

Law Firm Marketing: How to Optimize Your Landing Page

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The goal of a law firm's landing page [is to convert visitors on your website to clients](#), which is the end game of any law firm website. A landing page generates using lead-capture forms. Mostly, you gain useful insights on the user that one can use to convert them, and, in exchange, they get to access exclusive content not available on the regular website. Some of this content might take the form of promotions or other offers that further market your law firm.

Designing a Landing Page that will Market Your Law Firm

Landing pages are one of the best ways to tell which visitors to your website are interacting with your content and have a genuine interest in your law firm. This makes it an available tool in any attorney's marketing strategy. Thus, your landing page needs to be visually appealing. Your goal should be to increase the number of visitors that find the site compelling enough to engage with you.

Visually, you want the landing page to be clean. The visitor should be able to click on the call-to-action button and only the call-to-action button. In fact, including a bunch of links will hurt your conversion rate, especially if the links are external ones. The layout of the lead-capture form needs to be accessible. Most people have short attention spans. You want something the visitors can fill out quickly without having to put much thought into it. Keep in mind that a lot of people are going to be filling the forms out on a mobile device. The landing page needs to be flexible so that it reads well on desktops and smartphones.

Creating Content for a Landing Page that will Market Your Law Firm

While you want the content of the landing page to be engaging, the content has to first be clear and succinct. Descriptions should get straight to the point. You can use keywords to help direct search engine users to the page, but you don't want to overdo it. Not all the content has to be written. Pictures and videos can be even more engaging than written content. On average including videos on your landing page [increased the conversion rate by 86%](#). You just don't want the multimedia to overshadow the call-to-action.

Conclusion

Keep it simple and vibrant. For more marketing tips and tricks, click [here](#).

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