

A photograph of a male lawyer in a blue suit and glasses sitting at a desk, looking at a female client with her hands clasped. They are in a bright office setting with a window in the background. A dark semi-transparent box is overlaid on the right side of the image, containing the title and date.

5 Steps to Creating Great Content Marketing as a Lawyer

April 28, 2022



Agenda

1. Foundational Marketing Principles
2. Audience Research
3. The 5 Steps for Content Marketing (PATIO)
4. Q&A / Giveaway

Foundational Principles

Content is the guerilla marketing of today.

Foundational Principles



Anyone know who created this funnel concept?

The original concept for this dates back to 1898, when E. St. Elmo Lewis developed a model that mapped a customer journey from the moment a brand attracted a consumer's attention to the point of purchase. St. Elmo Lewis' idea is often referred to as the AIDA-model, an acronym which stands for Awareness, Interest, Desire, and Action. The first to actually associate that AIDA concept with a funnel was William Townsend in 1924, who wrote about the structure in the book *Bond Salesmanship*.

When your prospective clients look for (and decide on) a lawyer to help them with legal services, they are in different stages of the funnel process too. Understanding those stages is critical in getting your brand and services in front of them. Content can help you at every stage of that journey.

The Marketing Funnel



Post-conversion word of mouth

The Client Journey

Researching lawyers. Who has legal expertise in the area I need? Who gives me a good first impression? Network recommendations.

Engaging on lawyer's websites/looking at reviews. Considering proximity, accessibility, fit. Calling/meeting in person.

Decision phase on which lawyer to go with.

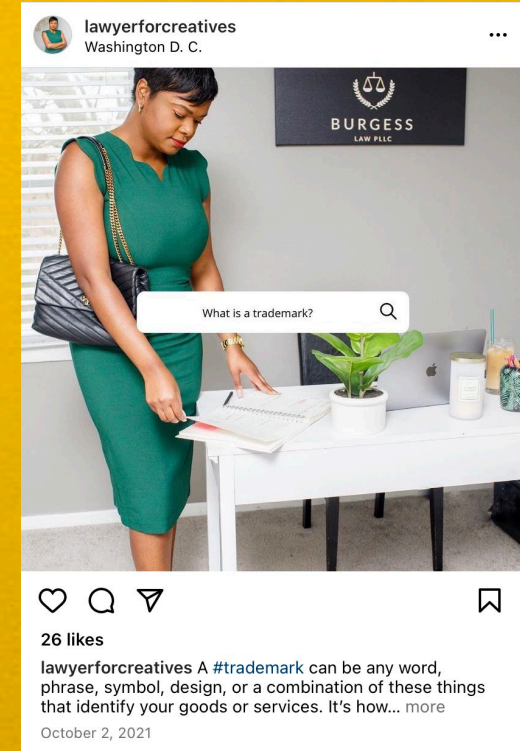
Legal services complete. What's your process post-completion?

Foundational Principles



Or, Think of This Another Way: Where Do Many Leads Come From?

1. Your Immediate Network
2. Referrals from those in your immediate network
3. Searching for “[insert specialty] lawyers near me” or “best lawyers in [DC]” or “best immigration lawyers” in Google.
4. Discovering legal professionals in Social Media (see Michelle Pitts, right)
5. Referral Sites (Yelp etc., directories, publications lists)
6. Advertising



Content keeps you top of mind among your network (they can also refer you to others they know. And, content helps you show up in search, etc.)

A photograph of three people sitting around a wooden table in a modern office setting. On the left, a man with dark hair and glasses, wearing a dark blue button-down shirt, is looking towards the center. In the middle, a woman with long dark hair and glasses, wearing a light blue sweater, is looking down at a document on the table. On the right, a woman with curly brown hair and glasses, wearing a dark blue sweater, is smiling and looking towards the other two. There are several documents, pens, and a small potted plant on the table. The background shows a wooden shelf with various items and a large green plant.

Audience Research

A photograph of three people in a meeting. On the left, a man with dark hair and glasses, wearing a dark blue button-down shirt, is looking towards the center. In the middle, a woman with long dark hair and glasses, wearing a light blue long-sleeved shirt, is looking down at a document on the table. On the right, a woman with curly brown hair and glasses, wearing a dark blue sweater, is smiling and looking towards the other two. They are sitting around a wooden table with several documents, pens, and a small potted plant. The background is a blurred office or meeting room with shelves and plants.

Audience Research

1. Talking to previous customers/clients
2. Looking at data
3. Developing an easy persona to keep in mind.

A photograph of three people in a meeting. On the left, a man with dark hair and glasses is looking towards the center. In the middle, a woman with long dark hair and glasses is looking towards the right. On the right, a woman with curly brown hair and glasses is smiling and looking towards the center. They are all seated at a table in a modern, well-lit office or meeting room with plants and shelves in the background.

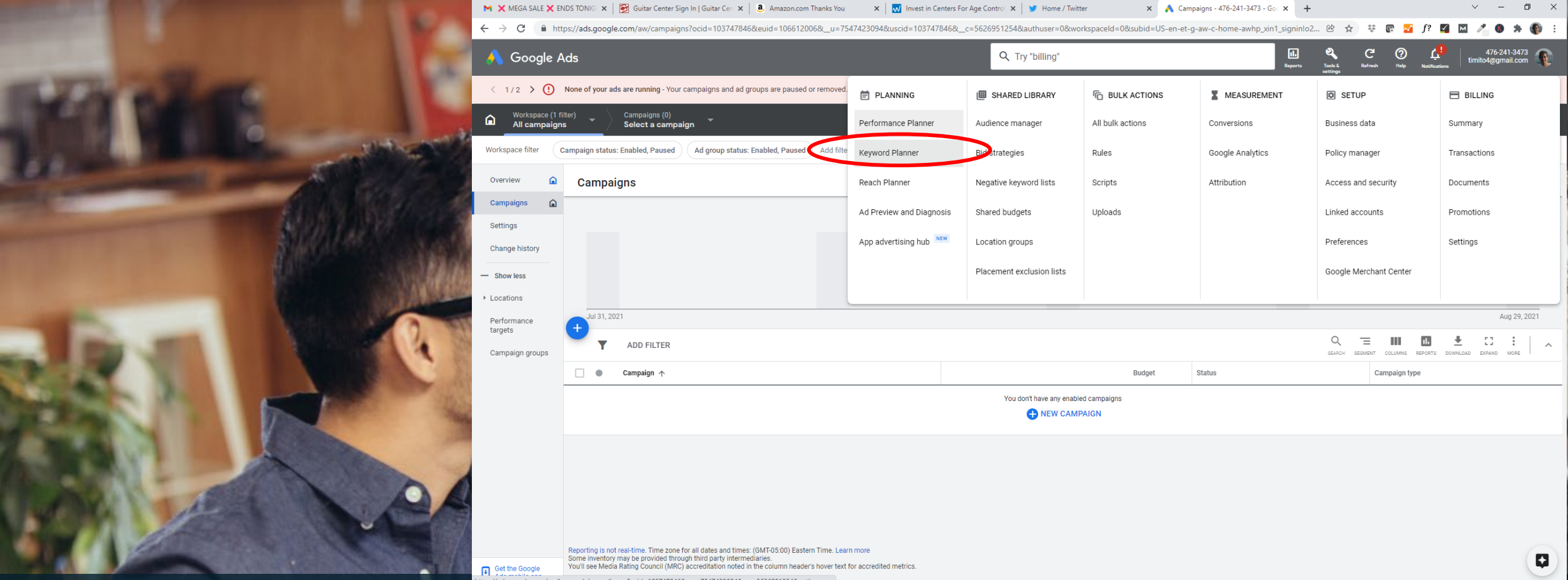
Talking to Previous or Prospective Clients

1. One-on-One Interviews

You can do these by phone or in person. Have them talk about themselves as your customers. What are their pain points? What are their challenges? What do they need more of? What language are they using?

2. Focus Groups

Similar to interviews, you can get customer opinions, attitudes, and perceptions in larger groups. For example, a good way is to walk them through your website and have them react. Ask them what they search for, what aspects of legal services matter to them for your specialty.



Looking at Data

1. **If you have your own website, take a look at Google Analytics** (which you should install if you haven't). What pages are people ending up on? What are the searches being done on your site? That will give you some idea of topic interest.
2. **Take a look at Google search data in particular.** Where can you do this? Check out keyword planner. Go to ads.google.com and sign in with your gmail account. Then go to: Tools & Settings / Keyword Planner. You can then research keywords and restrict by only volume in your area. This can help you understand topical interest.
3. **Use data from surveys or other data collected by DC Bar or other legal associations.**

In particular, collecting the following data is really helpful to develop a “Picture” of that Individual – What We Call a Persona

1. Background
2. Demographic/Geographic: Male/female, age, income, location
3. Psychographics: Ambitions, values, opinions/beliefs
4. Behavior: Where do they go on the Internet, what do they respond to, how do they come become aware you?
5. Challenges/pain points
6. How do you help



And then name the persona so that every time you create content, you keep a consistent approach.

The 5 Steps: PATIO for Content Marketing

Step 1: Planning & Strategy

Step 2: Approach

Step 3: Tools & Tactics

Step 4: Implementation

Step 5: Optimization

PATIO for Content Marketing

Step 1: Planning & Strategy

1. What budget and resources do you have to create the content?
2. What part of the marketing funnel are you targeting with your content?
3. Where does content fit in the context of everything you have to do?
4. What content types would be most effective (based on your answers to the top two)? What do you feel comfortable creating yourself? Do you have the budget to allocate to this activity?

Step 1: Planning & Strategy (Content Types)

Top-of-the-Funnel Content

Top of the Funnel: Awareness, Brand

Middle of the Funnel: Engagement,
Consideration, Acquisition

Lower Funnel: Intent, Conversion,
Loyalty, Advocacy

mng) marketing nice guys

mng) marketing nice guys

Step 1: Planning & Strategy (Content Types)

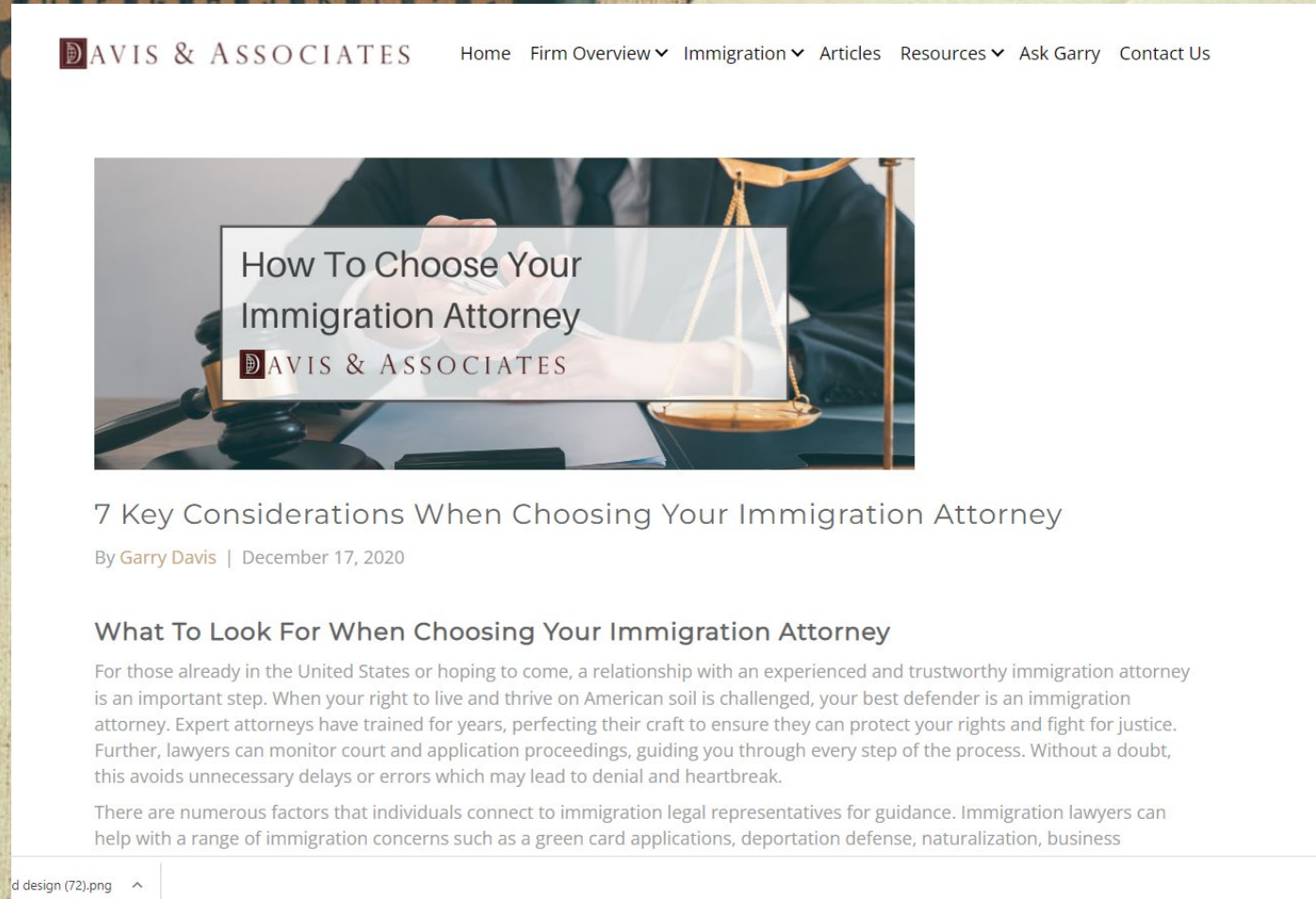
Blogs

Blogs have been shown to increase a company's page views by 55 percent.

An example here. Davis & Associates ranks high in search for “how to choose an immigration attorney”

Why It's Great for Top of the Funnel:

- Establishes your authority or expertise in your legal specialty. Also, that you are a trusted advisor for potential clients.



The screenshot shows the top portion of a website page. At the top is a navigation bar with the logo for 'DAVIS & ASSOCIATES' and links for 'Home', 'Firm Overview', 'Immigration', 'Articles', 'Resources', 'Ask Garry', and 'Contact Us'. Below the navigation is a large hero image featuring a person in a suit holding a scale of justice. Overlaid on the image is a white box containing the title 'How To Choose Your Immigration Attorney' and the 'DAVIS & ASSOCIATES' logo. Below the image, the article title '7 Key Considerations When Choosing Your Immigration Attorney' is displayed, followed by the author 'By Garry Davis' and the date 'December 17, 2020'. The main content area begins with the sub-heading 'What To Look For When Choosing Your Immigration Attorney' and a paragraph of text. At the bottom of the page, there is a small footer element that reads 'd design (72).png'.

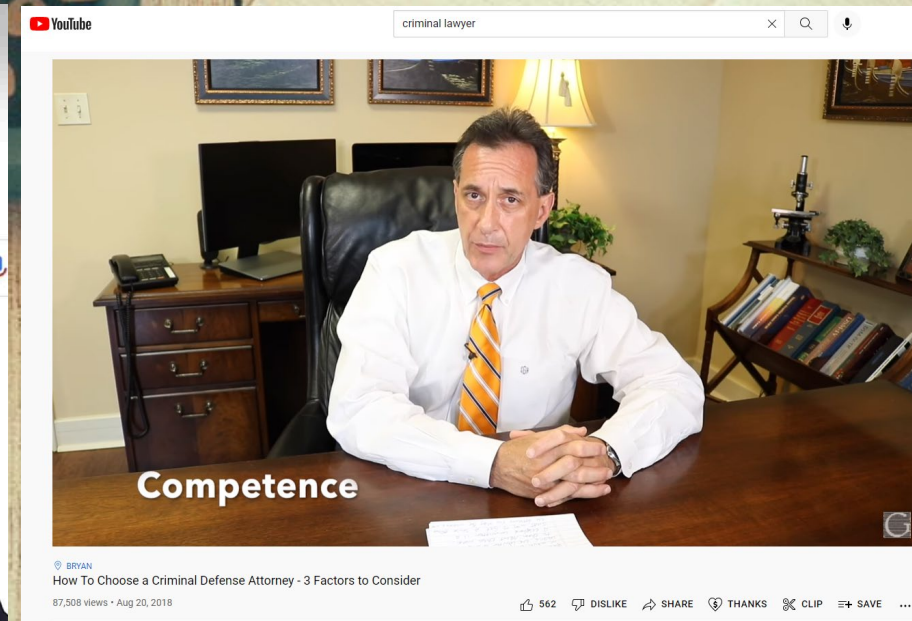
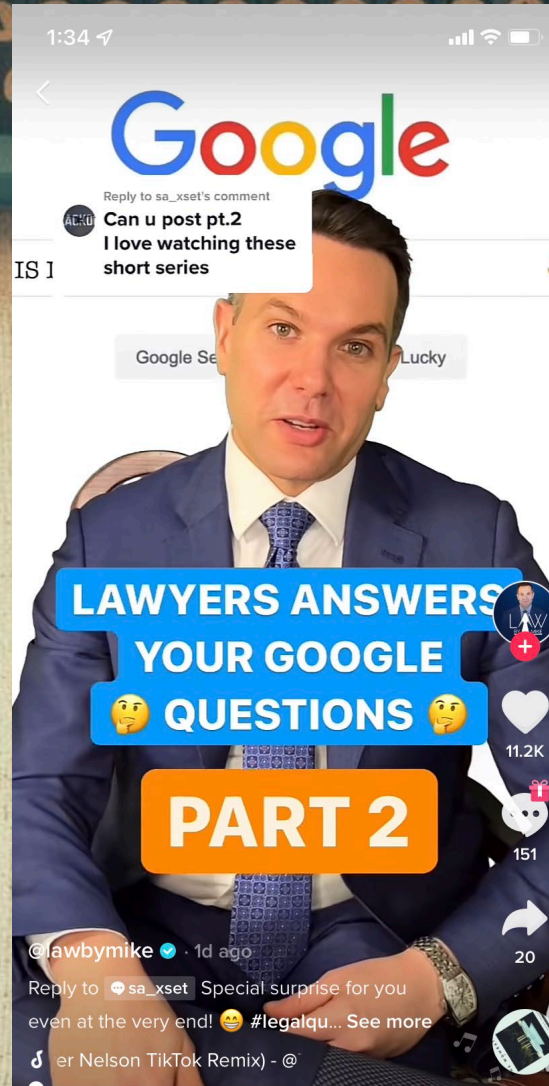
Planning & Strategy: Content Types

Videos

How do you sell yourself as an attorney? Video is a great way to do this. Many of you may be hesitant to engage in social platforms, but they make it easy to create video (such as criminal defense attorney Mike Mandell on TikTok) right. Note the practical nature of the video here about things people ask on Google. He calls himself the No. 1 lawyer on social media. Or look at Stephen Gustis who answers a question about choosing a defense attorney.

Why It's Great for Top-of-the Funnel:

Similar to the rationale for a blog, but it can also convey your personality, sense of humor and values more readily than written text. Can be distributed on many social platforms and YouTube.



Planning & Strategy: Content Types

Photos

It can pay to invest in great photos / professional shots of you. The reason is that great looking photos convey a seriousness and professionalism to your brand. But also provide a human touch. Duane King does a nice job here with both.

Why It's Great for Top-of-the Funnel:

People are curious about what others look like. Also photos provide a sense of transparency for potential clients about who they'll get and what they'll get.



The Law Offices of
DUANE O. KING, PC



Step 1: Planning & Strategy (Content Types)

Middle of-the-Funnel Content

Top of the Funnel: Awareness, Brand

Middle of the Funnel: Engagement, Consideration, Acquisition

Lower Funnel: Intent, Conversion, Loyalty, Advocacy

mng) marketing nice guys

mng) marketing nice guys

Step 1: Planning & Strategy (Content Types)

Downloadables / Guides

Some lawyers create guides that are used either for search engine optimization (see California's Mandour & Associates' Intellectual Property Guide) or for download (see the Ford Murray law firm example below right)

Why It's Great for Middle of the Funnel:

These kinds of pieces establish your authority as well and help you engage individuals after they find out about you. You can put these behind a form to acquire them to your marketing list or simply make it available. If you do put it behind a form, you'll know topic interest immediately.

The screenshot shows the website for Mandour & Associates, an Intellectual Property Law firm. The navigation bar includes links for Home, About Us, Professionals, Trademarks, Copyrights, Patents, IP Guide, Flat Fees, Blog, and Contact Us. A search bar is present with fields for Name, Phone, and Email, and a SUBMIT button. Below the navigation bar, there are logos for 'AS SEEN IN' including NBC News, Hollywood Reporter, Entrepreneur, ESPN, Inc., and Forbes. The main content area features a 'PRACTICE AREAS' sidebar with links to Intellectual Property Litigation, Trademark Attorney (Trademark Litigation, Trademark Infringement, Trademark Registration), and Copyright Attorney (Copyright Litigation, Copyright Infringement, Copyright Registration). The main heading is 'Intellectual Property Guide', followed by a brief description and a list of topics: Intellectual Property (Types of Intellectual Property), Intellectual Property Infringement (Brand Infringement, California Unfair Competition Law, Cease and Desist Letter California, Cease and Desist Letter, Contributory Infringement, Cybersquatting), and Trademark Cease and Desist Letter.

The screenshot shows the Ford Murray website's H-1B Guide download form. The URL is https://fordmurraylaw.com/guide-h-1b-visa-sponsorship/. The page text says 'update this year's Guides with the most current, relevant information for H-1B Employers and Individuals' and 'Choose the Guide below to receive your downloadable guide in your email inbox.' There are two options: 'H-1B Guide for Employers' and 'H-1B Guide for Individuals'. Each option features a preview of the guide cover with the Ford Murray logo and a 'Send Me the H-1B Guide for [Employers/Individuals]' button. Below each preview are input fields for Name and Email.

Step 1: Planning & Strategy (Content Types)

Webinars / Community Events

A great way to gauge audience topic interest and acquire new potential leads. See what Miller Canfield does to promote its compliance law services.

Why It's Great for Middle of the Funnel:

Using Zoom, Google Meet, Go-to-Webinar, Microsoft Teams, you can easily hold a webinar on a topic for a particular group. Because they register for the webinar, you now have acquired them to your marketing list and now understand their interest.

MILLER CANFIELD FIRM SERVICES PEOPLE RESOURCES NEWS & EVENTS CAREERS OFFICE

News & Events

Please Join Us Virtually! Creating and Maintaining a Corporate Culture of Compliance During a Pandemic

November 17, 2021
12:00 - 1:30 PM (EST)
Virtual Luncheon

Please Join Miller Canfield at our November Virtual Aerospace and Defense Luncheon

Creating and Maintaining a Corporate Culture of Compliance During a Pandemic

Wednesday, November 17, 2021
12:00 - 1:30 PM (EST)

Creating a culture of compliance, in which employees understand and comply with legal requirements like the FCPA and act with honesty and integrity as required by the company's code of ethics, is critically important. Creating such a culture of compliance

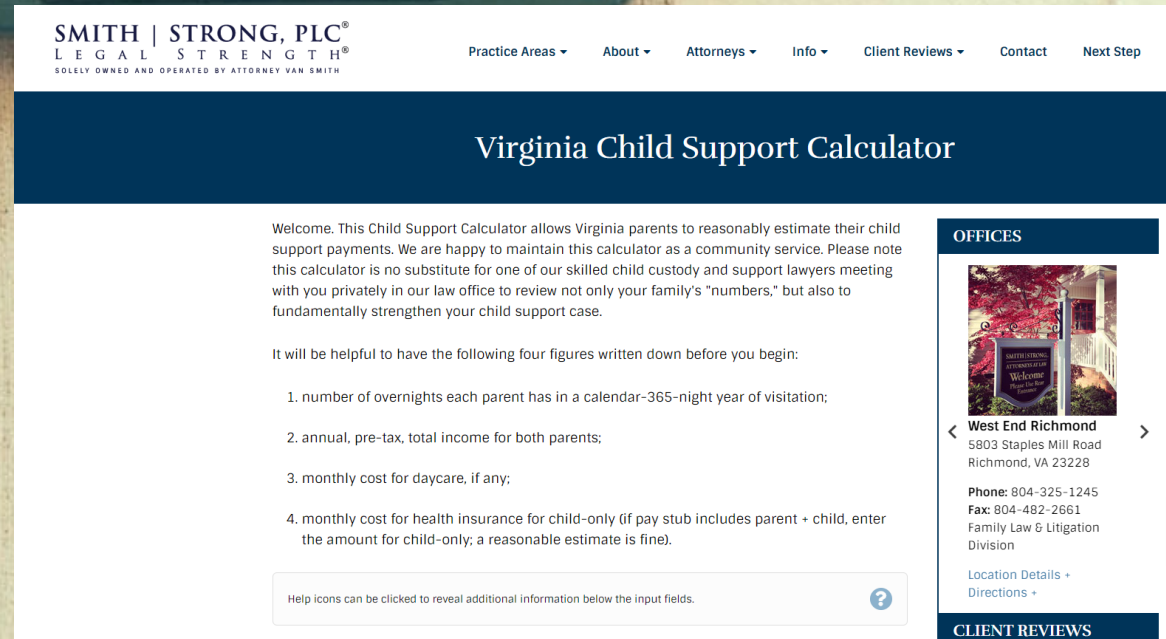
Step 1: Planning & Strategy (Content Types)

Tools: Calculators (if Applicable to Your Practice Field)

Sometimes law firms provide different tools such as this Virginia Child Support Calculator from Smith | Strong PLC., a 6 step process.

Why It's Great for Middle of the Funnel:

Engaging tools means you can compel them to stay on your site. In the end, they may use you for services after the call to action you provide.



The screenshot shows the website for Smith | Strong, PLC. The header includes the firm's name, logo, and navigation links: Practice Areas, About, Attorneys, Info, Client Reviews, Contact, and Next Step. The main heading is "Virginia Child Support Calculator".

Welcome. This Child Support Calculator allows Virginia parents to reasonably estimate their child support payments. We are happy to maintain this calculator as a community service. Please note this calculator is no substitute for one of our skilled child custody and support lawyers meeting with you privately in our law office to review not only your family's "numbers," but also to fundamentally strengthen your child support case.

It will be helpful to have the following four figures written down before you begin:

1. number of overnights each parent has in a calendar-365-night year of visitation;
2. annual, pre-tax, total income for both parents;
3. monthly cost for daycare, if any;
4. monthly cost for health insurance for child-only (if pay stub includes parent + child, enter the amount for child-only; a reasonable estimate is fine).

Help icons can be clicked to reveal additional information below the input fields.

OFFICES

West End Richmond
5803 Staples Mill Road
Richmond, VA 23228

Phone: 804-325-1245
Fax: 804-482-2661
Family Law & Litigation
Division

[Location Details +](#)
[Directions +](#)

CLIENT REVIEWS

Step 1: Planning & Strategy (Content Types)

Newsletters:

Newsletters are a great way to stay in front of potential customers or former customers (remember the referral aspect).

See this one (right) from The Nance Law firm. They send once per month and focus on estate planning and other related areas such as Elder Care.

Why It's Great for Middle of the Funnel:
As you've already acquired these individuals to your list, they come knowing a bit more who you are. In many cases, you know the topical interest here too. And you keep them engaged and keep your practice top-of-mind for them (or members of their network).

Subscribe to Our Free Monthly E-Newsletter & Blog Digest



* First name

* Last name

* Email

* Subscribe Me To

SEND

The Nance Law Firm

Your Monthly Estate Planning Resource

Step 1: Planning & Strategy (Content Types)

Bottom of-the-Funnel Content

Top of the Funnel: Awareness, Brand

Middle of the Funnel: Engagement, Consideration, Acquisition

Lower Funnel: Intent, Conversion, Loyalty, Advocacy

mng) marketing nice guys

mng) marketing nice guys

Step 1: Planning & Strategy (Content Types)

More Social Proof (Case Studies)

Case studies or case results provide social proof that your law practice helps others. See the nice job that Koonz McKenney Johnson & Depaolis LLP do here.

Why It's Great for Bottom of the Funnel:

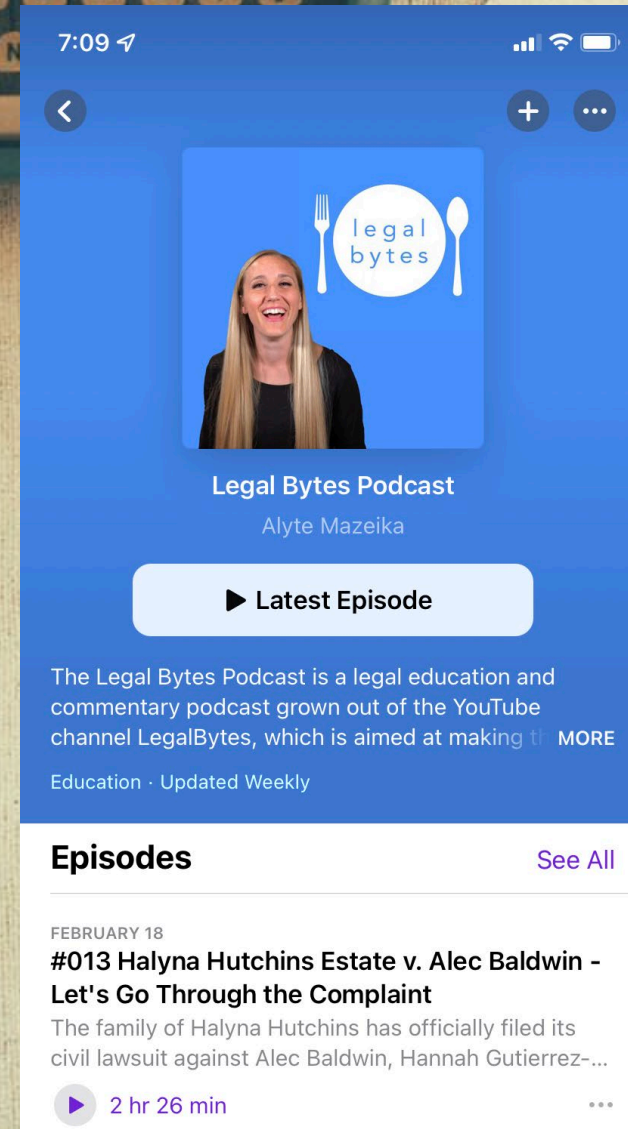
Case studies provide comfort similar to testimonials in that you provide proof that you've helped families, companies, or individuals.

The screenshot shows the website for Koonz McKenney Johnson & Depaolis LLP, Personal Injury Attorneys. The header includes the firm's name, contact information for District of Columbia (202.796.3287), Virginia (703.844.4322), and Maryland (301.719.2793), and a call to action: "CALL TODAY FOR YOUR FREE CONSULTATION". The navigation menu includes Home, About, Attorneys, Practice Areas, Results & Testimonials, Media, and Contact Us. The main content area features a "CASE RESULTS" section with a commitment statement: "WE ARE COMMITTED TO EACH AND EVERY CLIENT WHO RETAINS US, REGARDLESS OF THE SIZE OF THEIR CASE." Below this is a "VIEW ALL CASE RESULTS" button. A featured case study titled "SETTLEMENT FOR PEDESTRIAN ACCIDENT" describes a \$9,300,000 settlement for a pedestrian struck by a vehicle. A large graphic displays "\$6 M" for a "PEDESTRIAN SETTLEMENT". Navigation arrows for "PREVIOUS" and "NEXT" are visible at the bottom.

Step 1: Planning & Strategy (Content Types)

Other Types

- E-books
- Podcasts and audio (Millennials especially. See example: Alyte Mazeika)
- Social media (tweets, responses, etc.)
- User-Generated Content (UGC)
- Infographics
- Scholarly articles in law journals or papers



The 5 Steps: PATIO for Content Marketing

Step 2: Approach

Step 2: Approach

6 Approaches to Content – What Makes a Piece of Content “Good”

Social Currency

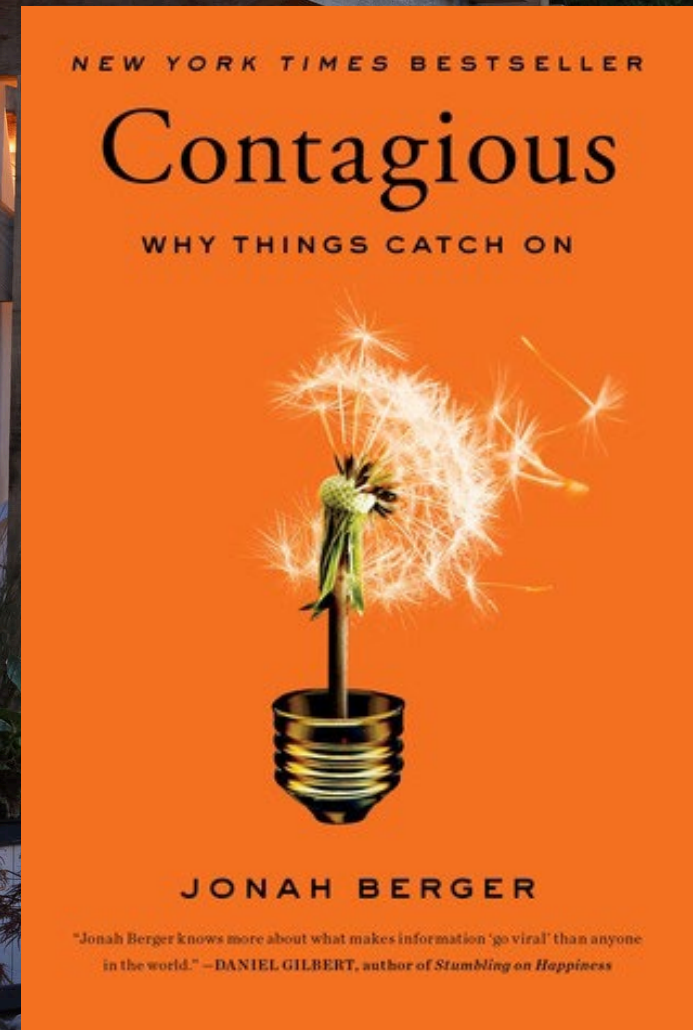
Triggers

Emotion

Public – Social Proof

Practical Value

Stories




Step 2: Approach

Social Currency: A piece of content that makes you smarter, more interesting, funnier etc. that you pass on to others.



Step 2: Approach

Social Currency: In the legal context, here's one we came across on YouTube — Jim Hacking discusses a case that shows how complex immigration /asylum law is and what you should focus on as a client seeking asylum, things that we didn't know.



YouTube

Search

JIM HACKING 314-961-8200
WWW.HACKINGLAWPRACTICE.COM

You Don't Know What You Don't Know

2,680 views · Aug 8, 2021

88 DISLIKE SHARE SAVE ...

The image shows a YouTube video player interface. At the top, there is a search bar and the YouTube logo. The main video frame shows a man with glasses speaking in front of a beach. Below the video frame, there is a text overlay with contact information: 'JIM HACKING 314-961-8200' and 'WWW.HACKINGLAWPRACTICE.COM'. Below the video frame, there is a title 'You Don't Know What You Don't Know', view count '2,680 views · Aug 8, 2021', and interaction buttons for likes (88), dislikes, share, save, and a menu icon.

Step 2: Approach

Triggers: Content that triggers a reaction because it is linked to something (Peanut butter and...)

When people think of realtors, for example, you want to be “jelly” in this case.



Click Here To Get Your HUMP DAY T-Shirt!

Hump Day Camel Commercial - Happier than a Camel on Wednesday - Hump Daaaay!

Ryan Bessling
Subscribe 169

442,028 views

+ Add to Share More 998 40

The image shows a YouTube video player interface. The video thumbnail depicts a large camel standing in an office environment, with a woman sitting at a desk in the foreground. The video title is "Hump Day Camel Commercial - Happier than a Camel on Wednesday - Hump Daaaay!". The channel name is "Ryan Bessling" with a "Subscribe" button and "169" subscribers. The video has "442,028 views". Below the video player, there are icons for "Add to", "Share", and "More", along with like and comment counts of "998" and "40" respectively.

Step 2: Approach

Triggers:

In the case of law/legal areas, it can be the use of a consistent hashtag in social that reminds people of that particular lawyer, or it can be a consistent brand presentation. See Kelly Chang (right), a.k.a LawyerKelly on Instagram. She tries to equate her practice with prenups.

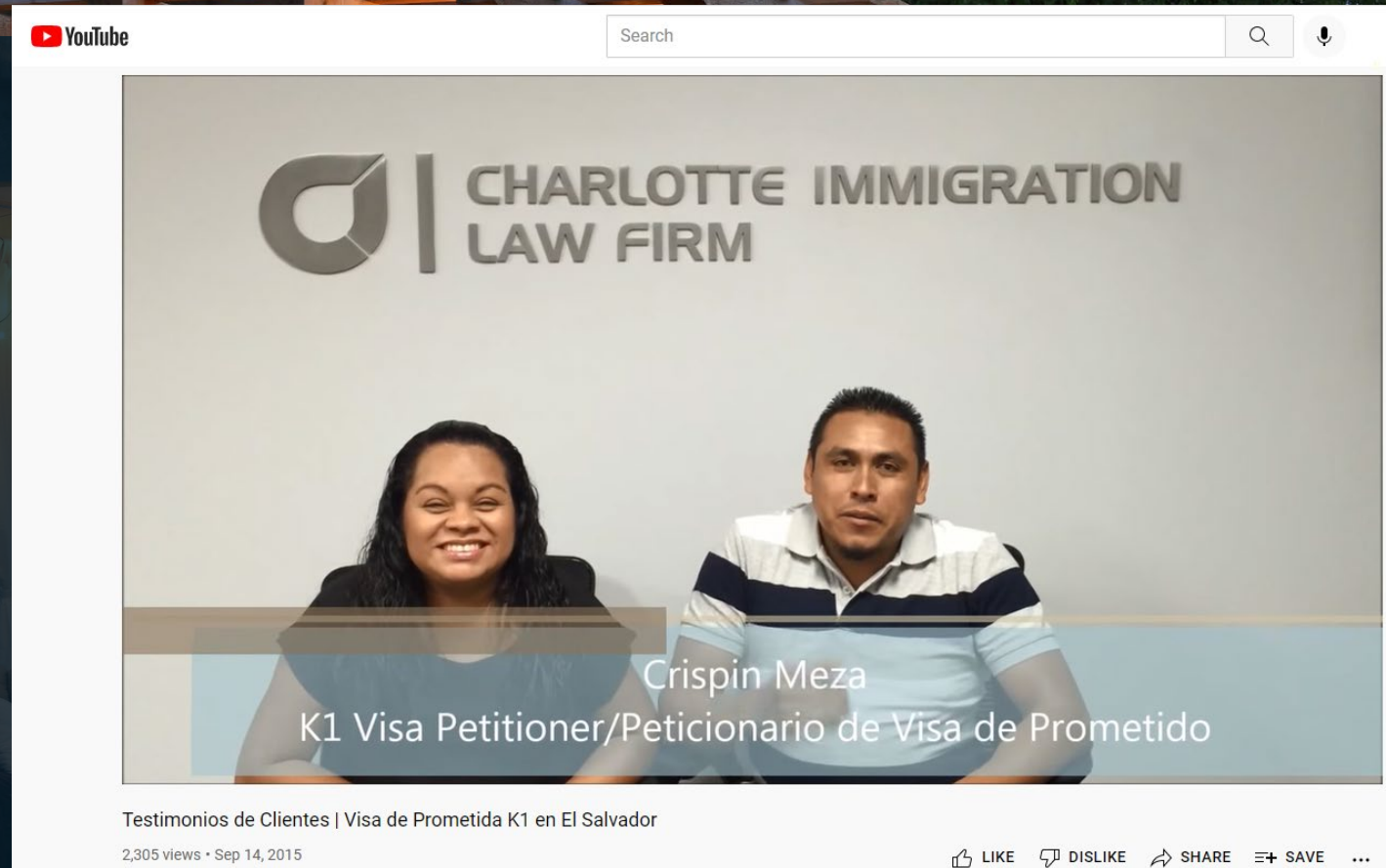
Which brings up another point. Establishing narrative consistency is key throughout all your marketing.



Step 2: Approach

Emotion:

Any time your marketing can include emotional content (things that make people happy, laugh, or even angry) can trigger a more powerful reaction. Here, the Charlotte Immigration Law firm tell the emotional story of Crispin Meza and his wife Norma, a K-1 Visa petitioner and how they were able to be successful in their own words. You can literally see the joy on their faces.



The image shows a YouTube video player interface. At the top left is the YouTube logo. To its right is a search bar with a magnifying glass icon. The main video area displays the logo for 'CHARLOTTE IMMIGRATION LAW FIRM' in the upper left corner. Below the logo, a woman (Norma) and a man (Crispin Meza) are shown from the chest up, sitting at a table. Crispin Meza is on the right, wearing a white and blue striped polo shirt. A semi-transparent blue box is overlaid on the bottom right of the video frame, containing the text 'Crispin Meza' and 'K1 Visa Petitioner/Peticionario de Visa de Prometido'. Below the video frame, the video title 'Testimonios de Clientes | Visa de Prometida K1 en El Salvador' is visible, along with the view count '2,305 views' and the upload date 'Sep 14, 2015'. At the bottom right of the player are icons for 'LIKE', 'DISLIKE', 'SHARE', 'SAVE', and a menu icon.

Step 2: Approach

Public:

Customers want social proof that a product or service is legitimate, so they look to see who uses that product or service, or if that a service is highly rated or has brought success to others. That's why reviews and testimonials, success stories or even money won through settlements or verdicts catches the eye. On the right, Brown Goldstein & Levy provide examples of million-dollar cases they've won.



The screenshot shows the website for Brown Goldstein & Levy. The header includes the firm's name in a green box and navigation links for People, Practices (underlined), News, Why BGL, Big Wins, and a search icon. The main content area features a large image of hands holding a tree, with the text 'Million-Dollar Cases' overlaid. Below this, there is a 'Partners' section with a list of names and three paragraphs of text describing the firm's success in high-value cases.

Brown Goldstein & Levy

People Practices News Why BGL Big Wins

Million-Dollar Cases

Partners

- Joe Espo
- Kobie Flowers
- Andy Freeman
- Sharon Krevor-Weisbaum
- Andy Levy
- Joshua Treem
- Jessie Weber

When the stakes are highest, Brown, Goldstein & Levy gets results. Over the course of decades, we have obtained numerous verdicts and settlements worth millions or tens of millions of dollars—and in one case, we obtained a settlement worth over \$1 billion. These high-dollar figures reflect the fact that our attorneys are both skilled trial lawyers and adept negotiators, with the experience and know-how to obtain the highest possible compensation for our clients, no matter the context.

Our lawyers know how to maximize our clients' recovery in high-value cases, turning million-dollar cases into multi-million-dollar cases. In many of our million-dollar cases, the defendant's final pre-trial settlement offer was in the low six figures. Faced with such unreasonable offers, we go to trial and win vastly higher awards from juries. That track record then increases the likelihood that we will get more reasonable settlement offers in the future.

We have obtained million-dollar verdicts and settlements in a broad range of areas and over the course of decades. Our million-dollar cases include commercial disputes, wrongful death and serious personal injury cases, wrongful conviction, employment and housing discrimination, and class actions. No matter the issue in dispute, our attorneys know how to get the most for our clients.

By visiting this website, you consent to our use of cookies. To find out more about the cookies we use please see our [Privacy](#)

Step 2: Approach

Practical

This is probably the most common type of content that's used in almost every industry. When you provide practical help to someone you automatically become a source of authority. Here's a simple tip from (again) Jim Hacking advising clients not to talk so much during an INS interview. This kind of practical advice helps people who now consider him an expert.



YouTube

Search

H HACKING LAW
P R A C T I C E , L L C

JIM HACKING 314-961-8200
WWW.HACKINGLAWPRACTICE.COM

Why Shouldn't I Talk So Much At My Interview?

34,416 views · Nov 13, 2019

1.1K DISLIKE SHARE SAVE ...

Step 2: Approach

Storytelling

People remember stories. That's why they're so effective from a marketing standpoint. Many lawyers put their content in storytelling form, typically a client story. In this case, the law firm of James Scott Ferrin tells the story of two clients who were cheated out of getting reimbursed by their insurance company.

The Hard Truth About Getting Reimbursed for Hurricane Damages

Posted on September 8, 2021 by [Christopher Bagley](#)

Of all recorded weather disasters in U.S. history, hurricanes have caused the most deaths and destruction. Property damage is catastrophic, and homeowners and business owners alike suffer.

When Hurricanes [Florence](#) and [Michael](#) swept through North Carolina less than a month apart in 2018, many Tar Heels were devastated, with home, business, farm, and auto damages totaling billions of dollars.

ABC11 reported that 185,000 claims related to Hurricane Florence were filed with the North Carolina Department of Insurance, and FEMA received 80,000 claims.

Following Hurricane Michael was Hurricane [Dorian](#) in 2019 with billion dollar damage estimates. In Florida, nearly 4,000 insurance claims were submitted, though the state escaped the brunt of the storm as it barreled down on South and North Carolina.

If you are among those [filing hurricane damage claims](#), you may discover that some insurance companies may not be as willing to help as you assumed.

While insurance companies may want you to think they have your best interests at heart, history shows that's not always true.

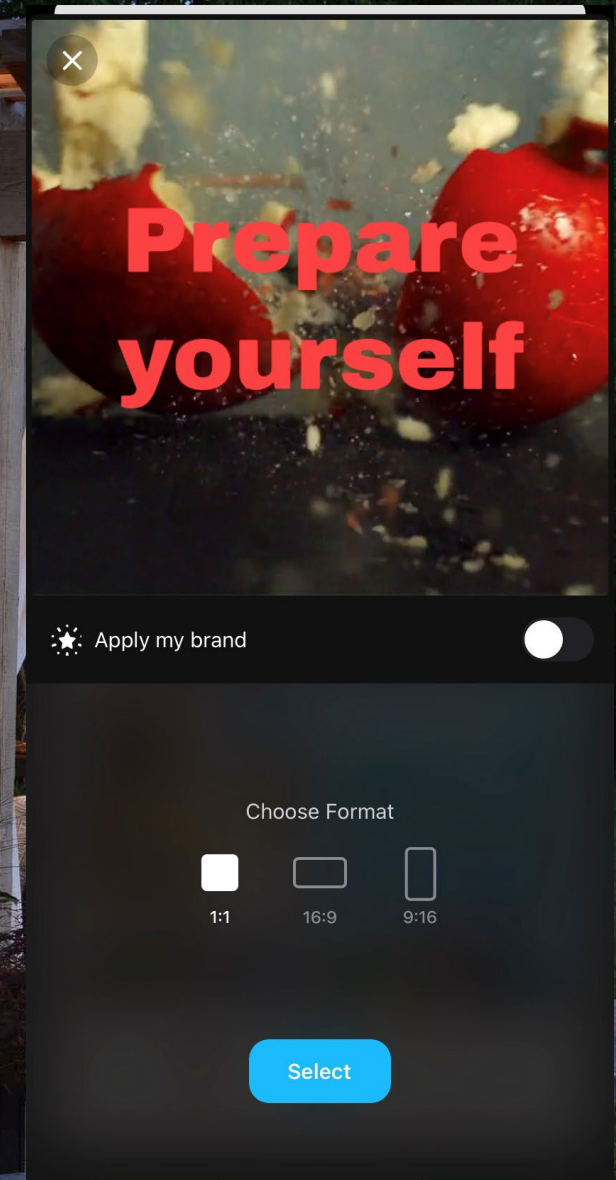


The 5 Steps: PATIO for Content Marketing

Step 3: Tools & Tactics

Step 3: Tools

- **Canva:** All-in-one design. Pre-designed, templates, checklists, stock photos, videos. Great for social posts, ads, etc. \$12 / month.
- **Boosted by Lightricks (mobile app).** You can make professional looking videos with your own video / stock video (say from Canva), add your logo for personalization. \$69 / year. Pre-designed templates. (right)
- **Google Ads Keyword Planner** (free with a gmail account)
- **Mematic (app)** that creates memes for social. Includes templates. \$25/year. Especially if your brand involves humor.
- **OBS Studio** (can record audio, video files and edit them)
- **Webcam:** Logitech BRIO Ultra HD Webcam for Video Conferencing, Recording, and Streaming – Black, \$193.
- **Microphone:** Blue Yeti USB Mic, \$128.
- **Ring Light:** Ubeesize 10” Selfie Ring Light, \$49
- **Portable Green Screen:** Emart Green Screen, Collapsible, \$164



Step 3: Tactics

- Remember “Searchable, Shareable, Snackable”

how does my company sponsor h-1b visa workers

People also ask

- Does an employer have to sponsor an H-1B visa?
- How much does it cost an employer to sponsor an H-1B visa?
- How does a company sponsor a work visa?

https://www.shrm.org > how-to-guides > pages > howto... Traf/mo (us): 1800/1.71M - Kw (us):

How to Sponsor an Individual for an H-1B Visa - SHRM
Follow these simple steps to sponsor an employee for an H-1B visa. ... The H-1B employer must pay its H-1B workers at least the "required" wage, which is ...
MOZ DA: 81/100 (+7%) Ref Dom: 65.12K Ref Links: 2.22M Spam Score: 1%

https://gclidlaw.com > News Traf/mo (us): 150/8900 - Kw (us): 104/2746

H-1B Visas: How Do Small Companies Sponsor H1B Workers?
Jul 8, 2020 — If your company wishes to sponsor one or more H-1B visa recipients, you can file a petition on their behalf. The positions these people will ...
MOZ DA: 50/100 (+2%) Ref Dom: 944 Ref Links: 14.69K Spam Score: 1%

https://www.nolo.com > legal-encyclopedia > how-empl... Traf/mo (us): 23/2.44M - Kw (us): 22

How Employers Can Hire an H-1B Worker Who Is Already in ...
To sponsor an H-1B worker, the employer must file an I-129 petition with USCIS, asking the agency to approve the foreign worker for H-1B status. Depending upon ...
MOZ DA: 71/100 (-1%) Ref Dom: 69.66K Ref Links: 4.15M Spam Score: 1%

https://workpermit.com > immigration > which-compan... Traf/mo (us): 16/15.90K - Kw (us): 30

Which companies can apply for a US H-1B Visa? - Workpermit ...
Any US employer can sponsor an H-1B petition, provided it has an IRS Tax Number, also known as an IRS Number or Tax ID Number. This number is needed for ...
MOZ DA: 60/100 (+0%) Ref Dom: 6.82K Ref Links: 3.76M Spam Score: 1%

https://www.zenefits.com > work > how-do-i-sponsor... Traf/mo (us): 59/217.20K - Kw (us):

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DC Injury Lawyer Blog

Fatal Maryland Rear-End Accidents

February 22, 2022 | by Sidney Schupak, Esq.

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Rear-end accidents refer to incidents when a rear vehicle's front bumper collides into the back of the vehicle in front of them. While most Maryland rear-end accidents tend to occur at low speeds near stop signs, congested traffic, or stop signs, they can occur in any traffic scenario. Studies suggest that four primary factors, driver, vehicle, road, and environment, influence the likelihood and severity of a rear-end accident.

Driver factors include physiological and psychological characteristics that may affect the driver's conduct. Vehicle factors include the performance and braking style of different types and grades of cars. The driving environment also impacts a driver's reaction time and visibility. Finally, road factors such as the maintenance and surface of roadways can impact the likelihood of a rear-end accident.

Fatal rear-end accidents include additional factors that may influence the likelihood of these incidents. For example, accidents involving improperly restrained occupants are

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“ Immigration law is a constantly changing legal field. I Harlan York provides this blog so you can stay up to trends affect immigration law cases

4 WAYS TO SPEED UP YOUR IMMIGRATION CASE

Harlan York
September 7, 2019

Everyone wants to get their immigration case done as quickly as possible, but long waits of a year (or many years) can be the norm. One of the most common questions we get is “can you speed up my immigration case?” The answer usually is “it depends on what type of immigration case,” but there are some things you can do to help expedite or speed things up in certain cases.

HERE ARE SOME QUICK TIPS TO SPEEDING UP YOUR IMMIGRATION PROCESS

- 1. U.S. Citizenship and Immigration Services (USCIS) offer a Premium Processing Service.** While it was suspended for a while, premium processing is back in some cases in 2019. For \$1410 above regular fees, certain employment based cases may be expedited by filling out an I-907. But in the big picture, we are talking about certain temporary work visas and petitions that lead to green cards through sponsorship. There are no Premium Processing Services for Family or any other Immigration case. In the case of expedited processing there must be a real reason for rushing and no guarantee that USCIS will approve the request. This is for emergent use only such as family emergencies, military personnel who are being

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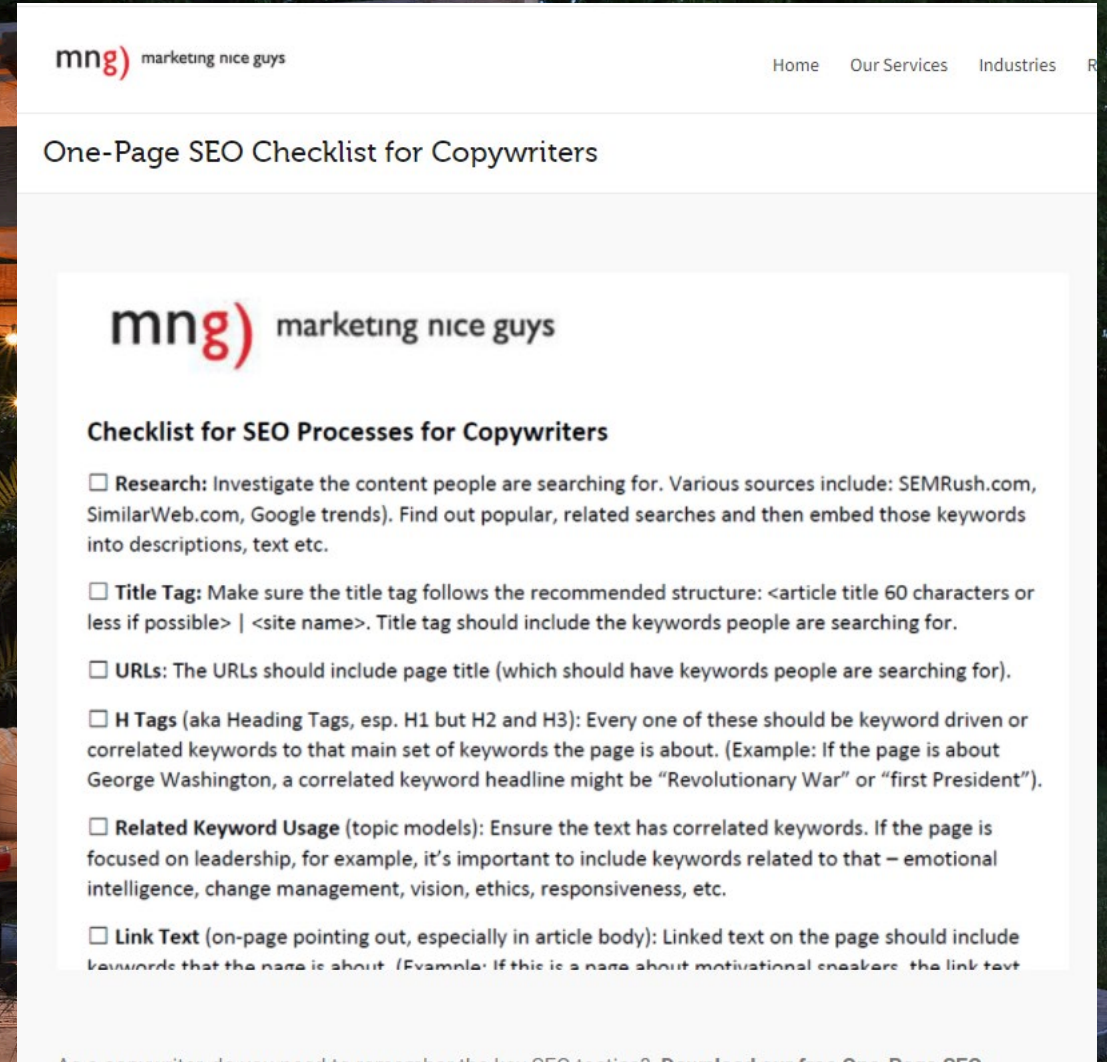
The 5 Steps: PATIO for Content Marketing

Step 4: Implementation

Step 4: Implementation

Create a SEO Workflow & Process

For on-page success, there are 9 aspects of good search engine optimization (use a checklist, see right). For off-page success, distribute content beyond the website itself to social, YouTube, etc. Consider link-building, think about a process to exchange links with another site or get an inbound link from a local directory, legal association, or other related entity. etc.



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One-Page SEO Checklist for Copywriters

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Checklist for SEO Processes for Copywriters

- Research:** Investigate the content people are searching for. Various sources include: SEMRush.com, SimilarWeb.com, Google trends). Find out popular, related searches and then embed those keywords into descriptions, text etc.
- Title Tag:** Make sure the title tag follows the recommended structure: <article title 60 characters or less if possible> | <site name>. Title tag should include the keywords people are searching for.
- URLs:** The URLs should include page title (which should have keywords people are searching for).
- H Tags (aka Heading Tags, esp. H1 but H2 and H3):** Every one of these should be keyword driven or correlated keywords to that main set of keywords the page is about. (Example: If the page is about George Washington, a correlated keyword headline might be “Revolutionary War” or “first President”).
- Related Keyword Usage (topic models):** Ensure the text has correlated keywords. If the page is focused on leadership, for example, it’s important to include keywords related to that – emotional intelligence, change management, vision, ethics, responsiveness, etc.
- Link Text (on-page pointing out, especially in article body):** Linked text on the page should include keywords that the page is about. (Example: If this is a page about motivational speakers, the link text

As a copywriter, do you need to remember the key SEO tactics? Download our free One-Page SEO

<https://marketingniceguys.com/one-page-seo-checklist-for-copywriters/>

Step 4: Implementation

Editorial Process for Content

You may not have an “editorial team” but make sure someone else looks at the copy before you post it. One typo in anything – copy, call to action, video, ad, email – can not only ruin a piece of content, it hurts your SEO too.

7 Skills ~~That Stand Out on to Stand Out In~~ a Marketing Resume ~~Interview~~

~~While many roles are specialized, marketing jobs today still often require a mix of different hard skills that go beyond the immediate requirements of the job. That's why having a varied skillset you can point to on your resume is often a great bonus for potential candidates. Some of the biggest, most notable ad campaigns you've seen plastered around weren't made in a day. They're often the products of years of developing a multitude of skills.~~

~~Successful campaigns require an array of creative and analytical skills harmoniously meshed together. Analytical skills understand and make use of past data to determine next steps. Those next steps often require design and writing skills. For example, you might decide on an email campaign with seven emails, new blog posts, or put together a paid search campaign. Whatever initiative your team decides, you'll want to be ready for it.~~

~~Many of your competition will have some kind of skills and experience, so you'll want to stand out among the crowd. Here are 7 some impressive skills you should emphasize on your resume and during the interviews if you have them:~~

1. Copywriting

~~Out of all the social media posts and print ads that immediately caught your attention, some of them definitely did so by words.~~

~~Good Copywriting will take you far in marketing. As you've probably noticed, copywriting is present in [website development](#), [research](#), social media, [paid media](#) ads, emails, [direct mail](#), [e-commerce](#), and, of course, content development. In some large marketing departments, copywriters are the sole individuals who touch any marketing copy. But in most places, copywriting isn't a luxury that's handled by a single individual or group of individuals who only do that. It's usually done by those who may have other core areas of focus like the ones listed above. The writing you see there isn't just done by anyone. It takes a skilled and creative writer.~~

The 5 Steps: PATIO for Content Marketing

Step 5: Optimization

Step 5: Optimization

After you've completed the previous 4 steps, now comes the optimization stage. It involves looking at data to see how well your content "did" and how you can make it better. First you have to measure. Make sure to setup Google Analytics at the very least.

Measurement Goals and Key Performance Indicators (KPIs)

- 1. Consumption/Website Traffic:** Unique visits, page views), downloads, time-on-site, revenue-per-visit, bounce rate.
- 2. Lead Generation:** How many leads did a piece of content earn? What was the quality? (Who filled out a form, asked for more information, subscribed to email). Evaluate cost of producing content versus avg. value of each lead.
- 3. Sharing/Engagement:** Less quantified than other metrics. Could be referrals, comments, shares on social networks or the website...What about the value of likes?
- 4. Customer Close Rates:** Review actual 'close' rates, not just leads. What actually resulted in a potential customer becoming a client?
- 5. Content Development Volume:** These metrics that are focused internally and typically on the volume produced in a particular period to ensure a steady stream of content fills social and other distribution channels.

Step 5: Optimization

If a piece of content isn't performing, do you need to boost more distribution? Or do a better job with your landing pages?

Paid Channels

- Paid display & video (Programmatic) ads
- Search ads
- Social ads (including paid messaging and chats)
- Advertorials
- Native ads
- Sponsorships
- Sponsored links
- Press releases (through a platform such as Cision)
- Influencer marketing

Earned Channels

- Search engine rankings (SEO)
- PR and media coverage
- Social media posts
- Tweets
- Forwarded Emails

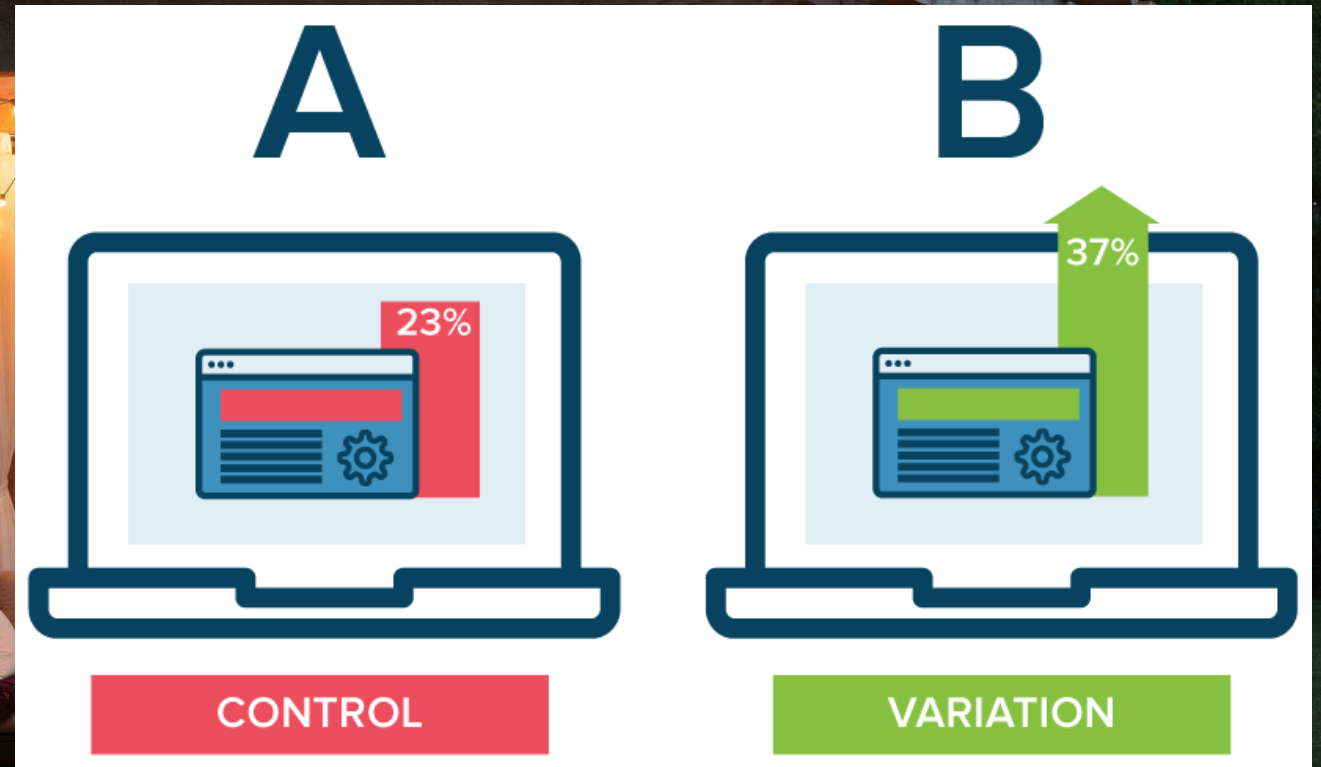
Owned Channels:

- Websites
- Messaging / alerts (apps)
- Microsites
- Podcasts
- Content newsletters
- Social media (accounts)
- Mobile apps and alerts
- Email

Step 5: Optimization

A/B Testing

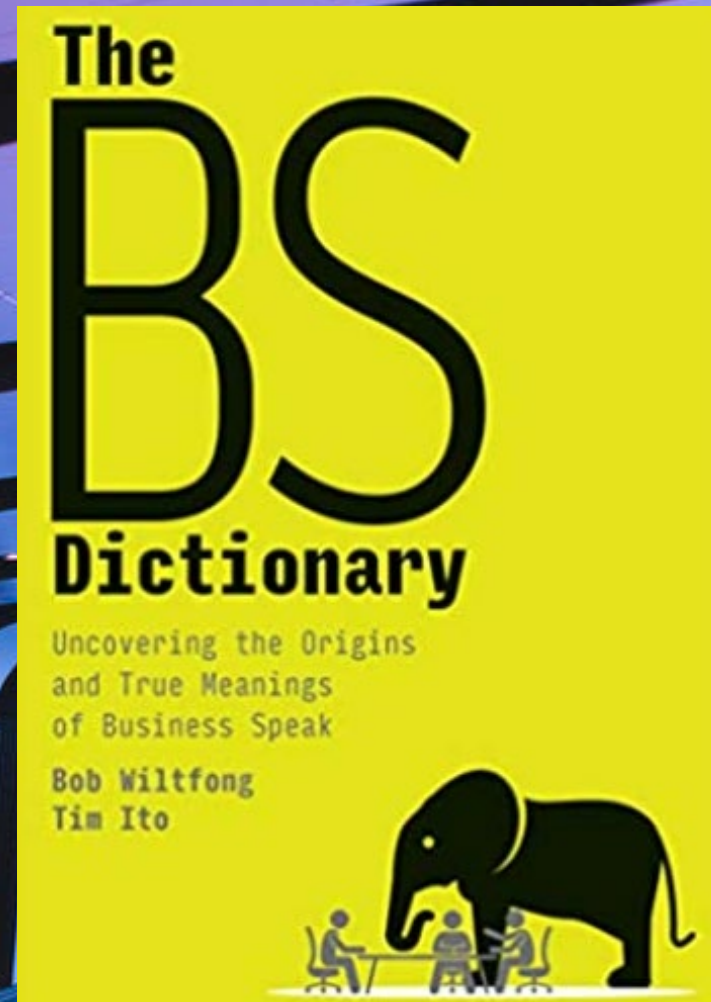
To best optimize, you might also want to A/B test your content. Digital allows for A/B Testing of different campaigns (run one group to one piece of content (control), the other group gets different content. Which performs better? Popular to do now with landing pages. You might try it with certain images. One may simply help create more leads than another. It does take time and effort. Typically you test 20 percent of the audience and the winner gets the 80 percent after that.



Book Giveaway: The B.S. Dictionary

The first “SEO initiative” was said to be related to this rock band.

- A. Fleetwood Mac
- B. Jefferson Starship
- C. The Doobie Brothers
- D. The Rolling Stones



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