



LIESER SKAFF ALEXANDER

lieserskaff.com

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Lieser Skaff Alexander started with a solid design on fairly strong website. It had a good number of links from other websites and Jeff developed an adequate directory presence on his own when beginning the practice. The firm was missing a good vehicle for content marketing to take advantage of all features available to those looking for exposure on Google.

We converted the site to the WordPress platform so we could more easily add a blog and control the necessary SEO elements of the website. At the same time we move the site from a keyword rich domain, tampabusinesattorney.com, to a more appropriate domain, lieserskaff.com, because that is the name of the firm. While there may be some benefits of having important keywords in the domain, those benefits are constantly diminishing as Google improves its algorithm. Now it is much more important for a domain to represent your brand. Would Titleist ever use the domain www.golfballsandclubs.com so they could rank high for "golf ball" searches?

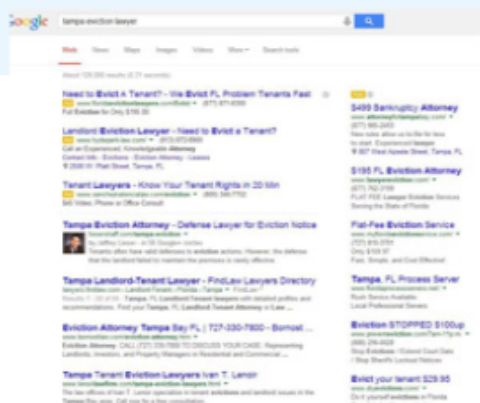
The blog addition had a new design with a similar feel to the main site.

The site was able to gain much more exposure in both core and secondary areas of practice because we took advantage of:

- Google Publishing Markup
- Google+ Authorship Markup
- Comprehensive integration of social sites and content
- Active link building and citation building by Jeff
- Quality blog post publishing
- Meticulous cleaning of online directory listings
- Aggressive discovery and submission to new Directories
- Mobile version of website

Who looks like the best available eviction lawyer in this search result?

We recently started a highly targeted Google Adwords campaign bidding on very specific keywords for the areas of practice the firm is targeting. The monthly spend will not amount to much because of the low search volume but any visits could convert into highly profitable clients.



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