Blogs

Why Blogs?
- Search Engines Love Them
- Focused and Specific
- Real Time
- Establishes Blogger as Expert
- Allows clients to try before you buy
- Substantive
- Cool. C-level read
- Brand on knowledge and insight

Update Frequently
- Multiple Authors OK
- Not too long, thank you
- Be human. Have personality
- Link to others, get links back
- It's a conversation. Converse!
- Not every response is a lead. Qualify leads
- Track incoming links and search terms to spot trends
- Firm Brand

Lessons Learned
- Easy navigation from web site
- Aggregate content on home page
- Feature stories on home page

Integration with Web Site
- E-mail Alerts
- RSS Feeds
- Feedblitz e-mail

Leverage
- Everywhere
- Events
- Web
- Speaking
- Writing

Promote

Examples
- Blawg.com
- blawgsearch.com
- blawgreview.com
- legalblogwatch.typepad.com
- hollandhart.com
- sheppardmullen.com
- law.com
- slaw.ca

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Results
- Credibility
- Community
- Conversation
- Media calls
- Buzz
- Leads
- New Work - 50%