

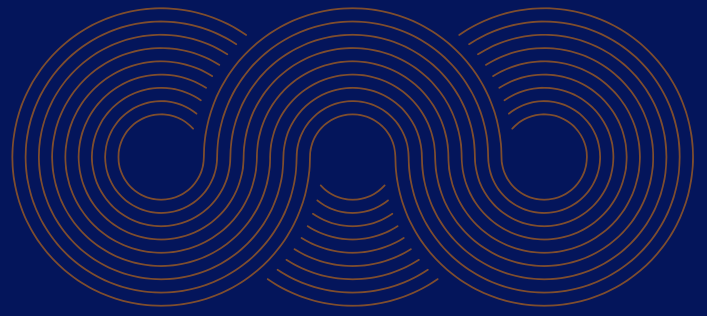


Estate Practice Blogging

**A detailed guide
on law firm blogging
best-practice**

LWP Marketing Guide

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WHAT IS a blogging guide



Introduction

This guide has been created by Lawyers With Purpose to assist our Estate Planning Practice members in starting their blogging journey. Our goal is to help you attract and convert website visitors into clients through effective blogging strategies.

This guide provides detailed steps to complement our blog post on the website and is only available to our members to give them an in-depth understanding.

If you need further support, we are here to help.

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Your Guide To Estate Planning Practice Blogging

Estate planning attorneys can greatly benefit from starting a blog on their website.

Blogging helps establish authority, build trust, and attract potential clients by sharing valuable insights and information.

Here's why blogging is valuable for estate planning attorneys:

Establish Authority and Trust:

Regularly posting informative content on estate planning can position attorneys as experts in their field. Clients are more likely to trust and hire attorneys who demonstrate knowledge and expertise.

Increase Online Visibility:

Blogging improves SEO, making it easier for potential clients to find your website. By using relevant keywords, you can rank higher on search engine results pages (SERPs), attracting more traffic to your site.

Blogging will help you generate leads

- ✓ **Educate Potential Clients:** Many people are unfamiliar with the complexities of estate planning. A blog can help answer common questions,
 - ✓ **Generate Leads:** Quality blog content can convert readers into clients. Including calls-to-action (CTAs) in your posts can encourage readers to contact you for consultations or services.
-

WHAT ARE THE benefits of blogging

1. Companies that blog receive 97% more links to their websites (HubSpot).
2. Businesses with blogs get 55% more website visitors than those without (HubSpot).
3. Small businesses with blogs see 126% more lead growth than those without (Impact).

By starting a blog, estate planning attorneys can enhance their online presence, build trust with potential clients, and ultimately grow their practice. It's a strategic move that combines expertise sharing with modern digital marketing tactics.



Strategy and consistency are the bread and butter of a successful blog.

Goal: Establishing Authority and Attracting Clients

Establishing your estate planning practice as a trusted authority involves building credibility and expertise within the field of estate planning. This can be achieved through consistently providing valuable and accurate information on your blog.

- By **positioning yourself as an authority**, you aim to become a go-to resource for individuals seeking guidance on estate planning matters.
- This can **lead to increased trust from potential clients** and ultimately drive more inquiries and conversions.
- In addition to establishing authority, your goal is to **attract potential clients** who are in need of estate planning services.
- By addressing their questions, concerns, and pain points through your blog content, you can **capture the attention of individuals actively seeking assistance with their estate planning needs**.



Understanding audience for estate planning firms

Your audience consists of individuals at various stages of life and with diverse backgrounds, all seeking guidance and information on estate planning. Here are some of the potential prospects you will create blog content for:

- **Young families** may be interested in topics such as creating wills, establishing guardianship for minor children, and setting up trusts to protect their assets and provide for their loved ones in the event of their passing.
- **Retirees** may have concerns related to retirement planning, minimizing estate taxes, and ensuring their assets are distributed according to their wishes.
- **Business owners** may require specialized estate planning strategies to protect their business interests, plan for succession, and ensure a smooth transition of ownership.



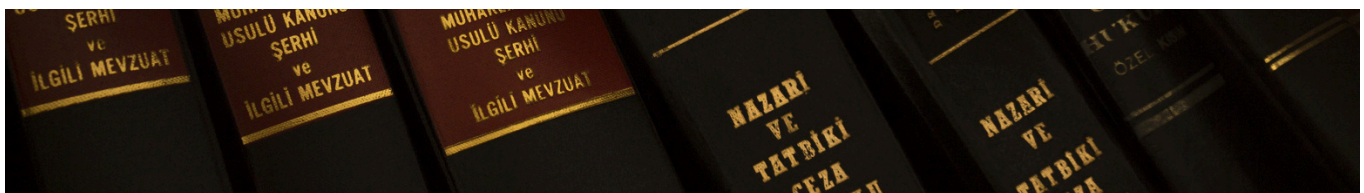
Understanding audience continued

- **Individuals with significant assets** may seek advanced estate planning solutions, such as asset protection trusts, charitable giving strategies, and legacy planning.

Understanding the specific needs, concerns, and priorities of each segment of your audience is crucial for tailoring your blog content to resonate with them effectively.

By clearly defining your goals and audience, you can align your blogging efforts with the overarching objectives of establishing authority, attracting potential clients, and providing valuable information tailored to the needs of your target audience.

This strategic approach will maximize the impact of your blogging efforts and contribute to the overall success of your estate planning practice.



CHOOSING A blogging platform

1. Consider platforms like **WordPress, Wix, Squarespace, or Blogger.** WordPress is highly recommended for its flexibility, scalability, and extensive plugin library.
2. Evaluate factors such as **ease of use, customization options, available templates, and integration** with other tools (e.g., email marketing software, analytics).
3. With the increasing use of mobile devices for internet browsing, ensure that the chosen platform offers **responsive design templates.** Test the platform's templates on various devices to ensure consistent and user-friendly experiences across smartphones, tablets, and desktops.



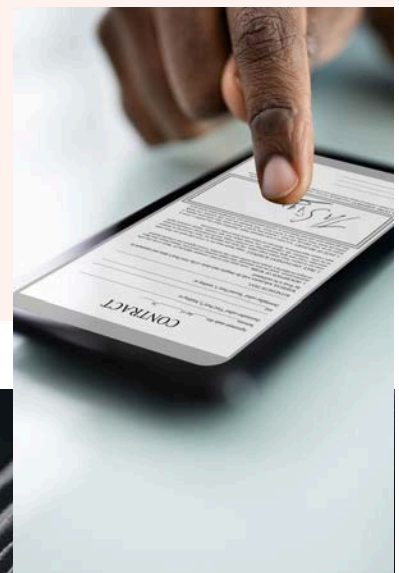
Choose the right
content
management
system

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WRITING THE blog post

Blogging Best-Practice: Determining Blog Post Length:

- Aim for blog posts ranging from 800 to 1500 words. This length allows for sufficient depth and detail while keeping the content digestible for readers.
- Longer posts tend to perform better in search engine rankings, as they provide more comprehensive coverage of topics and can address multiple aspects of a subject.



Blogging Best Practice: Structure

Structuring Blog Posts Effectively:

- Begin each post with a clear and engaging introduction that outlines the main topic and sets expectations for what readers will learn.
- Organize the body of the post into sections with descriptive headings and subheadings. This helps readers navigate the content easily and find information relevant to their interests.
- Use bullet points, numbered lists, and visual elements (such as images or infographics) to break up text and enhance readability.
- Conclude each post with a succinct summary that reinforces key points and encourages readers to take action, such as leaving a comment or exploring related content on your website.



EXERCISE #1

Think of some blog titles

It's important that you tweak the below titles, to avoid duplication with other estate planning practices:

SAMPLE BLOG TITLES

- ☐ "The Importance of Estate Planning: Securing Your Family's Future"
- ☐ "Understanding Wills vs. Trusts: Which is Right for You?"
- ☐ "Let's Talk Probate: What You Need to Know"
- ☐ "Estate Planning for Business Owners: Protecting Your Business and Assets"
- ☐ "Common Misconceptions About Estate Planning Debunked"



YOUR IDEAS

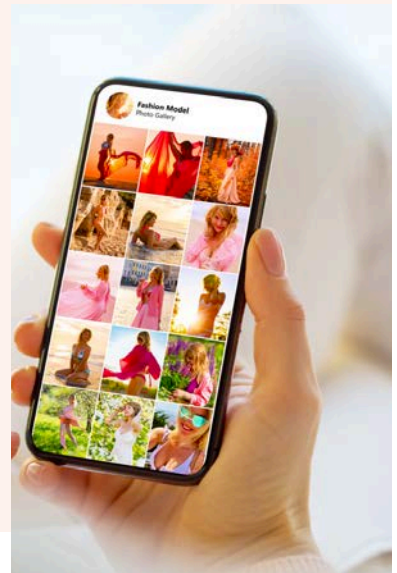
- ☐
- ☐
- ☐
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A content plan includes setting a monthly frequency and blog title ideation

Writing between 2-4 x per month is a great place to start.

By carefully selecting a blogging platform that meets your needs and creating a content plan that includes topics relevant to your audience, you can lay a solid foundation for your estate planning blog. These steps will help you attract readers, establish authority in your field, and ultimately drive leads for your practice.

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GETTING FOUND FOR profitable keywords

Choosing the right keywords to rank for can be tricky. If you pick the wrong ones, it will be hard to boost your law firm's visibility.

For example, common terms like "estate planning lawyers" are tough to rank for, especially if your marketing strategy is weak. Big, well-established firms with strong digital marketing usually dominate these keywords.

Here are two tips to help:

1. **Target Long-Tail Keywords:** These are longer, more specific phrases. For example, instead of "estate planning lawyers," try "affordable estate planning lawyers for young families."
2. **Use Localized Phrases:** Include your location in your keywords. For example, "estate planning lawyers in Chicago" is easier to rank for than just "estate planning lawyers."

Using these strategies can help your law firm stand out and attract more clients.

Integrate keywords into content naturally

How to integrate Keywords Naturally:

- **Incorporate primary and secondary keywords** naturally into your content, including headings, subheadings, and within the body text.
- **Avoid overstuffing keywords**, as this can negatively impact readability and SEO. Aim for a natural flow of language that provides value to readers while optimizing for search engines.

Use Long-Tail Keywords:

- **Long-tail keywords are longer**, more specific phrases that target niche audiences effectively. For example, "estate planning for blended families" or "estate planning for small business owners."
- **Capture highly targeted traffic** by researching long-tail keywords relevant to specific topics within estate planning which will help to address specific needs or concerns of your audience.

How to do this:

You can use the aforementioned points to your advantage by focusing on relevant long-tail keywords.

For example, instead of targeting "estate planning lawyer," try using a phrase like "What does an estate planning lawyer do?"

Top tip: Long-tail keywords are phrases that usually contain five to seven words. These keywords are less competitive than short phrases like "estate planning lawyer".

Keyword Magic Tool: what do estate planning lawyers do? View search history

Database: United States Currency: USD

All Questions All Keywords Broad Match Phrase Match Exact Match Related Languages beta

AI-powered + Enter domain for personalized data

Volume KD % Intent CPC (USD) Include keywords Exclude keywords Advanced filters

By number By volume All keywords: 4 Total volume: 50 Average KD: 43% + Add to list 🔄 ⚙️ 📄

☐ Keyword	Intent	Volume	KD %	CPC (USD)	SF	Updated
☐ what do estate planning lawyers do >>	I	50	43 ●	1.76	5	4 weeks 🔄

> charge 2 👁

LONGTAIL KEYWORD IDEAS

Use Localized Search Keywords

Talking about estate planning clients near your law firm leads us to the second keyword strategy: **localization**.

Similar to the first tactic, this involves modifying your keywords. But instead of creating long-tail phrases, you add a location-based phrase. For example, change "estate planning lawyer" to "estate planning lawyer in [your city]."

The screenshot displays the Keyword Magic Tool interface. At the top, a search bar contains the text "estate planning lawyers in maryland" with a "Search" button. Below the search bar, the breadcrumb navigation shows "Projects > Keyword Overview > Keyword Magic Tool". The main heading is "Keyword Magic Tool: estate planning lawyers in maryland", with a "View search history" button to its right. The interface includes a "Database: United States" and "Currency: USD" dropdown. A filter bar at the top shows "All", "Questions", "All Keywords", "Broad Match", "Phrase Match", "Exact Match" (selected), and "Related". Below this, there's an "AI-powered" section with a prompt "Enter domain for personalized data". A row of filters includes "Volume", "KD %", "Intent", "CPC (USD)", "Include keywords", "Exclude keywords", and "Advanced filters". On the left, there are tabs for "By number" and "By volume". The main results area shows "All keywords: 1 Total volume: 50 Average KD: 17%". A table lists the keyword "estate planning lawyers in maryland" with a volume of 50, KD of 17, and CPC of 4.79. The table has columns for Keyword, Intent, Volume, KD %, CPC (USD), SF, and Updated. At the bottom, there are navigation buttons: "<<", "Prev", "Next", and "Page: 1 of 1".

Keyword	Intent	Volume	KD %	CPC (USD)	SF	Updated
estate planning lawyers in maryland		50	17	4.79	6	Last week

Location-Based SEO allows you to attract highly targeted traffic. When your website ranks well for local keywords, you're more likely to reach users who are actively looking for the products or services you offer in your specific area.

EXERCISE #2

Starting your blogging plan:

Put what you've learnt in the guide so far into action:

1. Start by writing down how often you will write blogs. Then write down your goal. (Generate leads, increase traffic, be seen as an authority etc.)

2. Brainstorm some title ideas below. Think of the audience and what they care about to get going.

3. Keyword research, use a tool such as MOZ or Semrush to jot down some long-tail or localized keywords here.
-

EXERCISE #3

Other considerations

This will help you get clear on how you will execute

What CMS will you choose? (Wordpress, Webflow, Wix etc)

How often will you post blogs? And who will write them?

Notes:

A grid of dots for taking notes, consisting of 10 rows and 40 columns of small orange dots.

HOW TO Write Compelling Content:

Start With Engaging Titles and Introductions:

- Create attention-grabbing titles that clearly communicate the topic and benefit to the reader. Use power words, questions, or numbers to pique curiosity.
- Craft compelling introductions that provide a preview of what readers can expect from the content and entice them to continue reading.

Visual Elements and Formatting:

1. Enhance readability by using bullet points, numbered lists, and visuals like images, infographics, or videos to break up text and illustrate key points.
2. Incorporate relevant visuals to complement the content and provide additional context or explanation where necessary.

Optimize your content for humans first, then search. Humans need good formatting, scanability and empathy.

Next, Break Up Long Paragraphs:

- **Keep paragraphs concise** and focused to maintain reader engagement. Break up long paragraphs into smaller chunks to improve readability and facilitate easier scanning.
- **Aim for a balance between white space and text** to create a visually appealing layout that encourages readers to consume the content.

Use Outbound links

- **Include outbound links** to authoritative sources, such as government websites, reputable organizations, or industry publications, to support your claims and provide additional credibility.
- **Linking to reliable sources** not only enhances the credibility of your content but also improves SEO by signaling to search engines that your content is well-researched and trustworthy.

Optimize the written blog for SEO when uploading to CMS:

Include Targeted Keywords:

- **Incorporate primary and secondary keywords** in the title tag, meta description, and URL for each blog post to improve search engine visibility and relevance.
- **Ensure that the keywords are relevant** to the content and align with the search intent of your target audience.

Use Descriptive Alt Text for Images:

- **Optimize images with descriptive alt text** that accurately describes the content of the image and includes relevant keywords. Alt text improves accessibility for visually impaired users and provides additional context for search engines.

Interlink Between Relevant Blog Posts:

- **Interlink between relevant blog posts** within your website to create a logical hierarchy and guide readers to explore more content related to their interests.
- **Strategic interlinking also helps distribute link equity** throughout your website and improves the overall SEO performance of your blog.

CONTENT DISTRIBUTION:

Don't just publish your content, promote it!

Promote Your Blog:

- Share blog posts across social media platforms, accompanied by engaging captions and visuals.
- Leverage email marketing to notify subscribers about new blog posts and encourage them to visit your website.
- Engage in online communities and forums by sharing valuable insights and linking to relevant blog posts when appropriate.

Encourage Engagement:

- Encourage readers to leave comments and questions at the end of each blog post.
- Respond promptly to comments to foster a sense of community and build trust with your audience.
- Use CTAs strategically throughout the blog post to guide readers towards taking desired actions, such as scheduling a consultation.

Publishing your blog is just one way to distribute it. Share it using other channels and mediums to get maximum exposure.

TRACK AND ANALYZE

Content Performance:

Key Performance Indicators To Show It's Working:

- Monitor website traffic, bounce rate, and time on page using Google Analytics.
- Track keyword rankings and organic search visibility using SEO tools like SEMrush or Ahrefs.
- Analyze which blog topics perform best in terms of traffic, engagement, and lead generation.

Iterate and Improve

Regularly review and update existing blog posts to ensure they remain accurate and relevant.

- **Experiment with different content formats and topics based on audience feedback and industry trends.**
- **Stay informed about changes in search engine algorithms and adjust your SEO strategy accordingly to maintain visibility and rankings.**

Blogs help to generate traffic, make sure you're measuring the impact on a monthly basis.

Thank you!

Lawyers with Purpose is a leading membership organization committed to supporting estate planning attorneys in running successful and innovative law practices.

For more information about Lawyers with Purpose membership or LWP marketing services, contact our Head of Professional Development, Briana Moriarty at bmoriarty@lawyerswithpurpose.com.



Do You Need More Help?

Call 877-299-0326

At Lawyers With Purpose, we aim to bring you more digital marketing playbooks to help you thrive at your Estate Planning Practice.

If you need more help on marketing best-practice, we're here to help.

