FindLaw for Legal Professionals:
SEM-C Product Details
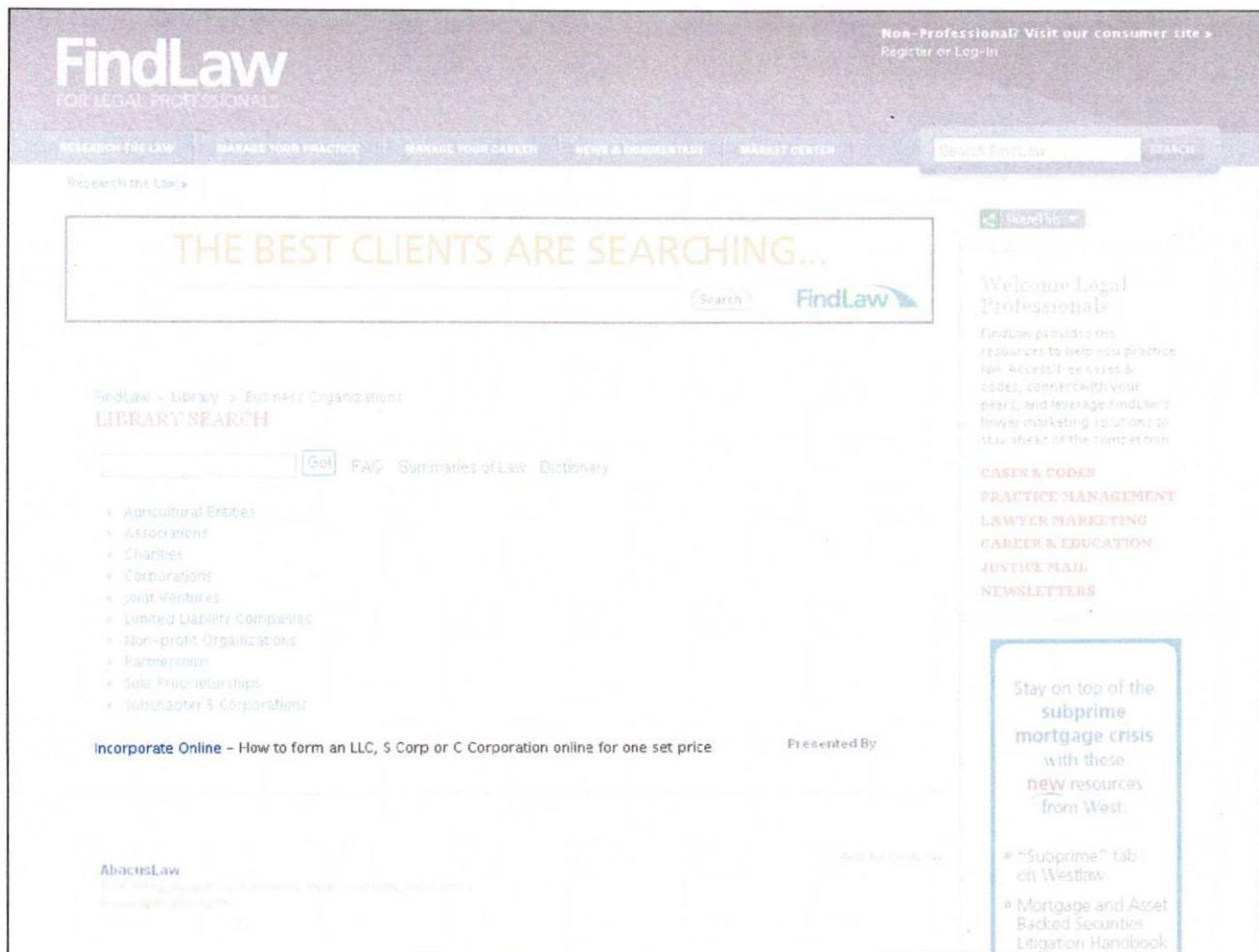
SEM-C Specifications

Example

Incorporate Online – How to form an LLC, S Corp or C Corporation online for one set price.   Presented By

Definition

Search engine marketing, or SEM, is the art and science of increasing qualified leads to a Web site from search engines and other Internet sources. Search engines use spiders and indexing to find information about Web sites, then they display those sites using algorithms. The content on a Web site (on-site optimization) and the inbound links (off-site optimization) to that site influence its visibility in search engine rankings.

Three aspects are required to optimize a Web site for search engines: on-site optimization, off-site

optimization and analytics. On-site optimization entails making changes to the content of a Web site to attract more, and better qualified, search engine users. Off-site optimization entails bringing search engine attention and qualified prospects to a Web site with inbound links from other relevant sites. Analytics involves tracking the success of on-site and off-site optimization with traffic reporting tools, then making adjustments as needed. The SEM-C product largely addresses off-site optimization. The more quality inbound links a Web site has from other sites, the more likely it is that a site will receive the most visibility in search engine results. Search engines consider relevance, popularity, anchor text and site age when evaluating inbound link quality.

SEM-C includes articles submitted by the advertiser and hard coded links to be placed on the FindLaw Legal Professional portal. As FindLaw has a favorable rank with the search engines and is THE legal authority, customers will benefit from having a link on the FindLaw portal. As stated above, on-site optimization and Analytics are equally important for having a successful SEM program therefore, in addition to articles and inbound links, this product includes a white paper detailing the steps needed to successfully achieve those aspects of a SEM program.

Product Elements for SEM-C

The SEM-C product runs for 12 months and includes the following:

1) **Link modules** – to be placed on relevant content pages. The product includes **3 links**.

   Link placement will be determined by chosen audience segments/industries which are as follows:

   - Legal Technology
   - Corporate Counsel
   - Career/Education
   - DIY (Do It Yourself) – i.e., Forms, Contracts, etc.
   - Experts – i.e., Expert Witnesses, Practice Support & Consultants, etc.

   An advertiser selects an audience segment/industry and then FindLaw's engineering team will place links on contextually relevant pages. These links will appear on pre-determined buckets of pages and are chosen at FindLaw's discretion.

2) **Articles** that appear in various sections and are provided by the customer. This product includes up to **5 articles**. Articles will contain a hard coded link to advertiser's web site. Like the link modules, placement is determined by audience segments and at the discretion of FindLaw.

3) **White Paper** detailing standard SEO practices. Advertiser can use these practices to optimize their site, and thus improve and monitor traffic. The value of this product is determined by increased traffic to a Web site.

Product Guidelines

- Product is audience/industry based
- Content on the site must be conceptually tied to the audience/industry purchased
- Customers may purchase one unit per 12 month contract
- Link building is a primary part of the SEM-C product. However, the measure to focus on is the level of improved performance (primarily as measured by increase in search visitors), not quantity of links.
- Customers should focus on metrics such as total search visitors, new contacts, and new clients.

Purpose

Studies by the Pew Internet & American Life Project, a respected nonprofit research organization, show that more than 73% of American adults use the Internet. More than 60 million Americans use search engines on any given day according to Nielsen/NetRatings. When people search, they're looking for answers and if they receive search results that will get them those answers, they're more likely to convert into a customer. The goal of this product is to gain more clients by generating more traffic to a customer's Web site and converting those prospects to clients at a high rate.

Benefits

Customers will benefit from this product as it will help them boost their traffic by having exposure on FindLaw. In addition customers will receive the following benefits:

- Unique option for promoting information to FindLaw's audience via articles

- Customer will be seen as a credible expert via article submissions on relevant pages

- Increased visibility – Customers will have increased rank and penetration within natural search results on major search engines such as Google, Yahoo! and more

- Increased traffic from natural search lowers the average customer acquisition cost

- Links will provide additional exposure to FindLaw's large audience of legal professionals

- Off-site optimization compliments on-site optimization and content efforts

- The SEO white paper will allow the customer to gain increased knowledge about on-site optimization strategies

- Sites with authority sites matter. FindLaw is the authority in the Legal Industry and this is considered when determining outbound link value.

Specifications

Technical Requirements and Specifications	
Hard Coded Link	
Link Name	The anchor text of the Link (50 characters max)
Description	A brief description that describes or summarizes the content linked to (150 characters max)
Click-through URL	1024 characters max - An *active* URL must be provided.
Additional Notes	Ads may not link directly to a PDF file unless approved in advance
Creative Deadline	Creative is due 10 days prior to flight start date
Advertorial Guidelines	
Advertorial Topic	Advertorials should fall between 700 and 1000 words. Advertorials that come in above 1000 words will be edited for length at the discretion of the

	FindLaw production staff. The subject should be broken into a series of advertorials if there are more than 1000 words.
Length	A brief description that describes or summarizes the content linked to (150 characters max)
Short Paragraphs/Sentences	Advertorials must relate to topics of interest to an audience of legal professionals and discuss current events and products. Article topic should align with the selected audience segment.
Tone	A good advertorial is informative and positions a company as the go-to expert on the topic being discussed. An advertorial should not sound like a commercial. Words that would not be used in a conversation should not be used in web writing.
Conclusion in First Paragraph	Please include thesis or conclusion in the first paragraph of the advertorial, and then repeat it at the end -- not verbatim, but in essence. In syndicated feed formats such as RSS the reader will only have the opportunity to read the first paragraph before deciding whether or not to click through to the entirety of the advertorial.
Explanation for Lay Readers	If technical terms are used explain them for the benefit of non-technical readers. Don't assume knowledge a non-technical reader would not have. Each advertorial should be completely understandable by an educated legal professional. Use of linking to add to the understanding of a post is a hallmark of web writing and is encouraged.
Section Headings	Use section headings liberally. Section heading should be three to five words in length and distill the essence of the paragraphs that follow.
Title	Please use a short (no more than 6 to 7 words), descriptive title that contains keywords clearly related to the subject matter of the advertorial. Title may be edited for clarity and search engine optimization strategy. A sub-title may be added, but the main title must fully capture the subject matter of your piece on its own, without the use of a subtitle.
Links	Link anchors may be changed during production for search engine optimization reasons.
Review and Approval Process	The advertorial draft should be submitted for review and approval five days before the advertorial will post. The piece must be in final form by 5 PST (8 EST) two days before the advertorial will post.
Click-through URL	- Only one link per Advertorial will be allowed. This includes hard coded links as well as links with the no follow attribute. 1024 characters max - An *active* URL must be provided.
Creative Deadline	Creative is due 10 days prior to flight start date

Anchor text refers to the text that composes a link to another web page or resource. In the HTML link example that follows,

My Example

The words "My Example" are the anchor text.

Search engines often look at anchor text to determine what the link is about and thus infer the subject of the site to which the link points. It is widely believed that placing keywords in anchor text helps search engine ranking.

Targeting Options

This product is targeted by audience segment/industry. The industries are Technology, Corporate, Education, Forms, and Experts. Customers need to choose desired segment and then links and advertorials will be placed accordingly. FindLaw will not guarantee a particular page, but rather sections of inventory have been carved out for these segments/industries.

Metrics

FindLaw can measure page views to advertiser's articles but with the SEM-C product, the Corporate Team will not be able to monitor traffic to the advertiser's web site. The advertiser will need to track this performance.

Creative Suggestion

Search engines consider anchor text when evaluating inbound link quality so it is important that this text is optimized appropriately. Anchor text is highlighted words on a page that link to another web page or resource. Clicking on the text, called hypertext, loads the linked resource in the user's browser. Anchor text is important to the user and should describe the content of the target page and subject matter.

Before creating anchor text, keyword research is the first thing that should be done. What are people searching on that relate to a product or service? After answering this question, decide on the terms that would be most effective. By identifying pages through relevant keyword links, you are "telling" the search engine which keywords the linked pages represent. An inbound link that includes keywords in the link title (anchor text) is more important than a link that just says "click here."

Anchor text will be successful if the guidelines below are followed:

1. Do what's best for the user

2. Make it easily understood by the user

3. Don't try to hide your intentions

4. Be honest about the anchor text. What it says is what you should get.

5. Avoid "stop words" such as and, with, by, from etc.

6. Mix and match the keyword phrases targeted through anchor links in order to associate keyword phrases with specific internal pages