

Phase 2: Content & Authority Building Guide

patir.net - Content Marketing Strategy

Overview

Content marketing for legal services focuses on educating potential clients and establishing expertise. People searching for legal help often start with questions, not lawyers. By answering those questions, you become their trusted source.

Goal: Position patir.net as the authoritative resource for criminal case closure information in Israel.

1. Blog Strategy

1.1 Why Blogging Works for Legal Services

Benefit	How It Helps
SEO	Each article targets specific keywords people search
Trust	Demonstrates expertise before first contact
Lead Generation	Readers become clients when they need help
Long-term Value	Articles continue driving traffic for years

1.2 Target Keywords & Topics

High-Priority Topics (High search intent):

Topic	Hebrew Keyword	Search Intent	Article Type
Criminal case closure guide	סגירת תיק פלילי	Informational → Transactional	Pillar Page
Criminal record deletion	מחיקת רישום פלילי	Transactional	Service + Guide
Change closure reason	שינוי עילת סגירה	Transactional	Service + Guide
How long to close a case	כמה זמן לוקח לסגור תיק	Informational	Blog Post
Lack of guilt vs lack of evidence	חוסר אשמה מול חוסר ראיות	Informational	Blog Post

Medium-Priority Topics:

Topic	Hebrew Keyword	Article Type
What happens after case closure	מה קורה אחרי סגירת תיק	Blog Post
Can employer see criminal record	האם מעסיק יכול לראות רישום פלילי	Blog Post
Police investigation process	הליך חקירה במשטרה	Blog Post
Rights during police questioning	זכויות בחקירה משטרתית	Blog Post

1.3 Content Types Explained

Pillar Pages (Cornerstone Content)

What: Comprehensive, 2000+ word guides covering a topic completely. **Purpose:** Rank for main keywords, establish authority, link to related articles. **Example:** "The Complete Guide to Criminal Case Closure in Israel"

Structure:

- 1. Introduction - What is case closure?
- 2. Types of case closures
- 3. The process step-by-step
- 4. Timeline expectations
- 5. When to hire a lawyer
- 6. FAQ section
- 7. Call to action

Blog Posts

What: Focused 800-1500 word articles on specific questions. **Purpose:** Target long-tail keywords, support pillar pages. **Example:** "5 Reasons Why You Should Delete Your Criminal Record"

FAQ Pages

What: Question and answer format, short answers. **Purpose:** Target question-based searches, enable FAQ rich results in Google. **Example:** "Criminal Case Closure FAQ"

1.4 Article Writing Guidelines

SEO Best Practices:

Element	Guideline
Title	Include main keyword, under 60 characters
Meta Description	150-160 characters, include keyword, compelling
URL	Short, includes keyword (e.g., /blog/criminal-case-closure-guide)
Headings	Use H2, H3 with keywords naturally
First Paragraph	Mention main keyword in first 100 words
Internal Links	Link to related articles and service pages
Images	Add alt text with keywords
Length	Pillar: 2000+ words, Blog: 800-1500 words

Content Quality Checklist:

- ☐ Answers the reader's question completely
- ☐ Written in clear, accessible Hebrew
- ☐ Includes practical, actionable advice
- ☐ Has a clear call-to-action
- ☐ Links to relevant service pages
- ☐ Includes FAQ schema markup

2. Content Calendar

2.1 Month 1: Foundation

Week	Content	Type	Target Keyword	Word Count
1	Complete Guide to Criminal Case Closure	Pillar Page	סגירת תיק פלילי	2500
2	5 Reasons to Delete Your Criminal Record	Blog Post	מחיקת רישום פלילי	1200
3	Criminal Case Closure FAQ	FAQ Page	שאלות על סגירת תיק	1500
4	Understanding Closure Reasons: Lack of Guilt vs Lack of Evidence	Blog Post	חוסר אשמה חוסר ראיות	1000

2.2 Month 2: Expansion

Week	Content	Type	Target Keyword
5	How Long Does It Take to Close a Criminal Case?	Blog Post	כמה זמן לסגור תיק
6	Guide to Changing Your Case Closure Reason	Pillar Page	שינוי עילת סגירה
7	What Employers Can See on Your Criminal Record	Blog Post	רישום פלילי מעסיק
8	Case Study: Successful Case Closure (Anonymized)	Case Study	N/A

2.3 Month 3: Authority

Week	Content	Type	Target Keyword
9	Your Rights During Police Investigation	Blog Post	זכויות בחקירה
10	How Criminal Records Affect Travel Abroad	Blog Post	רישום פלילי נסיעה לחול
11	When to Hire a Criminal Defense Lawyer	Blog Post	מתי לשכור עורך דין פלילי
12	Year-End Legal Updates Summary	Blog Post	N/A

3. Case Studies

3.1 Why Case Studies Matter

- Provide social proof of expertise
- Show real results (anonymized)
- Help potential clients see themselves in similar situations
- Differentiate from competitors

3.2 Case Study Structure

Title: [Outcome] – [Case Type]
Example: "Case Closed with Lack of Guilt – Fraud Allegation"

1. The Situation (2–3 sentences)
 - What the client was accused of
 - Initial closure status
2. The Challenge (2–3 sentences)

- Why this case was difficult
- What was at stake for the client

3. Our Approach (3-4 sentences)

- What legal strategy was used
- Key actions taken

4. The Result (2-3 sentences)

- Final outcome
- Impact on client's life

5. Key Takeaway (1-2 sentences)

- Lesson for readers in similar situations

3.3 Privacy Guidelines

- ALWAYS get written consent before publishing
- Change all identifying details
- Use generic descriptions (e.g., "a business owner in central Israel")
- Never include real names, locations, or dates
- Focus on the legal process, not personal details

4. Building Authority

4.1 E-E-A-T Signals

Google evaluates legal content based on E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness).

How to demonstrate E-E-A-T:

Signal	Implementation
Experience	Case studies, years in practice, client testimonials
Expertise	Lawyer credentials, bar association membership, specialization
Authoritativeness	Citations, references to laws, professional affiliations
Trustworthiness	Clear contact info, privacy policy, secure site (HTTPS)

4.2 Author Bio

Every article should have an author bio including:

- Full name and title
- Bar association number
- Years of experience
- Areas of specialization
- Professional photo

Example:

About the Author

Adv. [Name] is a criminal defense attorney with [X] years of experience specializing in case closure and criminal record management. Bar Association License #[Number].

4.3 Credentials to Display

Credential	Where to Display
Bar Association membership	About page, footer, articles
Years of experience	Homepage, about page
Number of cases handled	Homepage (if impressive)
Success rate	Homepage (if high and verifiable)
Professional certifications	About page
Media appearances	Press/media section

5. Testimonials & Reviews

5.1 Collecting Testimonials

Best Practices:

1. Ask at the right moment (after successful outcome)
2. Make it easy (provide Google review link)
3. Guide but don't script ("What was most helpful?")
4. Follow up if needed

Request Template (Hebrew):

[שם], שלום,

שמחנו לסייע לך בסגירת התיק.

Google-אם היית מרוצה מהשירות, נשמח אם תוכל/י לשתף את החוויה שלך בביקורת קצרה ב

[קישור ישיר לכתיבת ביקורת]

תודה רבה,

משרד פתיר

5.2 Displaying Testimonials

On Website:

- Homepage: 2-3 featured testimonials
- Service pages: Relevant testimonials per service
- Dedicated testimonials page (optional)

Format:

"[Quote – 1-3 sentences]"

– [First Name], [General Location]

[Service received, e.g., "Case Closure"]

5.3 Review Platforms Priority

Platform	Priority	Why
Google Business Profile	☆☆☆	Most visible, affects local SEO
Facebook	☆☆	Social proof, shareable

6. Link Building

6.1 What is Link Building?

Links from other websites to yours signal authority to Google. Quality matters more than quantity.

6.2 Link Building Strategies for Legal Sites

Strategy	Difficulty	Impact
Legal directories	Easy	Medium
Guest articles on legal blogs	Medium	High
Local business associations	Easy	Medium
University/educational citations	Hard	High
Press/media coverage	Hard	High

6.3 Safe Link Sources

Recommended:

- Israeli Bar Association directory
- Legal service directories
- Local business directories (consistent NAP)
- Professional associations
- Guest posts on reputable legal blogs

Avoid:

- Paid link schemes
 - Low-quality directories
 - Irrelevant websites
 - Link exchanges
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7. Content Promotion

7.1 Distribution Channels

Channel	Action	Frequency
Google	SEO optimization	Every article
Facebook	Share new articles	Weekly
LinkedIn	Professional insights	Bi-weekly
Email	Newsletter to contacts	Monthly
Google Business	Post updates	Weekly

7.2 Social Media Tips

Facebook:

- Share article with compelling question or statistic
- Use relevant image
- Respond to comments
- Consider boosting high-performing posts

LinkedIn:

- More professional tone
 - Focus on legal insights
 - Connect with other professionals
 - Join relevant groups
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8. Measuring Success

8.1 Key Metrics

Metric	Tool	Target
Organic traffic	Google Analytics	+20% monthly
Keyword rankings	Google Search Console	Top 10 for main keywords
Time on page	Google Analytics	>2 minutes
Contact form submissions	Google Analytics (Goals)	Increasing trend
Google reviews	Google Business Profile	10+ reviews, 4.5+ rating

8.2 Monthly Review Checklist

- ☐ Check Google Search Console for new keyword opportunities
 - ☐ Review top-performing content
 - ☐ Identify underperforming content to update
 - ☐ Monitor competitor content
 - ☐ Track contact form submissions
 - ☐ Review and respond to new reviews
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Task Checklist - Summary

Immediate (Week 1-2)

- ☐ Set up blog section on website
- ☐ Create author bio template
- ☐ Write first pillar page (case closure guide)
- ☐ Set up content tracking in Google Analytics

Short-term (Month 1)

- ☐ Publish 4 pieces of content
- ☐ Request 3-5 client testimonials
- ☐ Add testimonials to website
- ☐ Share content on social media

Medium-term (Month 2-3)

- ☐ Publish 8 more pieces of content
- ☐ Create first case study

- ☐ Build 5-10 quality backlinks
- ☐ Reach 10+ Google reviews

Long-term (Ongoing)

- ☐ Publish 2-4 articles per month
- ☐ Update existing content annually
- ☐ Monitor and respond to reviews
- ☐ Track and optimize based on data

Resources

Content Creation Tools

Tool	Purpose	Cost
Google Docs	Writing & collaboration	Free
Grammarly	Proofreading (English)	Free/Paid
Canva	Blog images & graphics	Free/Paid
Hemingway App	Readability check	Free

SEO Tools

Tool	Purpose	Cost
Google Search Console	Performance tracking	Free
Google Analytics	Traffic analysis	Free
Ubersuggest	Keyword research	Free/Paid
Ahrefs/SEMrush	Comprehensive SEO	Paid

This document is part of the patir.net growth plan