

Jason McBride

legal blog writing

Subject: Personal Injury
Type: Blog Post for [Gimbel, Reilly, Guerin & Brown LLP](#)
Objective: SEO & Authority Building

This 400-word post educates car accident victims about the biggest mistakes people make when dealing with a claim. The post gives helpful information that will also help the firm rank in search engines for important keywords. This post establishes the firm as an expert, builds trust, and encourages people to get a free consultation to avoid making the mistakes mentioned in the article.

Biggest Mistakes People Make in Car Accident Claims

After your car has been towed and you have been to the doctor, comes the part of a car accident most people hate the most - dealing with insurance. While every *car accident* is different, there are several common mistakes that people make when they have a car accident claim.

Not Doing Your Own Research on Your Car

If your car has been totaled by insurance, you are going to have to figure out the value of your vehicle. Often, the insurance company will do that for you. The mistake many people make is to simply accept the insurance company's value without doing their own research. An offer from the insurance company is just an offer. If you can demonstrate your car was worth more than they are offering, you may be able to get more for your car.

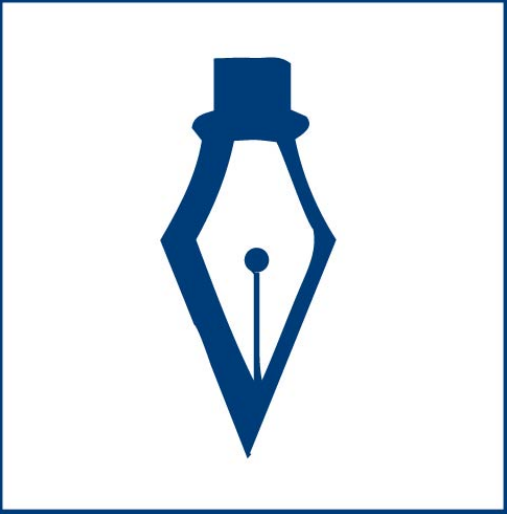
Negotiating a Settlement Yourself

On a basic level, it does

The post is broken down into several small sections to improve readability. Sub-headlines are used to communicate the main points because most readers only skim the post. This post also introduces the value of a personal injury lawyer to the claims process.

Many people wait too long to get a lawyer involved. This can result in the loss of important evidence, the need to file a lawsuit quickly, or in the worst cases, the loss of any chance of collecting compensation for your injuries.

If you or someone you love has been hurt in a car accident, you need to talk with a skilled and experienced *Milwaukee personal injury lawyer*. You only have so much time to bring a claim. Call the law firm of Gimbel, Reilly, Guerin & Brown LLP at 414-271-1440 today to setup your consultation.



The headline uses the keyword "car accident claims". The post title is intriguing. People who have recently been in an accident want to know how to avoid making mistakes. The entire blog post title is also a log-tail keyword that people often search after being in a car accident. The first paragraph links to a practice area page on the law firm website.

The last two paragraphs of the post explain the importance of hiring a lawyer as soon as possible after an accident. It also provides a link to the firm's contact page, gives the firm's phone number, and includes a call to action.

Jason McBride
Copywriter
T: 971-599-1773
jason@clientmagnetmarketing.com
jasoncmcbride.com