



# What **legal marketers** should know about **GOOGLE'S 'HELPFUL CONTENT'** algorithm update

Hi Shelby,

If you're familiar with our agency, you know we value a few things above all else: [award-winning writing](#) and [industry expertise](#). (And [our dogs](#), but that's not super relevant here.)

Like Rep Ink, Google favors strong content over fluff pieces.

As the search platform increasingly becomes the way clients find their way to you, it's more important than ever to make sure you show up (and show up quickly) on Google's search pages.

But how?

Especially when Google is getting "smarter" and throwing search-result gold stars at the content it deems better?

In our latest *INKsights* post, we outline how law firms can strengthen their content, as well as avoid pitfalls that result in a thumbs down from Google's search rankings.

Happy marketing!

Michelle

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### [What to do when a thought leader leaves your law firm](#)

Losing a leading professional hurts, especially if that lawyer or team member left an indelible mark on the firm. But firms must still address the potential fallout from the departure, including how it may affect the reputation of its practice groups, team morale and how existing clients interface with the firm. An effective PR strategy — particularly one prepared by an experienced [legal PR team](#) — can help bridge these gaps and help the firm move onward and upward. Some considerations on how they can address this is presented below.



### [Why editorial calendars are a legal PR crystal ball for 2023](#)

"If only reporters and editors would just tell us what they're covering next." Most of us spend way too much time obsessed with what's going to catch the media's attention. And then we remember there is a crystal ball of sorts that can be accessed anytime. Learn how the humble editorial calendar is the best way to predict what a target media outlet will cover in the coming 12 months.

## Spill the Ink Podcast



### [Do partnership and video marketing strategies work for law firms?](#)

How can law firms cut through the noise to stand out in a highly competitive market? Answering Legal has found success in integrating partnership and video marketing into their strategy. Tune in to hear Nick Werker, Answering Legal's marketing director, talk about how they're doing it and what success they've had.

## QUESTIONS LEGAL MARKETERS SHOULD ASK ATTORNEYS FOR THOUGHT LEADERSHIP CONTENT

Great thought leadership doesn't just happen in law firms. Lawyers are busy people, with thousands of hours to bill. Skilled legal marketers know that to create thought leadership content, they must [extract their attorneys' knowledge](#) and then proactively manage the content creation process.

In [this checklist](#), you'll find a list of questions you can ask your attorneys to develop a range of content. While some questions may seem similar, the repetition is designed to elicit responses that might not immediately come to an attorney's mind. Pick and choose the ones that work for you.

<p><b>ABOUT US:</b></p> <p>Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p><b>CONTACT US:</b></p> <p><b>Reputation Ink</b>                  P.O. Box 13190                  Jacksonville, FL 32206                  904-374-5733  <a href="http://www.rep-ink.com">www.rep-ink.com</a></p>
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