

Million Dollar Advocates Forum®

Multi-Million Dollar Advocates Forum®

THE TOP TRIAL LAWYERS IN AMERICA®



AN EASY WAY TO IMPROVE THE SEARCH RANKING OF YOUR FIRM WEBSITE

In the past few years we have seen a large increase in the number of members who elect to include their firm website as an active link on our Member Directory. Only recently do I understand the full value of such a link.

We have all read about the importance of Search Engine Optimization (SEO). You can have the greatest website in the world, but it is of little value if no one sees it when they do a web search. In recent months, several internet-savvy members, law website designers and large firm marketing directors have been kind enough to explain to me why a member's firm link on our Member Directory is of great value for the Search Engine Optimization of a member's firm website. This is, of course, in addition to the obvious benefits of having the member's firm name and website link displayed on the Member Directory.

I will not presume to explain the relatively complex subject of SEO. I now understand only the basics and, as a trial lawyer, I still find it pretty boring. I am now clear, however, that the inclusion of a member's firm website link on the Member Directory does actually enhance the SEO value of the member's website, making it more likely to appear in a higher position in a Google search. A (very) basic explanation is as follows:

- Google ranks search results based on a secret set of algorithms. One of the most important is the "PageRank" (named after Google founder Larry Page). The PageRank algorithm assigns a mathematical value to the interconnected links among web pages.

- The PageRank of a web page measures (to Google) the relative importance and credibility of a given web page as to the subject of the search.
- One of the most important factors is whether the page has links going to it from other web pages which themselves have high PageRank value. The concept is that if web links are going to the page (e.g. - your firm website) from highly credible, high PageRank other websites, then some of that credibility will be attributed to your website.
- Web pages with higher PageRank (by their own merits or as enhanced by the PageRank value attributed to the pages which have links to that website) will come up higher on a Google Search.
- The Million Dollar Advocates Forum website pages have high PageRank value. Therefore, if there is a link to your firm website on the MDAF Member Directory it will enhance the Google search ranking of your website.

In the past 12 months the website has had approximately 4 million 'hits' and 650,000 individual 'sessions' (report of Urchin Software website statistics for the period 10.1.12 – 10.1.13).

Discuss this with your own web designer or marketing person. See what they say.

Why does the MDAF website have a high credibility rating? Apparently, because it simply is what it purports to be. Since 1999 the website has addressed only the subject of certifying and listing the top trial lawyers in the country. The links to firm websites which appear on our Member Directory have been placed there one-by-one over a number of years for the actual purpose of directing viewers to those attorneys (and not as some Search Engine Optimization tactic). Obviously, the brilliance of the mathematically complex Google search algorithms is that they actually work -- they sort through thousands of web search results and rank the results based on their credibility and relative importance to the search. Looking for solid and reputable trial lawyers? A link coming from the Million Dollar Advocates Forum website is seen as a vote of confidence.

Don Costello

President, Million Dollar Advocates Forum LLC
costello@MillionDollarAdvocates.com