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**Subject:** Your clients find you online. Or do not.

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We all know that Google has replaced the Yellow Pages as the way attorneys get the majority of their new client referrals. Unfortunately, there's a popular misconception that mastering where your website shows up on Google is beyond mere mortals.

In reality, you're not trying to get your legal practice's website to outrank the Kardashians, and Elon Musk – you're just trying to outrank your direct local competitors.

[Here's how to do it](#)

Thanks,

Mark Allen

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