

How to Generate More Legal Cases Through Your Website

1.5 CPD

Tuesday 31st January 2012

Mint Hotel, 1 Auburn Street, Manchester

Speaker: Al Mackin, theEword

When looking to generate more legal cases, optimising your website is the ideal place to start. A recent report found on average, 420,000 searches were made every month using keywords related to legal services. The use of SEO (Search Engine Optimisation) and PPC (Pay-Per-Click) can help boost your rankings in search engines so that you can drive higher levels of relevant traffic - leading to an increase in new business enquires.

This seminar will give an overview of the different methods available for optimising your site. Firstly, it will explore how gaining recommendations from respected websites can signify the credibility of your site to search engines. Secondly, it will explain how writing useful, meaningful and resourceful content about your industry can increase your rankings for targeted terms. Finally, it will examine how structuring your site with an easy to use navigation, will ensure that users are able to find the legal services they are looking for quickly –resulting in a growth in website enquires.

SPEAKER DETAILS:

The training session will be hosted by Daniel Nolan, managing director of theEword. Daniel has vast experience in running successful online marketing campaigns within the professional services sector and will be able to provide useful hints and tips you can take-away and implement on your website.

Daniel joined theEword in 2008, and worked his way up from content writer to managing director. He had previously worked as a freelance journalist, writing for publications such as the NME, DJ Magazine, CityLife, Popjustice, the Manchester Evening News and clients including Umbro and HMPJ.



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Application Form

Date: Tuesday 31st January 2012 **CPD:** 1.5 hours **Course Code:** 30240

Venue: *Mint Hotel, 1 Auburn Street, Manchester*

Speaker: Daniel Nolan - theEword

Time: Registration & Coffee – 5.30pm-6.00pm Seminar – 6.00pm-7.30pm

Cost: £15.00 + VAT (£18.00 total) – Member delegates
£30.00 + VAT (£36.00 total) – Non-member delegates

Please reserve me place(s) on the above course at £18.00 inc. VAT for Member delegates and £36.00 inc. VAT for Non-member delegates, and find enclosed my cheque for £, made payable to Manchester Law Society in respect of this booking.

NAME(S)

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Email: _____

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