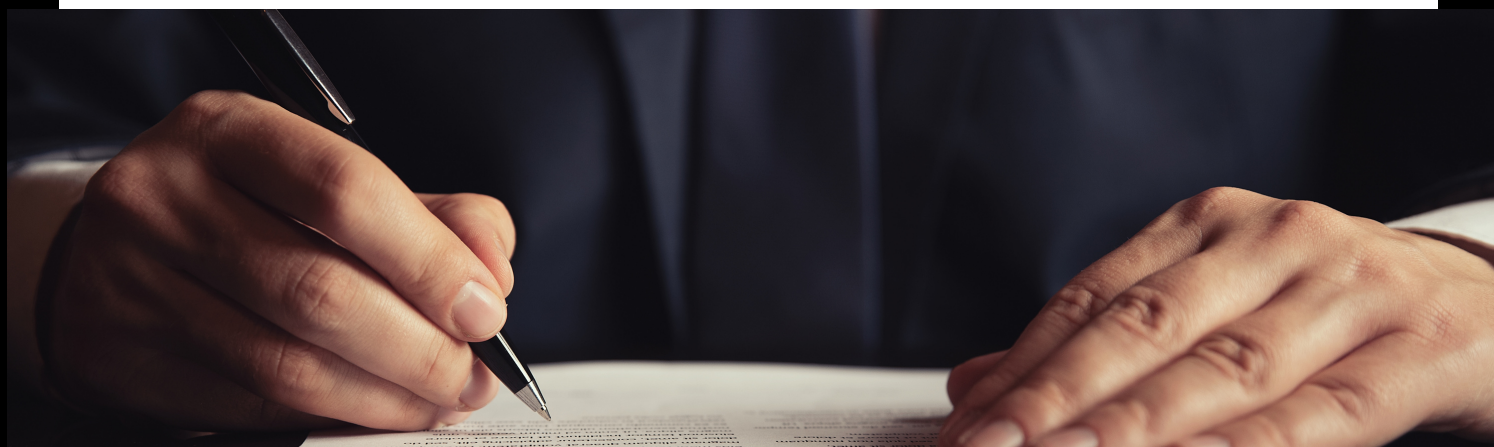


## Why Your Law Firm Shouldn't Overlook SEO



When you prepared for your career as an attorney, the hours you invested on the mock trial team allowed you to develop the ability to argue persuasively.

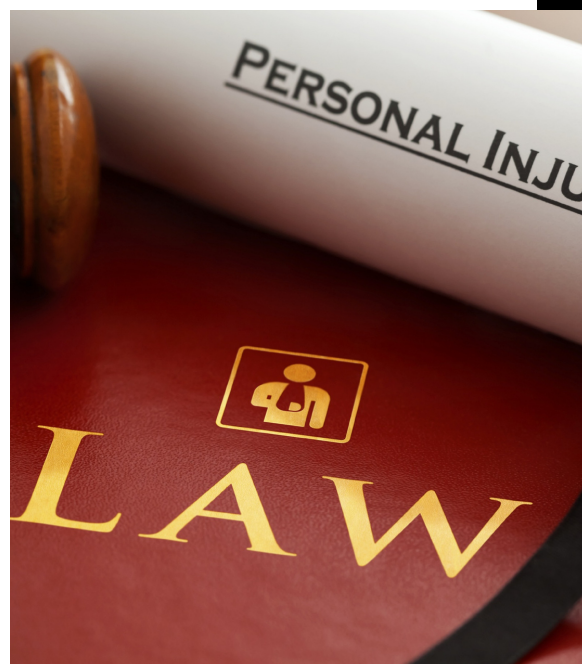
Did improving your public speaking skills not play a crucial part in your success? Did you not grind through speech and debate class?

To be successful, it took a well-planned course of action to build a name for yourself in the legal profession. You had to gain trust. You fought tooth and nail to build your clientele. After all, your reputation wasn't built in a day.

So, does your firm's website reflect the hard work you've put into becoming a great lawyer? If the answer didn't come to you immediately, then it is time to invest in website optimization.

It's simple. Search engine optimization (SEO) boosts internet traffic to your website directly from search engines. When a potential client needs legal help, he searches "best lawyer in town" on his smartphone. If your law firm doesn't maintain a strong foothold online, the client schedules a meeting with one of your competitors instead.

If you lost one potential client, then you will surely lose more. This trend leads to a decrease in revenue, and ultimately, impacts the longevity of your esteemed law firm.



**96 %** of people  
seeking legal advice  
use a search engine.

# Here's How SEO Works for You

If you want to attract more clients and increase revenue, your law firm needs better visibility online. The best way of achieving greater visibility is by ranking higher on search engines.

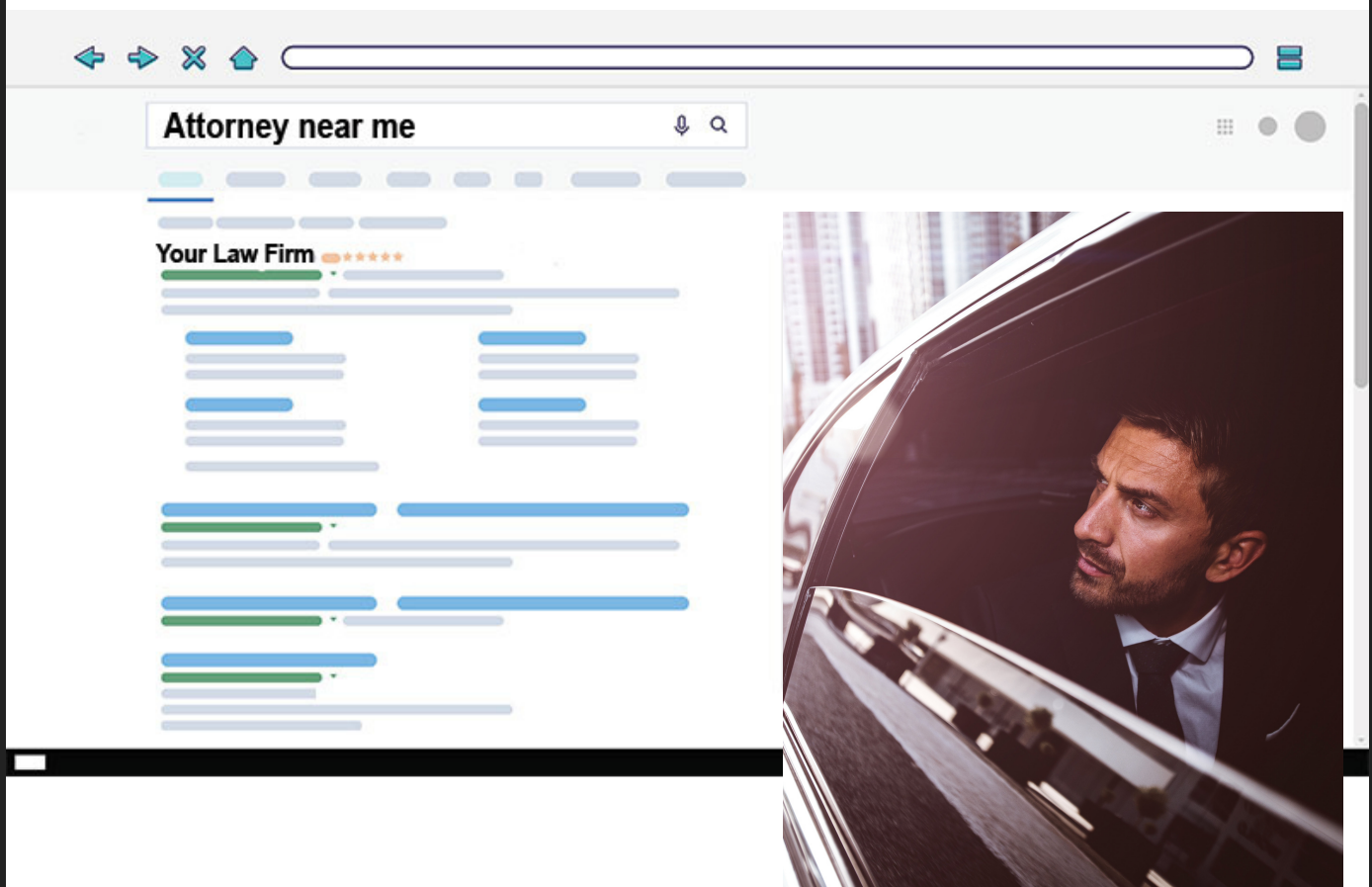
It's simple: **if your law firm isn't first, it's last.**

Because potential clients are actively searching for legal help on the internet, you need to invest in an SEO program to win a page one ranking every time.

Even if your law firm is already on popular platforms like Instagram, Facebook, and LinkedIn, it's worth noting that SEO drives 1000% more traffic than social media.

Investing in SEO is your clearest path to becoming the most popular law firm within your community.

According to Think with Google, 30% of all mobile searches are related to location, and 76% of people who search on smartphones are looking to visit a nearby business within a day.



## Optimizing your website is great for visibility and your reputation

You carry a good relationship with your clients, and your page ranking should reflect that. Potential clients are not only searching for legal advice but also trustworthy firms to represent them in a court of law.

To potential clients, a page one ranking on search engines is a sign of trustworthiness. Do you want to build confidence in the public's perception of your law firm? Then consider investing in an SEO strategy.

Why? When people feel that a search engine trusts your firm, they will confidently reciprocate that feeling. The higher you rank, the more credible you appear. SEO is crucial to your office maintaining a positive image online, and a second search page ranking can shrink your reputation.



74% of people visit  
a law firm's website  
to take action.

As a trustworthy law firm, you strive to ensure that your clients feel certain of their decision to go with your law firm. And sure, reviews are important and factor heavily into your search page ranking. 85% of consumers trust online reviews as much as personal recommendations. You wouldn't want to diminish the hard work you and your team put in to earn a five-star rating online by not optimizing your website and reserving the first-page rank.



## You're investing in the longevity of your firm

Over half of all website traffic is driven by organic search.

The outcome of an effective SEO strategy is increased traffic going straight to your website. How does this strategy work? The primary focus of website optimization is creating content with keyword-related title tags.

For example, if a potential client looks up "divorce attorneys" on Google, this short tail keyword will generate a first page with the most relevant websites at the top. The most relevant websites produce the greatest amount of optimized content with matching keywords and backlinks on their web page.

Keywords like "DUI defense," "personal injury," and "lawsuit" are more competitive because of their search volume. The use of long-tail keywords such as "I broke my leg at work, can I sue my employer?" is a common SEO strategy. Long-tail keywords are cost-effective because they are less competitive, and your business can capitalize on that one fact alone.

Here's a hypothetical example. A potential client searches, "divorce attorneys in Long Island."



If your website promotes optimized content, it is more likely to see higher click-through rates because the question is more specific. When performed effectively, these methods increase web traffic funneled through your website.

Although pay-per-click (PPC) is a valuable tool in digital marketing because it targets users who are ready to purchase your services, SEO is a more cost-effective method because organic search generates your site traffic. Consider that the first five organic results account for 67% of all the clicks, meaning potential clients don't bother scrolling past the first results page. Optimizing your content means you're earning potential will skyrocket.

### Why go with SEO?

The best way to increase revenue is to rank first on Google searches. Potential clients are doing a tremendous amount of online research before they ever reach out to you for legal advice. If your law firm isn't listed on the first page of keyword searches, then you're falling behind the competition.

Implementing a systematic search engine optimization (SEO) program solidifies your reputation within the community, increases traffic, and builds better visibility and credibility for your firm.

