

THE POWER OF LEGAL LINE

An open letter from TechWyse

As an expert in the internet marketing space, I am writing this unsponsored letter to endorse and explain the benefit of working with **Legalline.ca**.

Legalline.ca provides 3 significant benefits for a prospective web property:

1. SEO

Legalline.ca has a domain authority of 50 according to the third party audit tool Ahrefs. This is far above the industry average.

Links from **Legalline.ca** to your website will, without a doubt, greatly increase your search visibility and get you ranked much higher in Google searches. This happens almost immediately upon being linked.

Legalline.ca is an extremely powerful and well respected domain in the eyes of Google. With a domain rank of 50, well above the industry average, Google ranks legalline.ca as a very high authority domain. The two main factors that Google uses to decide whether to show your website on it's SERP (Search Engine Results Page) are content and backlinks. Content relevant to your industry is crawled by web spiders and ranked for the relevance of the content compared to the search terms that a searcher uses. Backlinks are used to decide whether a website has earned authority in its niche. The more backlinks pointing to your website, the better. Google sees this as other websites endorsing yours for your content. But - Not all backlinks are equal. A high authority website backlink means a lot more that a backlink from a low authority website.



2. NAP

Because **Legalline.ca** has such a high domain authority, your citation listed on Legal Line will greatly increase SEO and Local SEO (map listings).

Like SEO, and most important to map listings, your NAP citations across the web are indexed by Google as well. Following the same principal as backlinks, high authority sites that list your business details signal to Google that your business is worth indexing. Currently, and during the next five years, Google is placing more emphasis on location based searches. Your business information listed on Legal Line will increase your chances of getting ranked in the local section of SERP (The Map).

3. Visibility

Legalline.ca receives over 1.5 million unique visitors per year. The site is ranked in the top .01% of legal services websites worldwide.

The power of this traffic is extremely beneficial for any business. Legalline.ca refers traffic to its partners and helps a potential client decide upon and trust the right law professional for them. Harnessing this referral traffic ensures a lot of visitors passed your way which in turn creates clients. Without a doubt, this is a smart place to advertise for law services.

In conclusion, I wholeheartedly recommend any law service that wanted to increase its web presence to form a relationship with legalline.ca.

Legal Line did not pay for this endorsement, it was an independent audit of their web properties. It was something I wanted to do for them as they are a team of professionals doing SEO and Internet marketing the right way.

Thank you,

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