

# THE NATIONAL LAW REVIEW

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## Law Firm Marketing: 10 Tips on How to Market Your Law Firm

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Now, more than ever, it has become essential for an attorney or law firm(s) to have an online presence. Below, we provide the 10 best tips to help with marketing for attorney websites.

### 1. Build Your Brand

As an attorney, you are your personal brand. One of the most forgotten parts of marketing for attorney websites is the brand. However, it is also one of the most important parts. In fact, Everlaw reports that [80% of all law firm traffic](#) is to the biographies of specific attorneys.

To help capitalize on this, it is important for each attorney in a law firm to maintain their own online presence. On each biography page, a strong call to action should also be used to foster communications between the attorney and clientele. Phone numbers, email addresses, credentials, and address should all be featured prominently as well.

### 2. Do Your Research

Marketing for attorney websites requires research. From keywords and audiences to social media statistics and competition strategies, research helps you plan your online campaign.

### 3. Utilize Videos

Law firms often underutilize videos. Google, which is the world's most used search engine, owns YouTube, the [second largest search engine](#). Because of this, Google ranks pages with video content higher than those without it. For an attorney, experts recommend creating a YouTube channel that shares a series of videos relevant to their area of expertise.

### 4. Optimize Your Website

Search engine optimization (SEO) has become increasingly important to your overall Google ranking. However, it goes beyond relevant keywords and routine content posts. Optimizing your website means it loads quickly in any browser. In fact, [47% of all online users expect a webpage to load in 3 seconds or less](#). Websites that take longer to load typically see an [11% reduction in page views and a 7% reduction in conversions](#) every second. (To test your loading speed, check out Google's [PageSpeed Insights!](#))

### 5. Mobile-Friendly is a Must

From desktops to mobile phones, your website needs to be smart enough to quickly adjust to the browser, device, and size of the screen. Thanks to modern technology, Americans are accessing the internet and various social media platforms from their smartphones and tablets more often. (Studies indicate that smartphones and



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tablets now account for roughly [57% of online traffic](#).) These smaller screens do not negate the need to clear, easy-to-read content, however. Pay attention to background versus text colors, as well as font style, size, and scalability.

## 6. Social Media Advantages

Social media is one of the most popular vehicles for sharing content. As you build your brand and do your research, including one or two different social media platforms can help you stand out. For a law firm, each attorney should have a social media presence while representing your company.

## 7. Keep Content Relevant

It is essential to your local ranking that all content and contact information is up-to-date. If you move, make sure all address or phone listings on your website and associated Google pages have been updated to reflect this.

## 8. Pay-Per-Click (PPC) Advertising

Your research will tell you which platforms are worth investing in. Google Ads is the most popular one, which allows you to generate ads based keywords people search for. PPC advertising, when based on thorough research, can help you expand your potential outreach.

## 9. Read Reviews

Likes, shares, and comments on social media are great. However, you need to pay attention to your reviews as well. (Reviews left on Yelp, Google+ Local, and other sites affect [79% of a consumer's decision](#).) Ask your clients to leave feedback regarding their satisfaction to help encourage potential clientele to contact you.

## 10. Re-Evaluate

The online world is constantly evolving. Your marketing strategy must as well. From trending topics and platforms to Google algorithms and more, your marketing campaign needs to continue to stay relevant in order to maintain current client interest and attract others.

## Conclusion

Make sure to read, [The Secrets to Marketing and Automating Your Law Practice](#), written by our very own Co-Founder, David Bitton. With contributions by 15 industry professionals on everything from search engine optimization to logo design to going totally paperless, this book is undoubtedly a valuable resource for any legal professional looking to take the leap into starting up and heading their own successful practice.

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