

MILESTONE 2

INITIAL RESEARCH PHASE

WEBSITE:

DARYL J. ROYER,
CRIMINAL DEFENCE LAWYER
BASED IN EDMONTON, ALBERTA, CANADA

<http://www.darylroyer.com/>

October 20, 2016

PART 1

DEVELOP A PERSONA

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Target Client Persona

- ▶ **To understand the target audience or client for this website, we must develop a target client persona. It will be a Business-to-Consumer (B2C) persona.**
- ▶ We'll start by answering the following about the target client that **most closely resembles a key online visitor to this website:**
 1. What gender is your target user likely to be?
 2. What age is your target user likely to be?
 3. What level of education might your target-user have?
 4. What other topics might your target client be interested in?
 5. What are the primary ways your target clients will discover your site? (Social media, referrals from other websites, etc.?)

Target Client Persona

▶ Continued...

6. Is your target client likely to be local to a specific area? If so, what area?
7. Does this impact the words they might use to when searching for your product or services, and if so, how?
8. What issues or problems are they trying to solve?
9. What other information can you supply or infer about your target audience?

Target Client Persona

User Persona: Person charged with a serious criminal offence in Alberta, Canada.

Gender: Male or Female

Age: Between 18 and 45 years old.

Education: Varies from incomplete high school to university.

Income: Limited and may not be from “legal” sources. Regardless, may have legal coverage through Legal Aid Alberta.

Interest Affinities: Possibly caught up in the wrong crowd or criminal activity, “scheming” for financial gain, may use drugs and alcohol. Interested in flashy material goods, quick gain.

Primary Discovery Methods: Google, Facebook (limited use of social media).

Primary Locale / Area of Client: Edmonton, plus areas within the province of Alberta.

Jargon/Slang Used: Possibly using misspellings for “defence” (Canadian spelling) such as “defense” (American spelling), or “DUI” term referred as “DWI” (American charge).



Target Client Persona

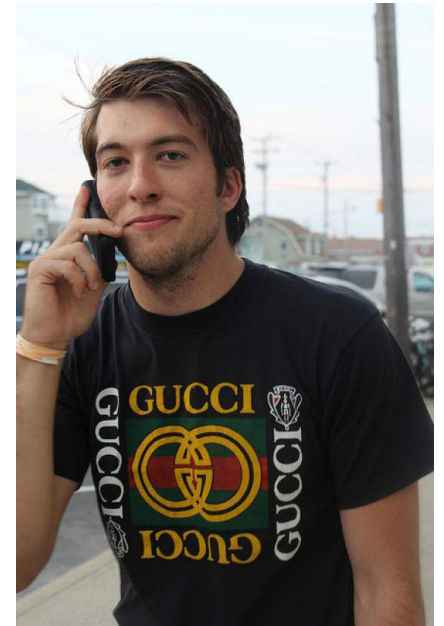
Primary Concern:

- ▶ The target client wants to ensure he or she retains a capable and effective lawyer to represent their best interests, their charter rights to a trial without delay, on a serious criminal charge.
- ▶ Examples of serious criminal charges that can deprive an individual of their liberty and freedoms can include fraud, theft, drinking under the influence (DUI), murder, manslaughter, rape, assault, and drug offences.
- ▶ However, with some criminal charges (such as murder, manslaughter, assault), the target client is likely to be incarcerated without any access to the Internet. Therefore, he or she may have family or friends look for a lawyer on his or her behalf.

Example Target Client Persona

Frank is recently charged with fraud in Grande Prairie, Alberta. He has been released from police custody and now wants to find an experienced criminal lawyer to fight the charge against him because he feels he is not guilty of what he's accused of.

When searching for a lawyer, he will use terms like "criminal lawyer" or "defence lawyer" (perhaps with some variations including the US spelling "defense lawyer"). He may also Google "fraud lawyer", along with his locale "Grande Prairie" or "Edmonton". He may even spell fraud as "frawd". Frank may ask close friends and family to help him look for one online and weigh through all the options. It's likely they'll look at the top search results on Google and navigate through each website to find "proof" of a great lawyer. This means they'll look through lawyer websites that may show testimonials of past clients, or at some "fraud lawyer" news article results.



PART 2

KEYWORD RESEARCH

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Keyword Search Popularity

- ▶ Using a keyword planner, a number of popular search terms were produced, with more added, based on this website's content.
- ▶ Most of these keywords are popular in search, which include "dui", "criminal law", "lawyer", "criminal defense".
- ▶ After an initial analysis using Google Keyword Planner, KWFinder was used and the search history was narrowed down to terms used **within Alberta, Canada.**

Keyword	Search popularity [?]	
dui	110000	×
criminal law	74000	×
lawyer	368000	×
criminal defense lawyer	22200	×
criminal defense attorney	18100	×
dui lawyer	27100	×
defense lawyer	4400	×
criminal defense	3600	×



Keyword Research Analysis

After creating a master keyword list, the keywords were separated into themes such as “**criminal lawyer**”...

	A	B
1	Keyword	Avg. Monthly Searches (exact match only)
2	lawyer	1600
3	criminal lawyer edmonton	390
4	criminal lawyer calgary	320
5	criminal law	260
6	criminal lawyer	260
7	edmonton legal aid	140
8	edmonton criminal lawyer	70
9	criminal defence lawyer	70
10	dui lawyer	50
11	find a lawyer	40
12	criminal lawyers	40
13	defence lawyer	30
14	criminal charge	20
15	criminal charges	20

Navigation: Criminal Lawyer | Defence Lawyer | Charge Types | Questions | All Keywords and Longtails

Keyword Research Analysis

“Defence Lawyer”...

	A	B
1	Keyword	Avg. Monthly Searches (exact match only)
2	lawyer	1600
3	criminal defence lawyer	70
4	dui lawyer	50
5	defence lawyer	30
6	criminal defence	10
7	criminal defense	10
8	criminal defence edmonton	10
9	criminal defense lawyers	10
10	defence lawyer alberta	
11	charter rights lawyer	
12	alberta defense lawyer	
13	defense lawyer alberta	
14	best defence lawyer alberta	
15	alberta defence lawyer	

Navigation: Criminal → **Defence Lawyer** | Charge Types | Questions | All Keywords and Longtails (+)

Keyword Research Analysis

and
“Charge Types”.

1	Keyword	Avg. Monthly Searches (exact match only)
2	dui	390
3	dui alberta	260
4	dui lawyer	50
5	find a lawyer	40
6	criminal charge	20
7	fraud charge	20
8	criminal charges	20
9	dui edmonton	20
10	dui calgary	20
11	fraud lawyer	10
12	murder lawyer	10
13	manslaughter charge	10
14	murder charge	10
15	theft lawyer	10

Navigation: Criminal Lawyer | Defence | **Charge Types** | Questions | All Keywords and Longtails (+)

Keyword Research Analysis

Also, a question format was used in search terms.

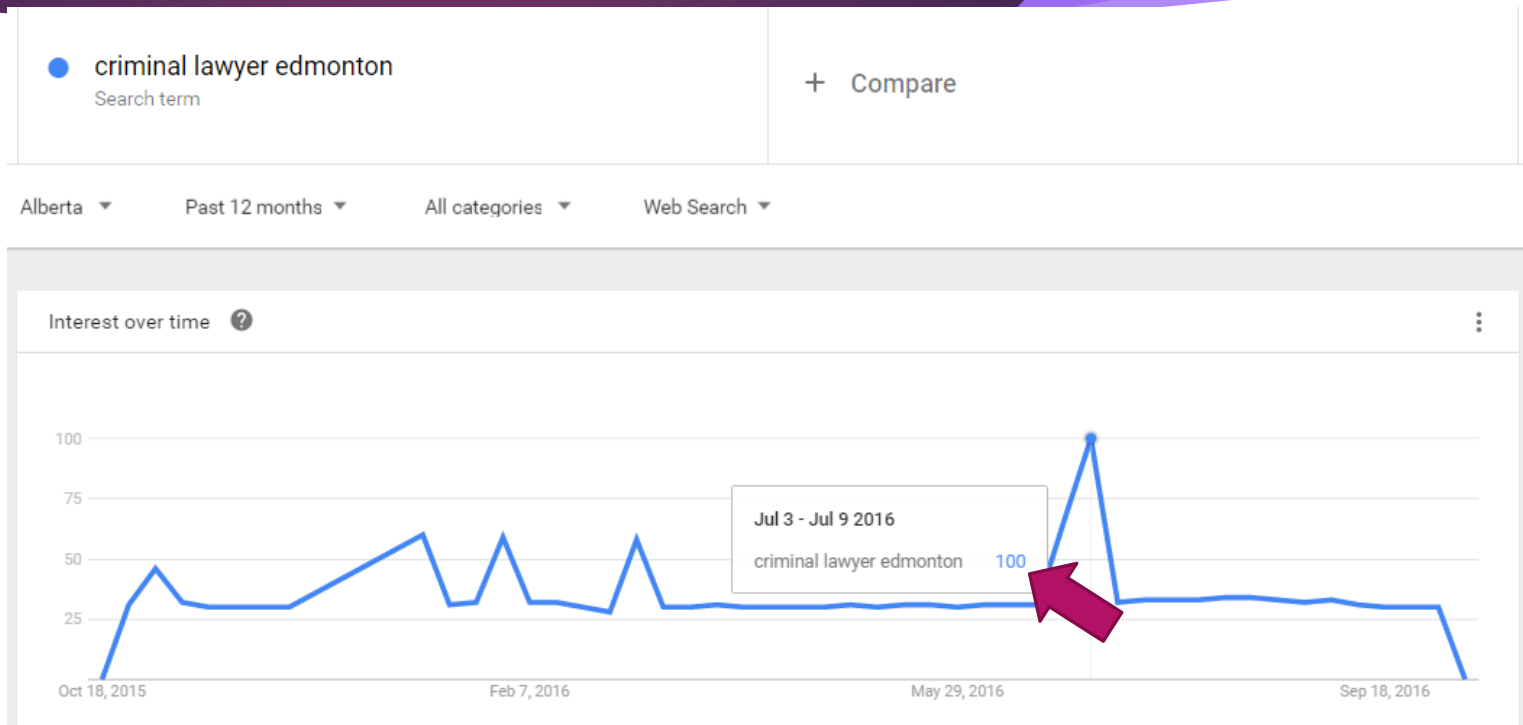
Note: 27% of searchers use a question format when searching, with the most common question being “how”, followed by “why”, “where”, “which” and “what”.

	Keyword	Avg. Monthly Searches (exact match only)
2	how to choose a lawyer	10
3	how to find a great lawyer	10
4	i need a lawyer	10
5	what does a criminal defence lawyer do	10
6	how to find a dui lawyer	10
7	how to find an appeal lawyer	
8	how to find a charter rights lawyer	
9	the top murder lawyer	
10	get the best alberta defense lawyer	
11	find a theft charge lawyer	
12	who is the best alberta criminal lawyer	
13	fastest way to deal with criminal charges	
14	what to do with a criminal charge	
15	i need a criminal lawyer in grande prairie	
16	how to get a criminal lawyer	

Navigation: Criminal Lawyer | Defence Lawyer | Char... **Questions** | All Keywords and Longtails | +

Keyword Research Analysis

February and July 2016 have shown peak searches for “**criminal lawyer Edmonton**”, but this does not mean that people search for legal help on a **seasonal basis**.



PART 3

COMPETITIVE ANALYSIS

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Overview

- ▶ Performing keyword research is not enough if you want to ensure your SEO campaign is successful.
- ▶ We must also carefully analyze and select the keywords that are most likely to help the website perform well in search.
- ▶ Here, a **competitive keyword search** has been performed (Phase 1), as well as **research on your competition** (Phase 2).

PHASE 1:

COMPETITIVE KEYWORD RESEARCH

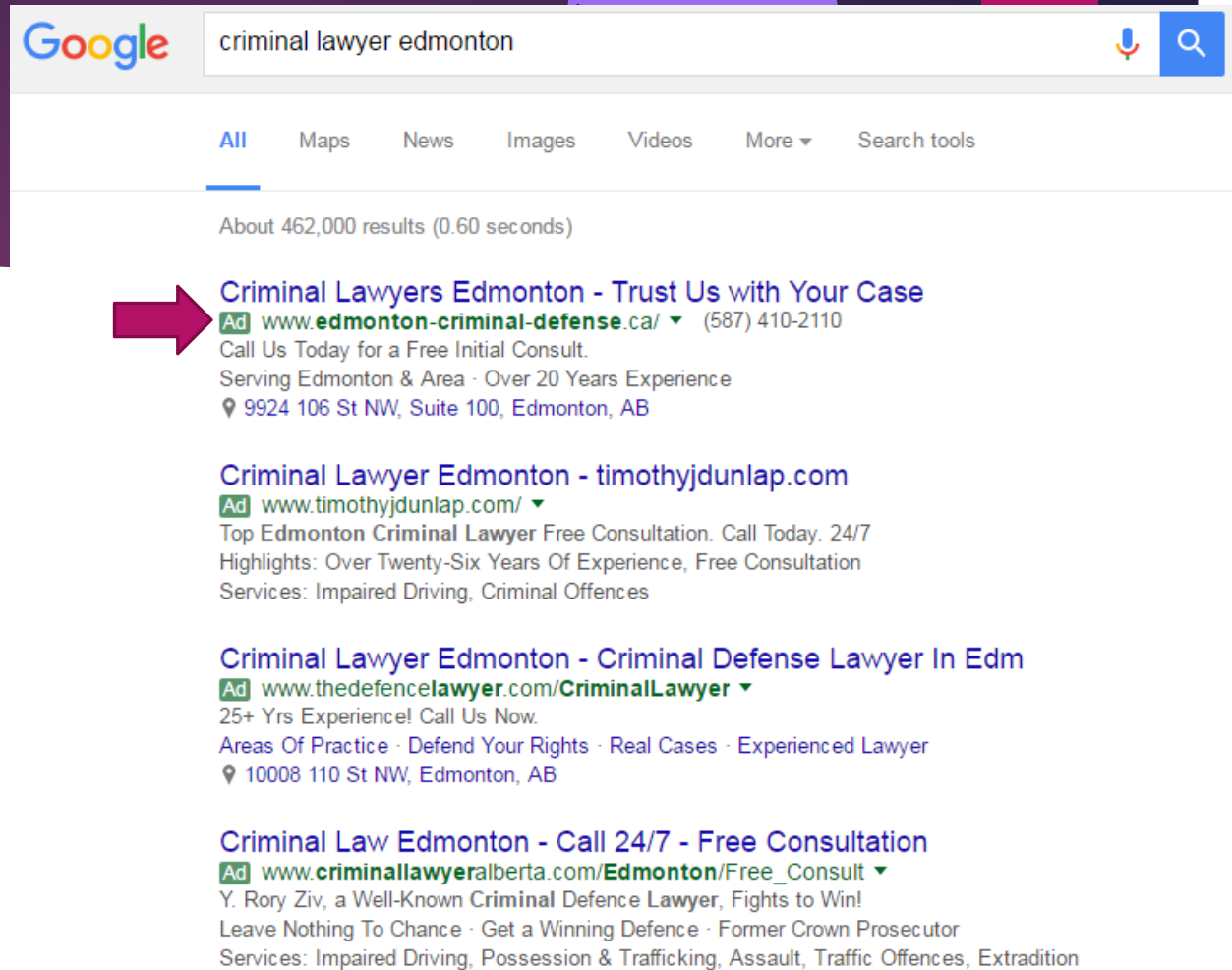
Competitive Keyword Research

- ▶ The keywords that the website may have the best chance of ranking for include:
 - ▶ “Criminal Lawyer Edmonton” (**390** searches/ month)
 - ▶ “Criminal Lawyer Calgary” (**320** searches/ month)
 - ▶ “DUI Alberta” (**260** searches/ month)
 - ▶ “Edmonton Legal Aid” (**140** searches/ month)
 - ▶ “Edmonton Criminal Lawyer” (**70** searches/ month)
 - ▶ “Criminal Defence Lawyer” (**70** searches/ month)
 - ▶ “DUI Lawyer” (**50** searches/ month)
 - ▶ “Find a Lawyer” (**40** searches/ month)

Use of Keywords in Google AdWords

It's important to note that criminal lawyers in Alberta invest in **Google AdWords**, primarily to draw traffic to their site. This SEO strategy can be **used to increase search rankings in the long run.**

Information about competitive keywords can be gleaned by researching **who** is investing in AdWords.



The screenshot shows a Google search for "criminal lawyer edmonton". The search results page displays several paid advertisements (Ad) for criminal lawyers in Edmonton. A red arrow points to the first advertisement.

Google criminal lawyer edmonton

All Maps News Images Videos More Search tools

About 462,000 results (0.60 seconds)

Criminal Lawyers Edmonton - Trust Us with Your Case
Ad www.edmonton-criminal-defense.ca/ (587) 410-2110
Call Us Today for a Free Initial Consult.
Serving Edmonton & Area · Over 20 Years Experience
9924 106 St NW, Suite 100, Edmonton, AB

Criminal Lawyer Edmonton - timothyjdunlap.com
Ad www.timothyjdunlap.com/
Top Edmonton Criminal Lawyer Free Consultation. Call Today. 24/7
Highlights: Over Twenty-Six Years Of Experience, Free Consultation
Services: Impaired Driving, Criminal Offences

Criminal Lawyer Edmonton - Criminal Defense Lawyer In Edm
Ad www.thedefencelawyer.com/CriminalLawyer
25+ Yrs Experience! Call Us Now.
Areas Of Practice · Defend Your Rights · Real Cases · Experienced Lawyer
10008 110 St NW, Edmonton, AB

Criminal Law Edmonton - Call 24/7 - Free Consultation
Ad www.criminallawyeralberta.com/Edmonton/Free_Consult
Y. Rory Ziv, a Well-Known Criminal Defence Lawyer, Fights to Win!
Leave Nothing To Chance · Get a Winning Defence · Former Crown Prosecutor
Services: Impaired Driving, Possession & Trafficking, Assault, Traffic Offences, Extradition

Organic Search Research

Keyword #1 - “Criminal Lawyer Edmonton”

▶ Top Four Organic Competitors:

- ▶ Pringle Chivers Sparks Teskey Law
- ▶ “ThreeBestRated.ca”
- ▶ Michel G. Fontaine Law
- ▶ Geoff Green Law

Pringle Chivers Sparks Teskey: Criminal Lawyers Edmonton

www.pringlelaw.ca/ ▼

Edmonton criminal law firm Pringle Chivers Sparks Teskey offers straightforward legal advice & representation for persons charged with criminal offences.

3 Best Criminal Defense Lawyers in Edmonton, AB - ThreeBestRated

threebestrated.ca > Edmonton, AB ▼

We check customer reviews, history, complaints, ratings, satisfaction, trust, cost and their general excellence. ... PRINGLE CHIVERS SPARKS TESKEY - Criminal Appeals, Domestic Violence, Drug Offences, Firearms and Weapons Offences, Impaired Driving, Offences of Assault, Sexual Assault ...

Edmonton Criminal Lawyer Michel G. Fontaine

www.mfontainelaw.com/ ▼

Edmonton Criminal Lawyer Defending Your Freedom. Michel Fontaine is a highly respected defence lawyer who became a member of the Law Society of Alberta in 1991.

Edmonton Criminal Lawyer

edmonton-criminal-lawyer.ca/ ▼

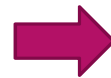
Edmonton, Alberta criminal defence lawyer Geoff Green has over 20 years of experience. Call Geoff today!

Organic Search Research

Keyword #1 - "Criminal Lawyer Edmonton"

▶ 10th or Last Competitor on Page One:

▶ Michael Oykhman - Lawyer



You can afford a criminal defence lawyer | Michael Oykhman Criminal ...
www.oykhmancriminaldefence.com/blog/afford-criminal-defence-lawyer/ ▼
★★★★★ Rating: 5 - Review by Avneet Gill, Calgary
A common misconception is that **lawyers** are unreasonably expensive. ... If you live in Calgary or Edmonton, **law** students working with Student Legal Assistance ...

▶ This keyword was chosen for analysis because it is used in this region most often to locate a criminal lawyer. At **390** searches/ month, it far exceeds the reverse term "Edmonton Criminal Lawyer" at only 70 searches/ month.

Organic Search Research

Keyword #1: Criminal Lawyer Edmonton						
Rank	Page Name	URL / Vertical Result	Page Authority	# Root Domains Linking to the Page	Domain Authority	# Root Domains Linking to the Root Domain
1	Criminal Lawyers Edmonton Pringle Chivers Sparks	http://www.pringlelaw.ca/	33	12	25	92
2	3 Best Criminal Defense Lawyers in Edmonton, AB - ThreeBestRated	https://threebestrated.ca/criminal-defense-lawyers-in-edmonton-ab	1	0	17	0
3	Edmonton Criminal Lawyer Michel G. Fontaine	http://www.mfontainelaw.com/	23	2	9	3
4	Edmonton Criminal Lawyer	http://edmonton-criminal-lawyer.ca/	24	3	12	27
5	Edmonton Criminal Defence Lawyer Royal &	http://royallaw.ca/	18	1	10	29
10	You can afford a criminal defence lawyer Michael Oykhman Criminal ...	http://www.oykhmancriminaldefence.com/blog/afford-criminal-defence-lawyer/	17	1	30	38

Organic Search Research

Keyword #2 - "Criminal Lawyer Calgary"

▶ Top Four Organic Competitors:

- ▶ Michael Oykhman – Lawyer (#1 and #2)
- ▶ Batting Wyman Law
- ▶ Susan Karpa Law

Calgary Criminal Defence Lawyers | Michael Oykhman Criminal ...

www.oykhmancriminaldefence.com/ ▼

We are a firm of Calgary Criminal Defence Lawyers, defending ALL Criminal Charges, including Assault, Drugs, Domestic Violence & DUI. Call 403-630-8835.

Criminal Defence Lawyer Reviews in Calgary | Michael Oykhman ...

www.oykhmancriminaldefence.com/reviews/ ▼

★★★★★ Rating: 5 - Review by Avneet Gill, Calgary

I heartily recommend Michael Oykhman to anyone seeking legal counsel!". ... Best Criminal Defense Lawyer! ... If you want the best defense with assault and impaired charges, I highly recommend Michael Oykhman."

Top Criminal Lawyers Calgary | Criminal Defence Lawyer | Batting ...

www.criminallawyerocalgary.ca/ ▼

Get the top criminal lawyers in Calgary for your defence with Batting Wyman – your choice for higher end representation. Call 403-263-4949.

Calgary Criminal Lawyer Susan Karpa Your Choice in Criminal Law

www.susankarpa.com/ ▼

Susan Karpa is a Calgary criminal lawyer defending clients against any criminal and drug related offence. One of Calgary's top criminal lawyers on your side.

Organic Search Research

Keyword #2 - "Criminal Lawyer Calgary"

▶ 10th or Last Competitor on Page One:

- ▶ Balfour Der and Lisa Burgis Law



Who We Are - Calgary Criminal Lawyers

www.derburgis.com/who-we-are-criminal-lawyers-calgary/ ▼

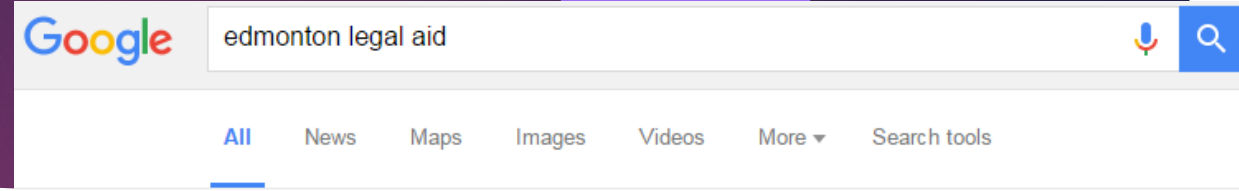
Balfour Der and Lisa Burgis are one of Calgary's most energetic and searched for criminal defence lawyer teams. Their experience is unique as they know ...

- ▶ This keyword was chosen for analysis because it is used in this region most often to locate a criminal lawyer. At **320** searches/ month, it has a good chance of drawing interest to southern areas of the province of Alberta, an area in which Daryl Royer also practices criminal law.

Organic Search Research

Rank	Page Name	URL / Vertical Result	Page Authority	# Root Domains Linking to the Page	Domain Authority	# Root Domains Linking to the Root Domain
1	Calgary Criminal Defence Lawyers Michael Oykman Criminal Defence Law (403) 630-8835	http://www.oykhmancriminaldefence.com/	30	33	41	194
2	Criminal Defence Lawyer Reviews in Calgary Michael Oykman Criminal Defence Lawyer	http://www.oykhmancriminaldefence.com/reviews/	30	1	24	116
3	Calgary Criminal Lawyer Susan Karpa Your Choice in Criminal Law	http://www.susankarpa.com/	21	9	31	307
4	Top Criminal Lawyers Calgary Criminal Defence Lawyer Batting Wyman	http://www.criminallawyerocalgary.ca/	20	5	32	13
5	Calgary Criminal Lawyers Roulston Criminal Defence	https://calgarydefence.com/	17	3	30	4
10	Dunn & Associates Criminal Law Firms and Defence Lawyers Calgary	http://www.dunnandassociates.ca/	17	5	31	204

Organic Search Research



Keyword #3 - "Edmonton Legal Aid"

- ▶ Note: Edmonton Legal Aid is an organization that provides funding for lawyers when an accused lacks the financial means to hire a lawyer.
- ▶ Some lawyers are buying the term "Edmonton Legal Aid" in **Google AdWords** to boost their exposure on page one of Google search results. This can also help increase their overall rankings in organic search.

About 451,000 results (0.49 seconds)

Edmonton Criminal Lawyer - Over 20 Years of Experience

Ad www.edmonton-criminal-lawyer.ca/ (780) 914-1836

Call Geoff Green Today!

Calgary Criminal Lawyer - patrickfagan.com

Ad www.patrickfagan.com/ (403) 861-0709

26 Years of Protecting the Underdog Your Best Odds are with Pat Fagan.

Assault Offences · Contact Patrick Fagan · Driving Charges

Your Criminal Defence - Been Charged? Need Advice?

Ad www.perrinkaullaw.ca/

We are here to help - call today!

Family Law · Criminal Defence · Kaitlyn Perrin

Ask a Lawyer: Legal - A Lawyer Will Answer in Minutes

Ad law.justanswer.com/Legal/

Questions Answered Every 9 Seconds.

Helped Over 8MM Worldwide · 12MM+ Questions Answered

A+ Rating – Better Business Bureau

Ask Inheritance Lawyers · Ask Immigration Lawyers · Ask Real Estate Lawyers

Organic Search Research

Keyword #3 - “Edmonton Legal Aid”

▶ Top Four Organic Competitors:

- ▶ Legal Aid Alberta (#1, #2, & #3)
- ▶ Alberta Justice (government site)

Legal Aid Alberta

www.legalaid.ab.ca/ ▼

Provides legal aid in civil and criminal matters for people who cannot afford to pay for a lawyer from their own resources. Contains eligibility information, details ...

Contact Us - Legal Aid Alberta

www.legalaid.ab.ca/contact/Pages/default.aspx ▼

Home>Contact Us. Contact Us ... client, you can e-mail us at this address.

Services & Eligibility - Legal Aid Alberta

www.legalaid.ab.ca/help/Pages/default.aspx ▼

Home>Services & Eligibility ... The Legal Services Centre is most often the first ...

Legal aid - Alberta Justice

justice.alberta.ca › Justice › Browse by topic › Legal assistance ▼

Legal aid – legal assistance if you can't afford to pay for a lawyer – is available to those who qualify. ... Edmonton Community Legal Centre. They can offer you ...

Organic Search Research

Keyword #3 - “Edmonton Legal Aid”

▶ 10th or Last Competitor on Page One:

- ▶ Alberta Law Libraries



[Find Legal Help - Alberta Law Libraries](https://www.lawlibrary.ab.ca/find-legal-help.html)

<https://www.lawlibrary.ab.ca/find-legal-help.html> ▼

Legal Aid Alberta (LAA) provides a range of legal services to low-income ... to helping low-income individuals in Edmonton and area understand their legal ...

- ▶ This keyword was chosen for analysis because it is used in this region most often to get funding for a criminal lawyer. At **140** searches/ month, it has a good chance of drawing users to Daryl Royer’s website, as he takes on a number of clients via Legal Aid funding.

Organic Search Research

Keyword #3: Edmonton Legal Aid						
Rank	Page Name	URL / Vertical Result	Page Authority	# Root Domains Linking to the Page	Domain Authority	# Root Domains Linking to the Root Domain
1	Legal Aid Alberta	http://www.legalaid.ab.ca/	45	115	53	562
2	Contact Us	http://www.legalaid.ab.ca/contact/Pages/default.asp	45	12	45	305
3	Duty Counsel - Legal Assistance at Court	http://www.legalaid.ab.ca/help/Pages/Duty-Counsel-Legal-Assistance-at-Court.aspx	45	2	37	280
4	Family Law & Child Welfare	http://www.legalaid.ab.ca/help/Pages/Family-	45	4	41	279
5	Legal aid - Alberta Justice •	https://www.justice.alberta.ca/programs_services/legal/Pages/legal_aid.aspx	86	0	1	0
10	Find an Advocate - Alberta - Legal Aid PovNet	http://www.povnet.org/find-an-advocate/ab/legal-	46	1	16	4

Organic Search Research

Keyword #4 - "DUI Alberta"

▶ Top Four Organic Competitors:

- ▶ dui.ca
- ▶ knowthelimits.ca
- ▶ Albertaimpaireddriving.ca
- ▶ Alberta Transportation (government site)

[Dealing with an Impaired Driving Charge in Alberta : www.dui.ca](http://www.dui.ca)

www.dui.ca/alberta.php ▼

When it comes to impaired driving, Alberta has some of the toughest penalties regarding license suspension and vehicle impoundment in Canada. ... First offense: license suspension until charges are resolved, three day vehicle impoundment and mandatory "Planning Ahead" class.

[Impaired Driving - Government of Alberta](http://www.knowthelimits.ca/)

www.knowthelimits.ca/ ▼

Strengthening Alberta's Approach to Impaired Driving Limits haven't changed. Penalties Have. Experience in many provinces, including Alberta, has shown that ...

[Impaired Driving Questions and Answers | Alberta Impaired Driving](http://www.albertaimpaireddriving.ca/questions/)

www.albertaimpaireddriving.ca/questions/ ▼

80% of our clients have no criminal record and have never gone through the criminal justice system. ... Unless you have hurt someone or worse, the likelihood of going to jail on your first conviction is extremely rare. If you have been charged with Impaired Driving Causing Bodily Harm ...

[\[PDF\] Frequently Asked Questions for Impaired Driving - Alberta Transporta...](https://www.transportation.alberta.ca/Content/docType4789/Production/QA.pdf)

<https://www.transportation.alberta.ca/Content/docType4789/Production/QA.pdf> ▼

Alberta already requires new drivers to maintain a blood alcohol level of zero. If they are stopped ... Do these changes "decriminalize" drunk driving? Impaired ...

Organic Search Research

Keyword #4 - "DUI Alberta"

▶ 10th or Last Competitor on Page One:

- ▶ Pringle Chivers Sparks Teskey Law



Impaired Driving DUI Lawyers Edmonton | Pringle Chivers Sparks ...

www.pringlelaw.ca/practices/1-impaired-driving ▼

Every year, there are about 15,000 people charged in Alberta with the criminal ... with an impaired driving offence consult with a DUI lawyer as soon as possible.


- ▶ This keyword was chosen for analysis because it shows that despite a number of websites providing dui information, lawyer websites also have the potential to rank on page one in organic search. At **260** searches/ month, using these keywords can draw in the types of clients that Daryl Royer also wishes to represent.

Organic Search Research

Keyword #4: DUI Alberta						
Rank	Page Name	URL / Vertical Result	Page Authority	# Root Domains Linking to the Page	Domain Authority	# Root Domains Linking to the Root Domain
1	DUI/DWI/Impaired Driving in Alberta: fines, laws and choosing a lawyer	http://www.dui.ca/alberta.php	16	1	17	2
2	Impaired Driving - Government of Alberta	http://www.knowthelimits.ca/	30	21	41	46
3	Impaired Driving Questions and Answers Alberta Impaired Driving	http://www.albertaimpaireddriving.ca/questions/	12	0	1	0
4	Not found (PDF)	https://www.transportation.alberta.ca/Content/docType4789/Production/QA.pdf	86	1	36	1
5	Government of Alberta Ministry of Transportation: Alberta's approach to impaired driving	http://www.transportation.alberta.ca/impaireddriving.htm	86	30	64	485
10	Impaired Driving DUI Lawyers Edmonton Pringle Chivers Sparks Teskey	http://www.pringlelaw.ca/practices/1-impaired-driving	25	1	19	61

Organic Search Research

- ▶ As well, **longtail keywords and question-format phrases** that searchers use (although less often, on average 10 searches/month) include:



how to choose a lawyer	10
how to find a great lawyer	10
i need a lawyer	10
what does a criminal defence lawyer do	10
how to find a dui lawyer	10

- ▶ This means that within the website content, it would be advantageous to use these terms as well. This can help the site rank in top page organic search results too.

Organic Search Research

Keyword: "How to Find a DUI Lawyer"						
Rank	Page Name	URL / Vertical Result	Page Authority	# Root Domains Linking to the Page	Domain Authority	# Root Domains Linking to the Root Domain
1	4 Steps to Find the Right DUI Lawyer - Expertise	https://www.expertise.com/dui/how-to-find-the-right-dui-lawyer	30	1	68	1777
2	Hire a DUI Lawyer - FindLaw	http://dui.findlaw.com/dui-laws-resources/hire-a-dui-lawyer.html	43	9	91	42788
3	How To Find The Best DUI Lawyer By Yourself Huffington Post	http://www.huffingtonpost.com/victoria-yore/how-to-find-the-best-dui-_b_11279358.html	53	5	98	293781
4	Questions to Ask When Interviewing a DUI Attorney Attorneys.com	http://www.attorneys.com/dui-dwi/interviewing-a-dui-attorney	31	1	51	647
5	How to Pick a DUI Attorney – Know What Questions to Ask Law ...	http://www.duianswer.com/library/how-to-pick-a-dui-attorneyknow-what-questions-to-ask.cfm	26	5	20	30
10	Find the best DUI & DWI lawyer near you - Avvo	https://www.avvo.com/dui-dwi-lawyer.html	50	6	83	18939

PHASE 2:

EVALUATING COMPETITION

The Competition at a Glance

Criminal Lawyer Edmonton	Criminal Lawyer Calgary	Edmonton Legal Aid	DUI Alberta	How to Find a DUI Lawyer
Pringle Chivers Sparks Teskey	Michael Oykhman	Legal Aid Alberta	DUI.ca	Expertise.com
ThreeBestRated	Michael Oykhman	Legal Aid Alberta	Alberta Government	Findlaw.com
Michel G. Fontaine	Susan Karpa	Legal Aid Alberta	Alberta Impaired Driving Lawyers	Huffington Post
Geoff Green	Batting Wyman	Legal Aid Alberta	Alberta Transportation (government)	Attorneys.com
Royal & Company	Roulston Criminal Defence	Alberta Justice	Alberta Transportation (government)	Vaughan de Kirby (California Lawyer)
Michael Oykhman	Dunn & Associates	PovNet	Pringle Chivers Sparks Teskey	Avvo (American Referral Site)

Looking at the Competition

Name	URL	Homepage	Title Tag Optimized	Optimized H1	Copy	Resources	DA	PA
Michael Oykhman - 1	http://www.oykhmancriminaldefence.com/blog/afford-criminal-defence-lawyer/	No	Yes	Yes	Good	Text & Images	30	17
Michael Oykhman - 2	http://www.oykhmancriminaldefence.com/	Yes	Yes	Yes	Good	Text &	30	41
Michael Oykhman - 3	http://www.oykhmancriminaldefence.com/revie	No	Yes	Yes	Good	Text &	30	24
Pringle Chivers Sparks Teskey - 1	http://www.pringlelaw.ca/	Yes	Yes	Medium	Good	Text & Images	25	33
Legal Aid Alberta -1	http://www.legalaid.ab.ca/	Yes	No	No	Good	Text	45	53
Legal Aid Alberta -2	http://www.legalaid.ab.ca/contact/Pages/default.aspx	No	No	No	Good	Text	45	45
Legal Aid Alberta -3	http://www.legalaid.ab.ca/help/Pages/Duty-Counsel-Legal-Assistance-at-Court.aspx	No	No	No	Good	Text	45	37
Legal Aid Alberta -4	http://www.legalaid.ab.ca/help/Pages/Family-Law.aspx	No	No	No	Good	Text	45	41
ThreeBestRated	https://threebestrated.ca/criminal-defense-lawyers-in-edmonton-ab	No	Yes	Yes	Poor	Text & Images	17	1
Michel G. Fontaine	http://www.mfontainelaw.com/	Yes	Yes	Yes	Good	Text &	9	23
Geoff Green	http://edmonton-criminal-lawyer.ca/	Yes	Yes	Yes	Good	Text &	12	24
Royal & Company	http://royallaw.ca/	Yes	Yes	Yes	Good	Text &	10	18
Susan Karpa	http://www.susankarpa.com/	Yes	Yes	Yes	Poor	Text &	21	31
Batting Wyman	http://www.criminallawyerocalgary.ca/	Yes	Yes	Yes	Good	Text &	20	32
Roulston Urquhart Criminal Defence	https://calgarydefence.com/	Yes	Yes	Yes	Good	Text & Images	17	30
Dunn & Associates	http://www.dunnandassociates.ca/	Yes	Yes	No	Poor	Text &	17	31

Michael Oykhman
and
Legal Aid Alberta
have the highest
domain authority
(DA)

despite Legal Aid
having **not**
optimized any title
tags or H1s.