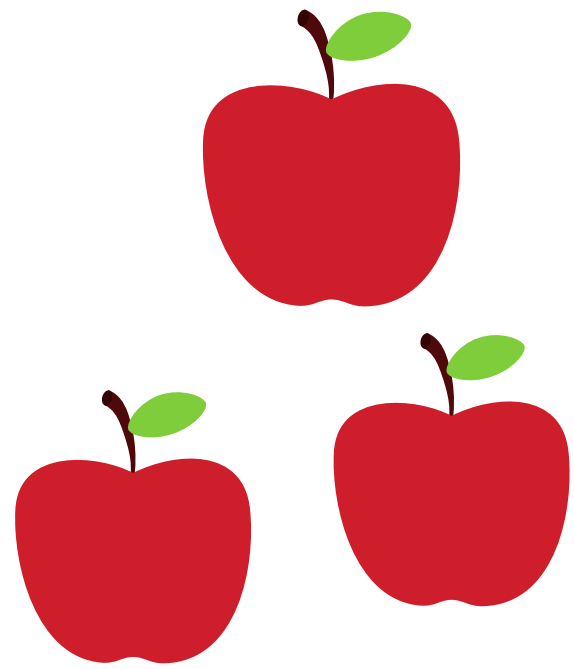
**Attorney & Founder of Law Quill**



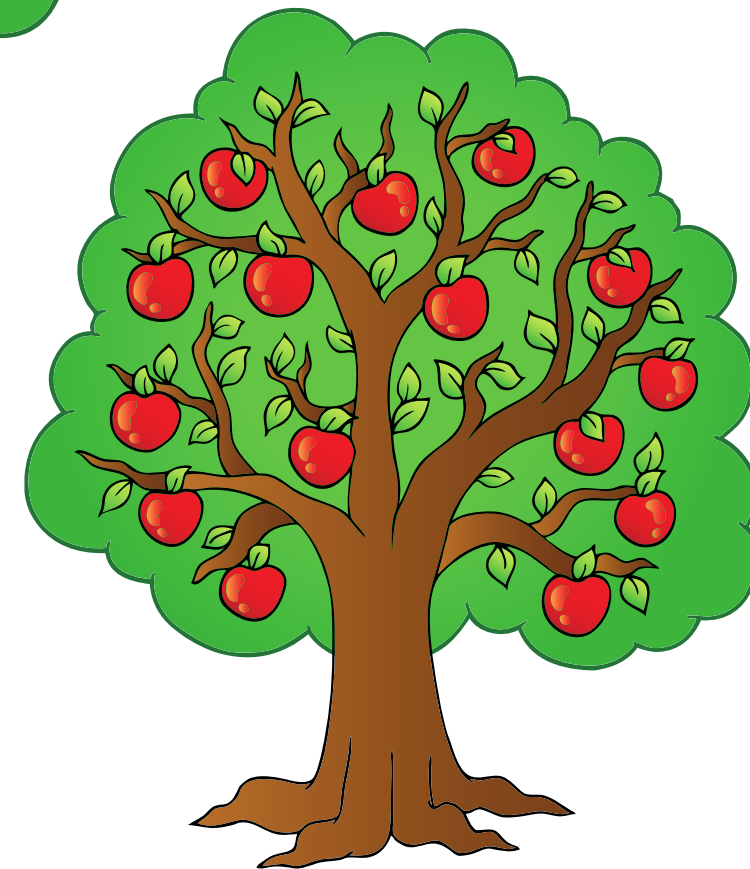
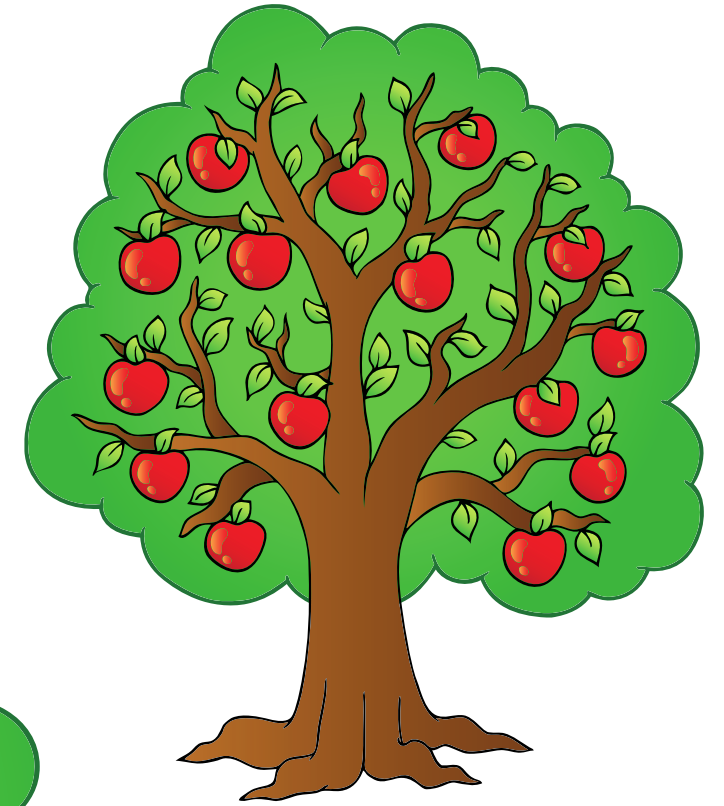
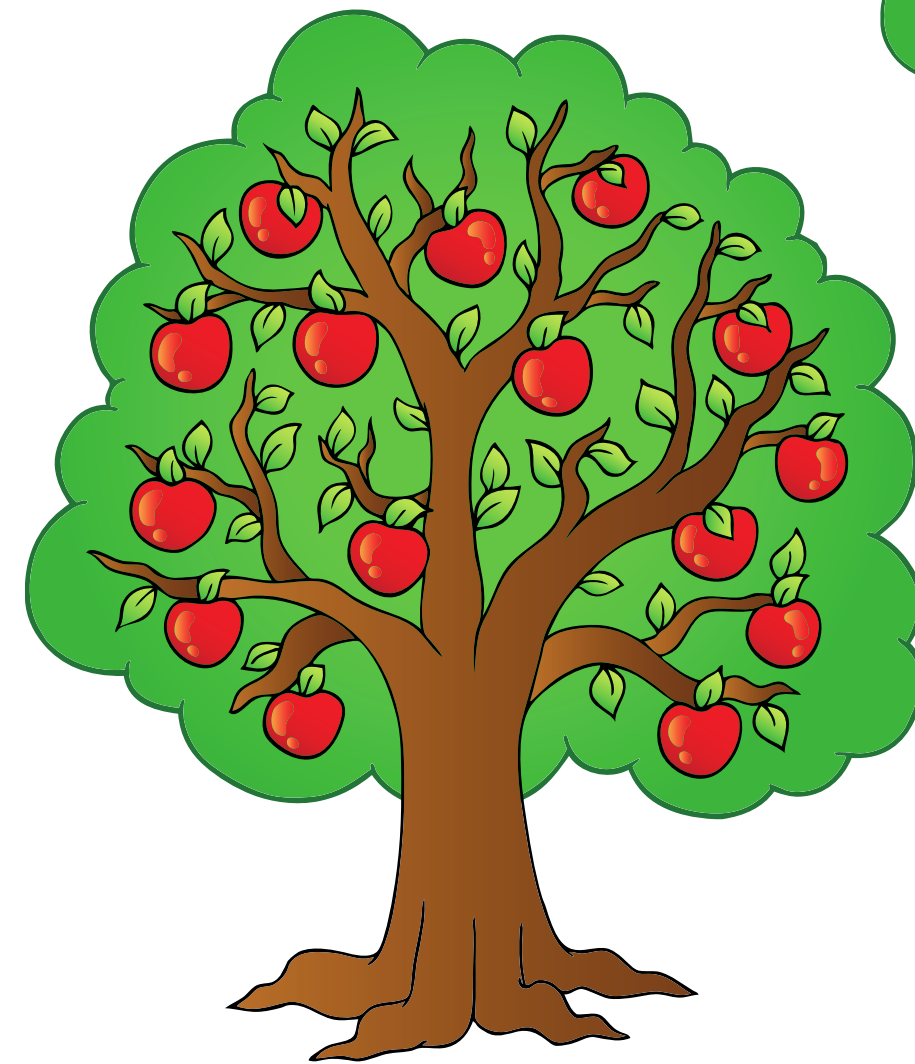
**Proud Member of the Missouri Bar Association  
for over 20 years!**



# **ORGANIC MARKETING VS. PAID ADVERTISING**



**vs.**





**VS.**





**RECIPE:**

**5 WAYS  
TO  
GROW  
ONLINE**



# STEP 1: BRANDING



# HOW DO YOU BUILD A BRAND AS A LAW FIRM?

01

BEGIN EARLY

02

DEFINE YOUR IDEAL  
CLIENT

03

DETERMINE YOUR CORE  
MESSAGE

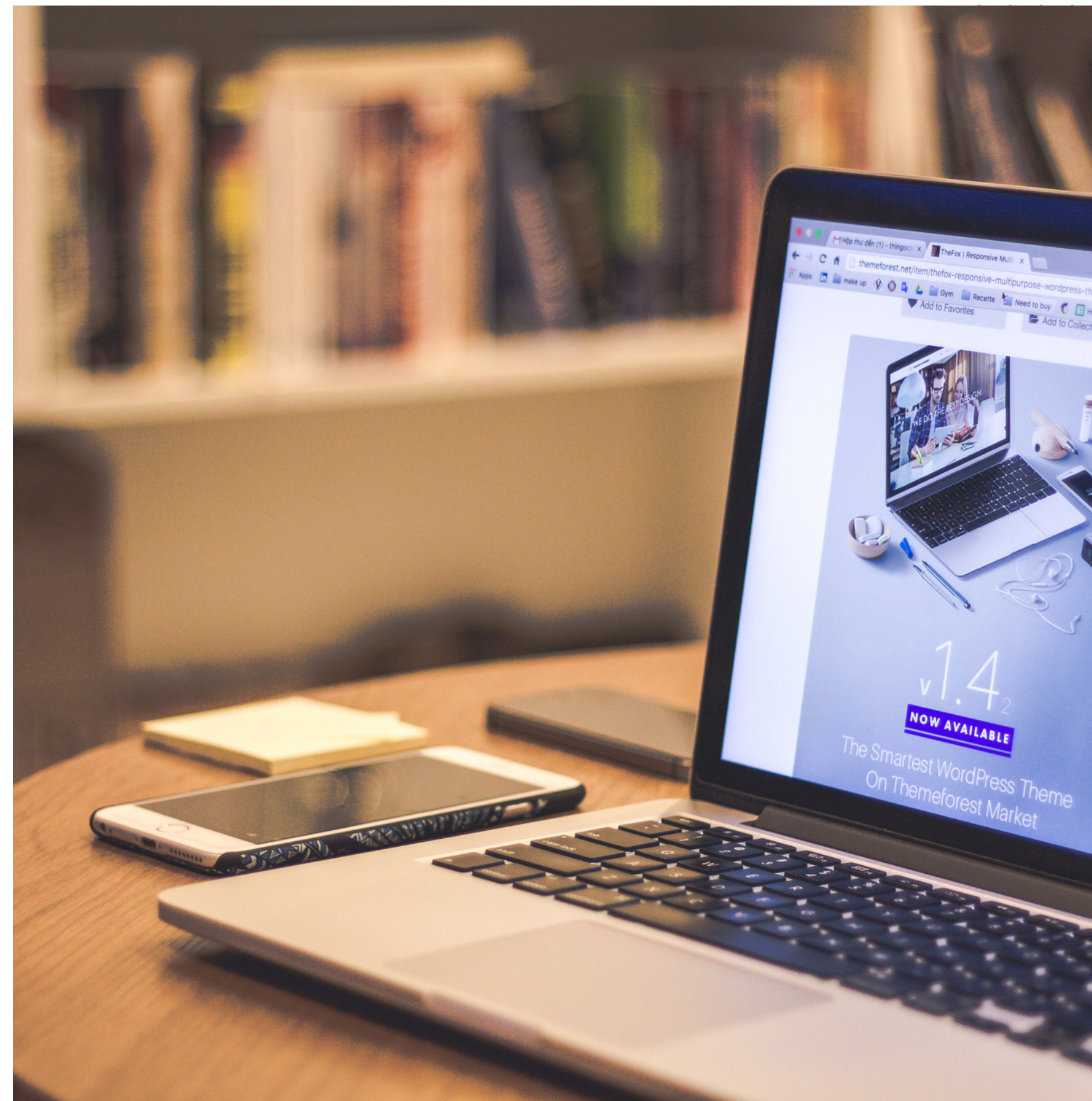
04

DESIGN ELEMENTS

05

PROMOTE YOURSELF!

# STEP 2: WEBSITE



# WEBSITE BEST PRACTICES

01

STOP FRUSTRATING USERS

02

SPEED IT UP!

03

CREATE CONTENT  
(QUANTITY & QUALITY!)

04

WEBSITE PAGES

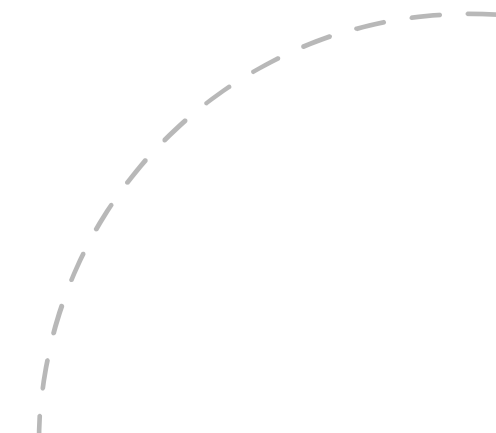
05

FOLLOW ETHICAL  
GUIDELINES



**GET MORE 5 STAR  
REVIEWS**

**SECRET NINJA HACK!**



# WEBSITE BEST PRACTICES

**01** STOP FRUSTRATING USERS

**02** SPEED IT UP!

**03** CREATE CONTENT  
(QUANTITY & QUALITY!)

**04** WEBSITE PAGES

**05** FOLLOW ETHICAL  
GUIDELINES

# STEP 3: CONTENT MARKETING



# STEP 3: CONTENT MARKETING

01

GENERATE CONTENT IDEAS



02

DISCOVER STRONG KEYWORDS FOR  
SEO

03

CREATE CONSISTENT, AUTHORITATIVE,  
TRUSTWORTHY CONTENT

04

FORMAT YOUR CONTENT CORRECTLY






**3 STEPS**  
**3 INGREDIENTS**

**ALREADY**  
**AMAZING!**



# STEP #4: SOCIAL MEDIA MARKETING



A person's hands are visible holding a rectangular chalkboard with a light-colored wooden frame. The chalkboard is black and has the words "WORK" and "SMARTER" written in white, bold, uppercase letters. The text is arranged in two lines, with "WORK" on the top line and "SMARTER" on the bottom line. The background behind the chalkboard is a solid grey color. The entire scene is framed by a thick, dark red border. In the top-left corner of the white background, there is a dashed grey line forming a quarter-circle. In the bottom-left corner, there is a grid of small grey dots.

**WORK  
SMARTER**

**REPURPOSE CONTENT!**

**SECRET NINJA HACK!**



# SOCIAL MEDIA (& MORE!)

01

CREATE MICROCONTENT FOR SOCIAL  
MEDIA PLATFORMS



02

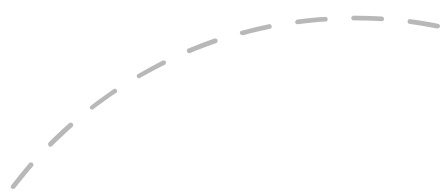
EMAIL LIST

03

VOICE SNIPPETS AND PODCASTS

04

VIDEO



# STEP 5: BACKLINK STRATEGY



**CHEF GOOGLE**

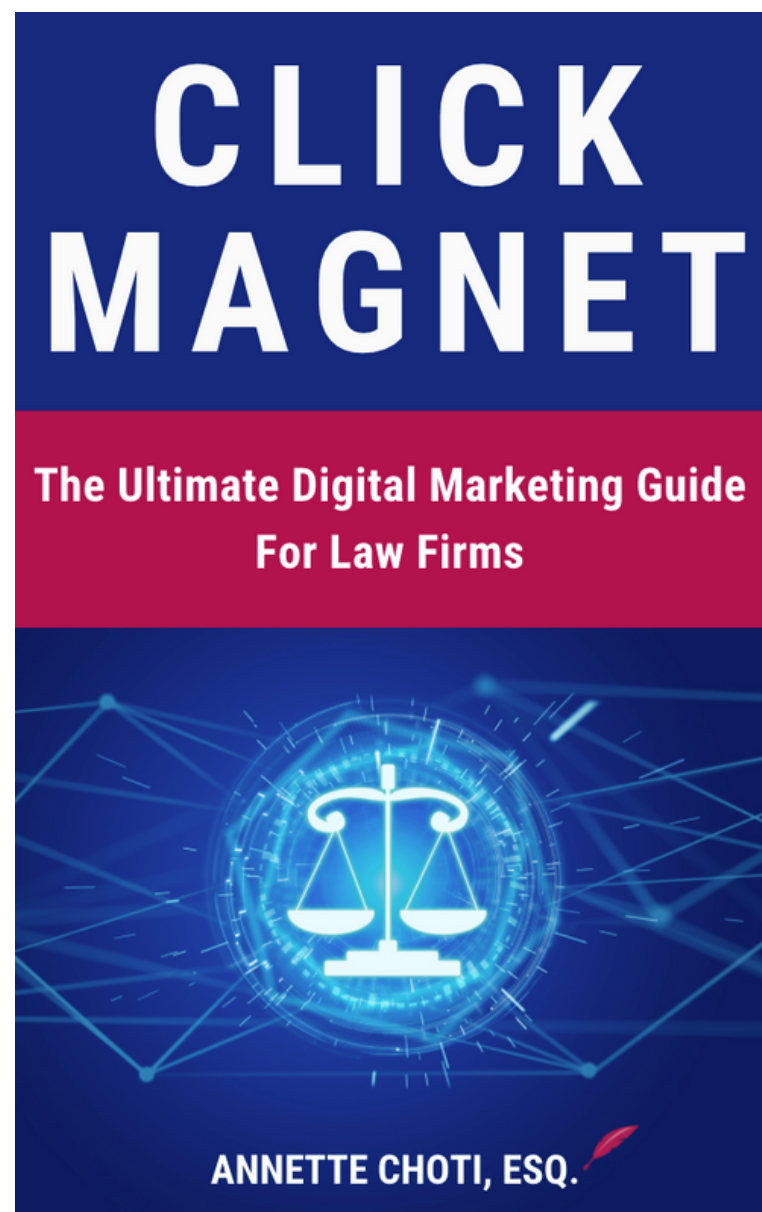


**GOOGLE  
LOVES WHAT  
YOU ARE  
COOKING!**

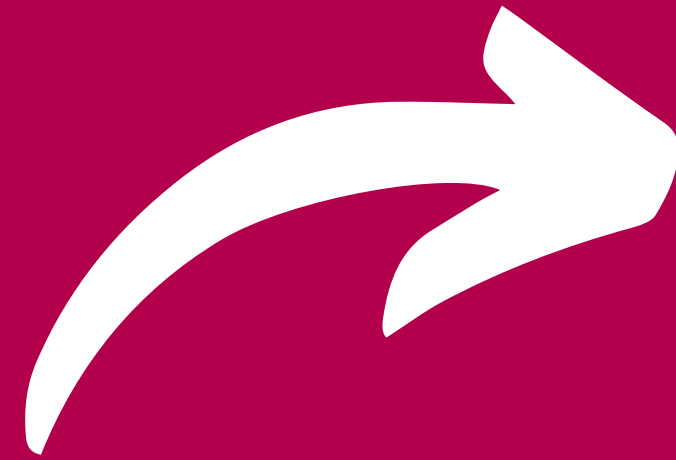


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WAY HOME!**

# LEGAL MARKETING

*Lounge* 

*with*  
Annette Choti, Esq.



# GET IN TOUCH

Set up a Zoom or Phone Call Now To Visit With  
Annette Choti After The Conference!

