



# Lightbulb MOMENTS

with *Jennifer Larivee*

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2015 BAY AREA TECH CONFERENCE

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Notes from the panel, **STRATEGIES FOR MAINTAINING YOUR FIRM'S DIGITAL BRAND: EVOLUTION NOT REVOLUTION**



Jennifer Larivee  
Director of Marketing  
Akin Gump Strauss Hauer & Feld LLP



For law firms, we need to be **very strategic about selecting the keywords for which we want to increase SEO**. At our firm, we have a process -- after we establish our keywords, we start by changing titles and then we adjust the content on the page to enrich the site, then we monitor.

**It's an investment** that your firm will need to make. It's organic and strategic. By structuring the page and following best practices, you can be very successful with SEO.



Look at all of the tools, from tags to content, with a **holistic view to ensure everything is working together well** and you are getting the kind of results you were aiming for.

