Offit | Kurman®
Attorneys At Law

● ● ● ● ● ● ● ● ● ● ● ● ● ● ●

EXAMPLES

Carolina Commone Elements

Employment Practice Playbook

Franchise Alchemy

Main Landing Page should have

• Subscribe option

• Contact option

• Practice group information (as the posts should relate back to that!),

• Bio

• Testimonial/spotlight option helping people to see why they should trust this source of information.

• What qualifies them as an expert or someone to subscribe too.

• The section where the blog posts live should have 3-5 posts max but a read more option that takes them to a longer list of sorts + a post type if they want more specific categorical content.

Individual Blog Posts should

• Back link to Offit Kurman, and any practice area/contact pages/ and be tagged accordingly.

• Use of header tags on the posts page for SEO. Taking the time to actually change to H2, H3, etc. aid in organic rankings.

• Also reference blog post formatting for general OK blogs.