

The background of the entire page is a repeating pattern of teal-colored hexagons. Each hexagon is formed by thin lines, and at the center of each hexagon is a small teal dot. The pattern is consistent across the entire document.

SEO PROPOSAL

Date: 4/14/2018

Proposal for: Hill Glowacki LLP
Proposal by: Sara M. Johnson

Part 1: Content

Dear Hill Glowacki LLP,

We are aware that your goal is to improve your Search Engine Optimization (SEO). In order to give you the best insight and recommendations we have reviewed your website and completed a SEO scan. Here are some of the insights and ideas that we believe could benefit your overall SEO ranking.

Current phrases that will most likely connect with search results for your business:

- Elder law Madison, WI
- Estate planning lawyer Madison, WI
- Best lawyers near me
- Law firm Madison, WI
- Family law attorney Madison, WI

At this moment we do not feel that the content on your website is helping your overall ranking in search results. Your website does offer information about different practice areas, but it lacks a personal connection. The content on your site is very generalized and doesn't make a true connection with your visitors.

If a potential client visits your homepage they are not likely to make a personal connection with your company and therefore would most likely end in a higher bounce rate (they won't browse any further than your landing page). Also, the call to action on your front page takes the user to the contact page instead of immediately offering an opportunity to email your firm for an appointment.

Regarding your homepage, we understand that the image on this page is to make a connection with your visitors, but it doesn't offer anything more than just an image of your staff and your change in address. The information on the homepage is also similar to the information on the practice areas, which may confuse web crawlers and search engines. The homepage could also confuse users as the arrows make it feel as though you should be able to click through to find more information, but they do not allow a user to click through.

Also, there are currently no reviews for your business. According to your website the company has been in business since the 1920's. It is concerning that there are no online reviews of your business online, especially since it has been around for almost 100 years.

A few ideas to improve your content and your SEO would be to:

- Offer direct email addresses to your lawyers. The general reception email address doesn't make clients feel as though they are directing contacting one of your lawyers.

- Clarify how many lawyers you have: the about us tab mentions 5 but your homepage and your attorney page shows an image of only 4.
- Modify the call-to-action on the homepage to directly link to an email address, so the user does not have to make any other clicks to contact your firm. Ensure that all of your pages have a call-to-action that is user friendly.
- Add relevant images or a gallery on your homepage that includes your attorneys, but also clients, or client meetings.
- Add keywords to your title.
- Create hierarchy on your pages that includes a Heading 1 that is applicable to the site and its content.
- Ensure that your pages have meta descriptions and that they are less than 160 characters.
- Modify all text to ensure that it is large enough to read, so that search engines will be able to recognize the information.
- Make sure that all images have ALT text to ensure screen reader compatibility.
- Create a blog or resource page that offers educational articles that your clients and visitors will see as beneficial. Make sure to update this regularly and provide relevant content.
- Offer free consultations to increase visitors trust about your firm and also to your site. Many of your competitors are currently offering this and they are ranking higher in Search Engine Results.
- Get clients to review your company on Facebook, google, or yelp. Use those reviews on your site to build trust with your visitors.
- Put keywords in bold font.
- Remove features that may block Javascript and CSS from loading.
- Compress and optimize the images on your site to increase page speed.
- Modify your site to ensure it is an https:// instead of an http:// which would help with overall rankings. Google prefers secure sites and could boost your SEO.
- Place a sitemap on your website and submit your sitemap to the primary search engines (google, bing, yahoo).
- Post on your Facebook page more regularly. Offer information about upcoming events you will participate in and post links to direct back to your website.

Part 2: Connections

In order to improve your SEO you will need to make connections with other organizations, especially local businesses. Building these connections can improve your overall rankings and drive visitors to your site through link building. Based on the information on your website, we would recommend that you strengthen the bonds with organizations that you are already involved with and find ways to ensure that these companies provide links and connections to your site and your company. All of the information below should not only be an opportunity to build links to your site, it would also be an opportunity to post this information to your Facebook page.

- **Oakwood Village** – It appears that at least one of your attorneys is connected with this business. Find ways to integrate your company into their site by offering advice or insight on their website about information that would benefit elder generations. Offer seminars at Oakwood and ensure that they place that information on their public events site with a link back to your webpage.
- **State Bar of Wisconsin**– Reach out to the State Bar and see how your attorneys can provide insight and information on their news and publications site. Make sure that the name of the company can be referenced and the website as well.
- **Home Health United**– One of your attorneys stated that she has been and is involved with Home Health United. We would recommend that you find a way to participate in their events. Participating in their local events is a great opportunity to get your attorneys out in public and ensure that they are involved in the community. Community involvement will drive users to your site through social media and would offer more opportunities for visitors to connect with you and your Company through social media. Increased engagement will equal better SEO results.
- **Junior League of Madison**- At least one of your attorneys mentioned that they are involved with this organization. I would recommend that you become a sponsor of at least one of their events as they appear to link their sponsor information to their site using the sponsor logo and direct link to the sponsor site.
- **Facebook**- We would recommend that you and your staff ensure that you participate in more local events and post your interaction at these events on your page.
- **Work with local banks**- to provide educational information about financial legalities and abuse. Ensure that these events are posted on your site (include a news or events area) and also the bank site as well.

Part 3: Mobile

We would recommend that your mobile site is optimized and modified to be mobile-friendly. Mobile friendly sites will increase your SEO ranking and ensure that you provide a great experience for your users. A large percentage of the visitors on your site will be accessing it through their phone. If your site takes too long to load it is highly likely that those users will abandon your page. Based on some page insight feedback we have received it appears that your site is not mobile friendly, and it is not optimized. On a scale of 100, your site is at 68 and that could possibly cause decrease your SEO rankings and increase your page abandonment. We suggest that you follow these recommendations to optimize your mobile site:

- **Eliminate blocking-** Remove render-blocks for Javascript and CSS
- **Leverage browser caching-** Allow browsers to load previously downloaded resources.
- **Optimize Images-** Especially the image on the homepage of your site, which could decrease the load time of the mobile site. Faster loading mobile sites are more likely to be ranked higher in SEO results.