



Heiman Law Firm



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Heiman Law Firm website and social media audit & suggestions:

Blogs:

- Keep blogs to 400-600 words.
- Use bullets and heading tags (h2, h3, etc).
- Use categories in the blogs.
 - Divorce
 - Child Custody
 - Adoption
 - Child Support
 - Wills
 - Anything else that's relevant
- Add sharing icons to each blog post
- Turn on comments and comment moderation
- Add images for pop
 - Add meta description for images
- Add internal links to landing pages or other relevant blog posts
- Break long blogs into parts
- Add meta data on each blog post (keywords and description)

Website heimanlawfirm.com:

- Change menu to HOME: SERVICES:BLOG:ABOUT:CONTACT
 - List Divorce, Child Support, Child Custody, Adoption, CPS Cases, Appeals, Wills under SERVICES
 - Maybe add new menu navigation for Forms, Pay under CLIENT or NEW CLIENT INFO?
- Create a slider with the offer

- Change social media icons to go to the actual social media networks (Twitter and Facebook aren't currently working).
- Maybe add Facebook widget
- Change homepage meta data/page title to Divorce Lawyer | Heiman Law | Denton County
- Change other page titles to match their relevant information. For instance: Denton County Child Custody Lawyer and so on.

Alternate websites:

- Thecolonylawyer.com
 - Find out where “Contact” emails are going
 - Redirect on every page to heimanlawfirm.com
 - Fix social media icons to go to direct social networks
 - Add menu item BLOG that directs them to blog on heimanlawfirm.com
 - Sign up for newsletter
- DentonCountyLawyer.com
 - Find out where “Contact” emails are going
 - Redirect on every page to heimanlawfirm.com
 - Fix social media icons to go to direct social networks
 - Add menu item BLOG that directs them to blog on heimanlawfirm.com
 - Add “Follow our blog” by social icons
 - Sign up for newsletter

Social media: Share relevant content and blogs to show thought leadership, authority and send traffic to website. Inform, educate, entertain (some lighthearted stuff here and there) and then promote (ask for a phone call).

- Turn Facebook page back on.
 - Curate content (much like he does on his page now)
 - Create ad for “likes”
 - Encourage people to call for free consultation (maybe create an ad for that too)
 - Create cover photo to use on all social networks
- Twitter:
 - Fix cover photo to match other social networks
 - Use hashtags #divorce, #singleparent, #custody, etc.
- LinkedIn:
 - Love the short blogs directing people back to the website. Awesome.
- YouTube:

- Optimize videos for people to go back to website and/or call
- Use categories and tags so that videos are searchable
- GooglePlus:
 - Make sure Google Publisher is turned on
 - Change categories to include Divorce Lawyer, Family Law, Adoption
 - Add profile picture and cover photo to reflect similarly to other social networks.

Newsletter:

- Monthly conglomeration of blogs
- Offer or call to action
- Something of value (remember they are asking, “what’s in it for me?”)
- Contact information