Legal Marketing Stats Lawyers Need to Know

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Using market trends to inform your law firm marketing efforts is a must for solos and small firms that have limited budgets and resources to market their firms.

Google recently aggregated research from FindLaw and its own inhouse data to provide a look at the legal market trends that should shape your legal marketing initiatives:

- 74% of prospects beginning a search online end up **contacting the office via phone**. (FindLaw U.S. Consumer Legal Needs Survey 2014)

- 87% of people who contact an attorney go on to hire an attorney and 72% of them **only contact one attorney**. (FindLaw U.S. Consumer Legal Needs Survey 2014)

- 96% of people seeking legal advice **use a search engine**. (Google Consumer Survey, Nov 2013)

- 38% of people **use the Internet** to find an attorney. (FindLaw U.S. Consumer Legal Needs Survey 2014)

- 62% of legal searches are non-branded (i.e., generic: “Phoenix divorce attorney,” etc.). (FindLaw U.S. Consumer Legal Needs Survey 2014)

- 74% of consumers **visit a law firm’s website** to take action. (Google Legal Services Study Sept 2013)

- 25% of people researching legal topics **visit YouTube** during the process. (YouTube Internal Data 2012)

- 85% use **online maps** to find legal service locations. (Google Legal Services Study Sept 2013)

- 69% use **both a smartphone and a PC** for research. (Google Legal Services Study Sept 2013)
31% of all law firm related website traffic comes through **mobile search** *(FindLaw Aggregated Hosted Site Data 2014)*

71% of people looking for lawyer think it is important to have a **local attorney**. *(FindLaw U.S. Consumer Legal Needs Survey 2014)*

So what do you need to do to convert leads based on these facts? Here are a few action steps:

**Provide multiple contact options** — phone, email, online chat, etc.

**Provide a mobile-friendly version** of your website.

**Have an intake system** that allows consumers to reach your firm on the first call and intake specialists trained to convert consumers into clients.

**Concentrate on local SEO** to ensure your website shows up well in local search.

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