



Rio Salado College Internship Program

Helping law firms “get found” in a crowded marketplace is the goal of TOPDOG Legal Marketing, LLC. TOPDOG’s paralegal interns learn valuable law firm marketing skills, a skillset increasingly sought by legal employers, as well as gain insight into practical matters and practice areas of a legal practice.

Based in Phoenix, TOPDOG is an attorney-led company providing premium digital marketing to law firms nationwide. The digital marketing company improves the online presence of firms across the country by using the latest analytics, search engine optimization, and marketing strategies to provide client-specific, quality legal content. Starting with an evaluation of each client’s individual needs, TOPDOG creates and optimizes content to make our clients stand out in a crowd.

TOPDOG interns gain practical experience in the most current digital marketing strategies. As a valuable member of the team, TOPDOG interns will conduct research in various areas of legal practice and use that research to draft law related blogs, website content, and social media posts. Joining our pack means working with licensed attorneys to write case briefs and legal memoranda while learning to evaluate the effectiveness of a marketing campaign. TOPDOG interns are also involved in creating reports for clients, designing CLE presentations, and website design and maintenance.

TOPDOG is looking for motivated [Rio Salado](#) students who are pursuing a legal degree and a 160-hour internship. Applicants with past work experience and a demonstrated proficiency for legal research and writing are preferred. Candidates seeking a well-rounded education in a virtual setting and real-world experience will find an internship at TOPDOG leads them in the right direction.

TOPDOG Legal Marketing, LLC provides lawyer-driven marketing, legal content, and website services to law firms in Phoenix and across the country. Learn more about TOPDOG at topdoglegalmarketing.com.