

# THE COMPLETE GUIDE TO LAW FIRM MARKETING

VERITAS LAW FIRM MARKETING

You are a capable and talented attorney who excels in your field, but does anyone else know that? The unfortunate reality these days is that many great attorneys are eclipsed online by average or even below average attorneys with better digital marketing help.

We created the attorney marketing guide to help attorneys better understand what it takes to make your law firm stand out and thrive in the increasingly competitive legal industry with a consistently changing digital marketing landscape.

As an attorney, you know how catastrophic it can be for someone without a legal background to try to represent themselves in court. The same can be said for law firm marketing and search engine optimization. At Veritas Law Firm Marketing, we take care of every aspect of your digital marketing, so you can focus on your clients.

Although our law firm marketing guide is comprehensive and detailed, it is presented in a way that is easy to understand, regardless of the extent of your technical background.

Keep reading to discover actionable tips on how to improve your law firm's online presence and find out how to take your law firm from where you are right now, to where you want to be online.

## LAW FIRM WEBSITE DESIGN

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A great law firm website design can set you apart from the competition and help you convert more new cases from the internet.

Beating your competition online is more important than ever if you want your law firm to succeed, and the more competitive the market gets, the more creative you have to be when it comes to your digital marketing strategy. It is no longer good enough to simply have a website, you need to ensure your website is dynamic, built for conversion, and covers all the bases.

That's where we come in. We don't just build websites. We ensure your digital marketing strategy covers all the necessary bases to ensure your success online.



## *Website Speed*

Website speed is increasingly important these days because people want to find answers to their legal questions as quickly as possible. If your law firm website is slow to load, research shows that most users will likely hit “back” and go to another law firm to get the answers they’re looking for. Google algorithm updates are geared specifically towards a good user experience, with mobile experiences becoming increasingly important. Google actually states on their [Webmaster Blog](#) on their latest “Speed Update” that pages that deliver “the slowest experience to users” will be affected. All of our websites are built with speed in mind, from our lightning fast hosting, to image compression, javascript minification, and responsiveness, we adhere specifically to Google’s recommended best practices to ensure our websites are built out with performance in mind. All of these factors are extremely important when building out your website infrastructure to ensure your website doesn’t get left behind online.

## *Responsive Law Firm Website Design*

Google rewards law firm websites that provide the best user experience, regardless of the type of device your visitors are using. It’s no longer good enough to have a website that is simply visually appealing, your website needs to be able to automatically resize and display properly on a mobile device, desktop, and tablet, otherwise your website visitors will likely have a poor and frustrating experience. Our law firm website design team takes all of these factors into

consideration and all of our websites are built out with the latest responsive design elements in mind.

## *Regular Updates*

Once we launch a new law firm website design, the work doesn't stop there. We believe that your website content should evolve with your business. In fact, search engines reward websites that are updated on a regular basis as they look at this as an indicator that your law firm is fresh and up to date. If you launch your website and don't continually update it with new **SEO optimized content**, you will be missing out on valuable opportunities to increase your rank, and improve your visitors experience.

## *Comprehensive Custom Content*

Content has always been king. However, creating content for content sake is not a good law firm marketing strategy. People use search engines to ask questions or research a legal problem they are facing. Your content needs to be unique, comprehensive, and catered towards answering the questions your potential clients are asking online. Unfortunately many law firms focus more on the overall look of their website, while overlooking the fact that the content on their website is what they need to focus on in order to show up in search engines and increase their rankings. All of our law firm websites are built out with tons of educational, informational content to ensure your firm gets found online by the people searching for the services you provide.

## *Tracking & Reporting*

Getting visitors to your website with a great law firm website design is only half the battle. It is also important to understand how your web visitors are interacting with your website, and whether your website is providing a good return on investment. Having a comprehensive tracking and reporting system in place allows you to harness crucial analytics to help you better understand and enhance user experience on your website and ensure your law firm marketing program is profitable. Our comprehensive **tracking and reporting portal** is made available to our clients 24/7 and tracks everything from phone calls, live

chats, online form submissions, and more. We also track where your visitors are finding you online (ie. Google, Bing, Facebook, etc.) and how your **SEO** program is performing on a daily, weekly, monthly, and annual basis.

## *Structured Data*

Structured data, also known as Schema mark-up is website code that helps provide context and important details to Google such as your business location, service areas, phone number, and more. As an attorney, you don't need to be an expert in structured data, but your digital marketing partner should always ensure that your structured data has the correct mark-up and is properly optimized for search. All of our law firm websites are built out with structured data included standard.

## *Conversion Optimized*

Ultimately, the overall goal of your website is to make it easy for potential clients to find, and contact you in their time of need. This means that no matter where a visitor is on your website, and no matter what type of device they are using, you need to make it easy and convenient for them to contact your law firm. Even though most law firms aren't fully staffed around the clock, your website should be. All of our websites are built out with conversion optimization in mind, and include a **24/7 law firm live chat service** at no additional charge. This ensures your website literally works for you while you sleep. Your phone numbers should also be easily accessible, and clickable on mobile devices. For users that would rather send an email, you should also provide easily accessible contact forms on every page to give your visitors the ability to contact your firm in whatever way is most convenient for them.

## *Social Media Integration*

Social media has completely changed the way attorneys communicate with potential clients. Social media is a crucial component to any law firm website design. A solid **social media marketing** strategy will give your law firm the exposure you need to stay top of mind for potential clients in need of your legal services. People look to social media now the same way they look at reviews

and testimonials from friends. The opportunities for referrals on social media is growing everyday, and if your law firm isn't staying connected with your clients and prospective clients via social media, you're missing out on a great opportunity to engage with your followers and gain new referrals.

## *Email Nurturing Campaigns*

Email nurturing campaigns are an essential part of any law firm marketing strategy and should focus on providing as much information about your law firm, and their specific legal issue as possible. **Email nurturing campaigns** work by allowing your website visitors to opt-in to content (eBooks, Video Series, etc.) on your website in exchange for their email address. Once you have their email address, you can send them personalized information in the form of educational guides, videos, blog posts, and more specifically catered to the practice area or legal issue they are facing. These emails can then be automatically scheduled out over time to help educate them about the legal issue they are facing, and ensure you stay top of mind when they are ready to retain your services.

Are you interested in a new law firm website design to help you stand out from the growing competition? Contact Veritas Law Firm Marketing to schedule a free consultation with our law firm marketing experts.

## LAW FIRM SEO SERVICES

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Law Firm SEO, also known as Search Engine Optimization enables your law firm to be found online when people in your area are seeking the legal services you provide. The key to law firm SEO is to create a wealth of high-quality content and educational information that provides real value to your website visitors.





We live in the age of instant gratification, and if you don't make it easy for your potential clients to get the answers they need, they will likely find those answers elsewhere.

People like options, so it's equally important to provide your valuable information in a variety of formats. This means offering text-based content, videos, eBooks, blogs, etc. to allow your website visitors to read and digest the information in their preferred format.

According to a Google Consumer Survey, 96% of people seeking legal advice use a search engine to find answers to their questions. With the influx of smartphones and tablets, the days of the phone book are long gone. One of the worst things you can do for your law firm is to not appear in local searches when people have questions about the practice areas you support.

Our dedicated law firm SEO experts optimize your website with the keywords most relevant to your firm, and the practice areas you support; but we don't stop there!

We also optimize your website for the common questions related to every practice area your firm supports. These "information queries" are typically presented in the form of a question such as "What are the no-fault benefits in New York State?" or "What are the DWI penalties in New Jersey?".

These are some of the most important queries to optimize for because they are located in the “awareness phase” of the client’s journey. In this phase, potential clients are seeking information to help them understand their rights and decide who to retain to help them.

If you can connect with visitors in this crucial phase, and help them better understand their legal issue, you have a much better chance of converting the visitor into a client.

First impressions are everything. In fact, 72% of people seeking legal advice only contact one attorney. Providing a wealth of valuable information and helpful resources on your website will help your firm gain visibility and traffic from search engines. This will help ensure potential clients find your firm first when performing searches related to the practice areas you support.

Video marketing is a crucial component of all of our law firm SEO and digital marketing programs. In fact, video marketing is so important that all our law firm SEO programs include on-site video production at no additional charge.

Video marketing is one of the most effective ways to communicate and connect with your clients. Many people would rather watch a short video, than read an article about their legal issue. These educational videos allow you to showcase your expertise, and brand yourself as an expert in your field.

Are you ready to take your law firm to the next level? We are dedicated to helping law firms grow. Get a competitive advantage over your competitors and start attracting qualified new clients today with law firm SEO by Veritas Law Firm Marketing.



# VIDEO MARKETING FOR ATTORNEYS

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One of the most compelling ways to encourage your website visitors to contact your office is to give them the opportunity to meet you before they even enter your office. Video marketing for attorneys allows you to tell your story and showcase your expertise.



By providing educational videos on your **law firm website**, you allow your website visitors to find and digest the legal information they are looking for quickly and conveniently. Research shows that 72% of consumers would rather watch a video than learn about a legal service by reading text. If a picture is worth 1,000 words, video marketing for attorneys is priceless!

Did you know that U.S. adults watch an average of 1 hour and 16 minutes of video per day on their digital devices? YouTube, which is the largest video sharing platform in the world has over 4 billion video views every single day. It's hard to deny the growing impact of video marketing for attorneys, and how it can help increase your law firms visibility, engagement, website traffic, and **marketing ROI**.

Today, Google uses over 200 ranking factors to determine your website's quality score. Their algorithms monitor and remembers the interactions of people

using its search engine. The amount of time someone spends on your page is a good indicator of user intent, and content relevance. By providing educational videos, it keeps your website visitors engaged, and on your page longer, indicating to Google that your website is full of useful, relevant information. If your pages consistently keep visitors on them longer than your competitors, Google will adjust the search results to favor your website.

On-site video marketing is included with all of our **SEO programs** at no additional cost, because we know how important they are to ensuring your online success. We optimize all of your videos for SEO and then add them throughout your website on all relevant pages to surround your website visitors with the information they are looking for, but we don't stop there. We also create a custom YouTube channel for the firm, and share all of your educational videos socially for maximum reach. The videos are also transcribed to give your website users the option to digest the content in their preferred format.

Video marketing for attorneys allows you the opportunity to connect with your website visitors like never before, and establish a level of trust and comfort before they even step foot in your office. Attorney websites with educational videos tend to have better conversion rates, and better overall performance online. Contact us today to learn how video marketing for attorneys can help your firm grow.

## LAW FIRM LIVE CHAT SERVICE

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### *24/7 Website Live Chat For Attorneys*

Are you looking for ways to make your law firm's website more modern, dynamic and engaging? One of the easiest ways to improve your website engagement and capture more client leads is adding a 24/7 law firm live chat service to your website and starting the conversation with your website visitors in real-time.



Let's face it, people have become increasingly impatient, and when they are looking for an attorney, they want to be able to make contact as soon as possible, regardless of the time of day.

If a client has an urgent legal matter and needs to contact an attorney immediately, live chat gives them that option 24 hours a day, 365 days a year.

Our law firm live chat service allows you to provide potential clients with instant gratification, so they can rest assured that your firm has received their inquiry, and an experienced attorney will contact them as soon as possible to address their concerns. This prevents them from continuing their search for other attorneys online.

Most **attorney websites** are reactive and wait for a potential client to fill out a contact form or pick up the phone and call. Our 24/7 law firm live chat service is proactive and invites your website visitors to start the conversation, providing around the clock accessibility to your firm.

### *How it works:*

When a visitor lands on your website, our live chat representative engages the user and asks if there is anything they can assist with.

If someone is looking for help, we gather a summary of their legal issue, and contact details and let them know that an experienced attorney will contact them as soon as possible to address their concerns.

**Our chat agents do not provide legal advice.** They ask questions specifically created for your law firm in order to obtain contact information and qualify your leads, while still maintaining the human element your website visitors are looking for.

As soon as our live chat agents complete a conversation, the full transcript is sent to you via email and/or text instantly. All pertinent details and contact information are included so that someone from your office can reach out to the client and assist them with their legal issue.

Our chat agents' primary function is to help build relationships through conversation and to qualify your leads before your competition ever has a chance to speak with them. Many law firms have seen a 25% increase in conversions from their website after adding live chat.

With the legal industry more competitive than it's ever been, you need a way to stand out from the competition. Live chat gives you that competitive advantage and can help grow your law firm.

## *Our Law Firm Live Chat Service Will Save You Time & Money*

Our 24/7 law firm live chat service helps attorneys save time and money by providing a cost-effective solution to customer service, that literally works while you sleep. Automating your new client intake and having a detailed summary of their legal issue prior to contacting them will save you valuable time and money performing intake over the phone.

Another important differentiator of our 24/7 law firm live chat service is that it is fully staffed around the clock with both English and Spanish speaking agents that can assist your website visitors at any time of the day.

How often do you go to a website and see a live chat service available? Of those, how often do you notice that it says, “live chat currently offline”?

While some firms have realized the importance of providing a live chat service on their website, many are still using automated robotic services that are only available during regular business hours.

By providing a 24/7 fully staffed live chat service to your **law firm website**, you will gain a competitive advantage and provide potential clients with another differentiator between you and other attorneys in your space.

Our chat agents will pre-screen potential clients and get a summary of their legal issue, so you know in advance what issue they are facing, and what concerns to address when you contact them. This will save you lots of time performing new client intake.

Another great benefit of adding a 24/7 live chat service to your law firm website is that it improves overall user experience. With live chat, your website visitors no longer have to stop what they're doing to pick up the phone or send an email when they have a question.

Instead, they can make immediate contact with a live chat agent on your website, and their question will be sent to the office for immediate follow-up.

Our live chat agents are also thoroughly trained on your website and are able to direct your visitors to helpful content and resources on your website.

## *How Much Does Law Firm Live Chat Service Cost?*

We offer our 24/7 law firm live chat service for a flat-rate, so there are never any surprises at the end of the month. This allows you to pay much less than other pay-per-lead options out there.

In fact, we are so confident in the effectiveness of our law firm live chat service that we offer a free 30-day trial with no credit card required. Never miss a potential client again, sign up today and start converting new clients in your sleep!

# SOCIAL MEDIA MARKETING FOR ATTORNEYS

Many smart attorneys these days are leveraging social media to help their law firms gain exposure and engage with their potential clients socially. If you want to do the same, you need to start with a **great looking website** that delivers a lot of educational content about the services you provide, and the frequently asked questions your potential clients have.



Social media provides enormous potential for you to make new connections, strengthen existing ones, and brand yourself as a thought leader in your space. The more people that are searching and finding your social media channels, the more traffic it will end up driving to your website, which improves your **SEO** and search engine rank.

Social media marketing for attorneys also helps drive new referrals, as people tend to look at social media recommendations in the same way they look at recommendations from friends, or online review sites. This helps you establish trust and authority online. Let's explore social media marketing for attorneys and a few of the best options available for generating new clients online.



## *YouTube Marketing for Attorneys*

Would you rather read an article about no-fault benefits, or watch a **video** with an experienced attorney explaining exactly what you need to know? According to studies where both video and text are available on the same page, a whopping 72% of people would rather watch the video to learn about a product or service. Great **websites** are able to leverage both and provide the information people need in whatever format is most convenient for them. Having a YouTube channel for your law firm provides an excellent opportunity for you to provide a ton of helpful information to your potential clients in a quick and easy format that is easy to absorb. Videos have proven to be much more engaging than plain text, and allow you to grab your audiences attention, showcase your expertise and personality, creating more interest in your firm.

## *Facebook Marketing for Attorneys*

Facebook provides a great opportunity for you to speak directly to your audience and start an open dialogue. We publish daily Facebook updates on behalf of our clients in the form of educational blog posts, videos, relevant local news, legal humor, and other pieces of high quality content that attracts a lot of attention and engagement in your firm. We also leverage Facebook Ads to draw even more engagement and interest in your firm by specifically honing in on your target demographic and providing a message that speaks directly to them in their time of need. Learn more about social media marketing for attorneys by scheduling a free consultation.

## *LinkedIn Marketing for Attorneys*

LinkedIn is another great way to leverage the power of social networks to increase interest in your firm and attract new clients. Most LinkedIn profiles tend to be rather boring and read more like a resume. By showcasing your **videos**, content and providing a wealth of helpful information to your connections, you can improve your credibility and position yourself as a thought leader in your space. This translates to more referrals, more website traffic, and more clients for your firm.

## Twitter Marketing for Attorneys

Twitter is another excellent opportunity for attorneys to leverage the power of social media to increase brand awareness and showcase their expertise. There are **over 326 million active Twitter users** today and that number continues to grow. Roughly 46% of Twitter users use the platform on a daily basis, which means that you have an excellent opportunity for your message to reach a large volume of people in need of your legal services. Again, content is key. Instead of providing static boring information, the key is to leverage your great content and educational resources to provide real value to your end users, thereby increasing trust and authority in your niche.

If your law firm is not currently leveraging social media as a part of your marketing strategy, you are missing out on a huge opportunity to interact with your local community and build your brand. Building a relationship starts with establishing trust, and social media marketing for attorneys is a great way to bridge the gap, and create an open dialogue between your firm and the community. If you're interested in learning more about social media marketing for attorneys, contact us today to arrange a free consultation with our dedicated law firm marketing consultants.

## EMAIL MARKETING FOR ATTORNEYS

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Are you tired of your law firm losing out on leads from the internet? Are you looking for a way to get a leg up on the competition? At Veritas Law Firm Marketing, we specialize in email marketing for attorneys.

Our email marketing campaigns include comprehensive, educational, custom practice area eBooks, **videos**, and blogs that help law firms educate their prospects, brand themselves as experts in their community, and consistently improve new client conversion rates.



Content continues to be king when it comes to a successful digital marketing strategy. However, if you want to succeed online, you need to provide content that is relevant, and personalized to the specific audience you are targeting.

Technology has changed the way we can share our information online, allowing us to automate the lead generation process, and send high quality educational content such as custom practice area eBooks, **videos**, blogs, and other content directly to our website visitors inbox. These are called email marketing campaigns.

Our goal is to help you create the most comprehensive information available on every practice area you support, so you establish yourself as the most trusted and reliable source of information on that topic in your community.

## *How Email Marketing for Attorneys Works:*

If someone in your community is involved in a motor vehicle accident and is looking for answers to their questions, they will likely type those questions directly into Google.

We create comprehensive eBooks, videos, and blog content that answers the most frequently asked questions people are typing into search engines regarding the practice areas you support. We optimize this content for **SEO** which allows our custom practice area eBooks and other related content to show

up in search engines when someone is looking for answers to their specific questions regarding car accidents in your area.

Once they land on your website, we offer them our “Free Car Accident Guide” in exchange for their name and email. Once they subscribe, a free PDF version of our comprehensive eBook is sent directly to their inbox. These eBooks are mobile-ready and can be accessed any device (computer, tablet, or smart phone) for convenience.

Over the next few weeks, our email marketing campaigns will automatically send them additional educational content related to the specific issue they are facing. For example, a few days after they receive the Car Accident Guide, they might receive a video about why it’s important to see a doctor after their accident, even if their injuries are not immediately apparent.

A few days after that, they might receive a blog post explaining how medical bills are handled in a personal injury case, and so on.

This educational content continually drives your prospects back to your website by providing real value and answering the questions they may not have even thought about yet.

Email marketing for attorneys is also extremely beneficial in helping attorneys brand their firms as the go-to resource for answers to their legal questions. This keeps their law firms top-of-mind and ensures they get the first call once their prospective clients are ready to contact an attorney.

Email marketing for attorneys allows your potential clients to be continually exposed to your law firm with content that is suited specifically to their needs at the right time. This greatly increases your chance of converting a lead into a new client with each new email they receive.

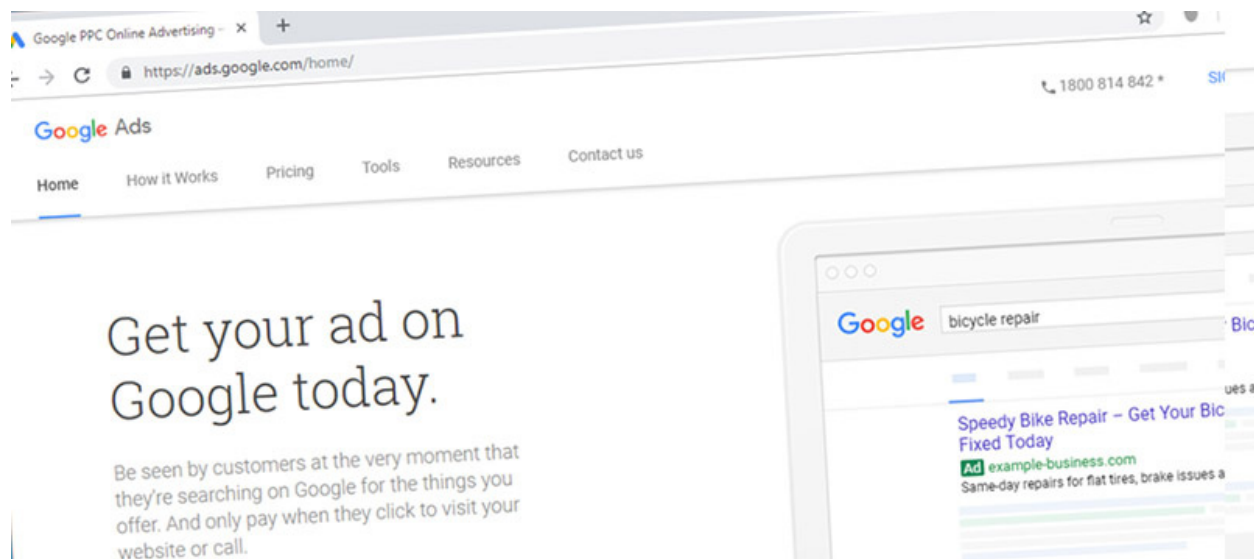
Another benefit of email marketing for attorneys is that it helps you educate your clients, so they have a much better understanding of the legal issue they are facing, and what to expect. This will save you a lot of time during your initial consultations and help ensure you have a much more informed client.

## Learn More About Email Marketing For Attorneys

At Veritas Law Firm Marketing, we handle every aspect of email marketing for attorneys from eBook topic selection, authoring, design, editing, and publishing for our law firm clients. We also create high quality educational videos that answer the questions your clients are asking online every day. If you are interested in educating your clients while showcasing your expertise, [contact us today](#) to learn how email marketing for attorneys can help automate your lead conversions, and bring you more cases from the internet.

## PAY-PER-CLICK ADVERTISING FOR LAWYERS

Are you being outperformed online by less qualified attorneys with better digital marketing partners? Your competition has realized the power of pay-per-click (PPC) advertising, and they've discovered these ads get much better results than old-school billboard and radio ads. PPC ads are more targeted and easier to track, and when done correctly, the ads get immediate results. If you're ready to move past your competition, it's time to include Google ads in your marketing arsenal.



Pay-per-click advertising for lawyers can be complicated, so let us do the heavy lifting. We specialize in pay-per-click advertising for lawyers, so we can do the work and you can go back to doing what you love — serving clients.

## *Overcoming the Challenges of Pay-Per-Click Advertising for Lawyers*

If you've been burned in the past with PPC advertising, it's because the marketing company you used wasn't equipped to overcome the specific challenges that lawyers face. We understand how to overcome the various challenges, so our clients get the results they want with these ads. Look at the various challenges and how we manage to deliver results for our clients.

### *Challenge 1 — The Cost*

Many of our clients come to us after using companies that ran high-cost ads with little return. On the surface, this is understandable. Keywords like “lawyer” and “attorney” cost a great deal of money on AdWords.

Many marketers purchase these expensive keywords without adding a value proposition to the end user. That causes lawyers to spend the money without getting a return. If there is no value, people click on the ad and don't take any action. That means the firm spends the money without getting a return on investment. Our philosophy when running pay-per-click advertising for lawyers is a little different. We always add a unique value proposition to our ads and make valuable educational resources available to the consumer.

### **The Solution — The Value Proposition**

Instead of running ads that simply say, “Click Here to Call Us,” we use ads to address the specific issues the searchers are going through and then provide free content to help them make a decision. An example of this is “**Injured In A Motorcycle Accident? – Download Our Free Motorcycle Injury Guide**”. This helps educate the consumer, and provides them with your best pieces of content, such as guides, **videos**, and e-books, further demonstrating your expertise and establishing your law firm as a thought leader in your space. This reduces the cost per click while increasing the ROI. By educating the consumer, we



get them to take action. Another added benefit is that you have a much more educated client when they do contact you, saving you time during your initial consultation.

## *Challenge 2 — The Competition*

Regardless of where your firm is located, you have to deal with a great deal of competition. It's part of being a lawyer. If your previous marketing firm did not understand how to deal with the competition, you likely had two huge problems to contend with when running an AdWords campaign.

First, competition can make already expensive keywords even more costly. Second, your ads can get lost in a sea of other ads when the competition is fierce. This makes it difficult for you to get a large piece of the market share.

Fortunately, our team can overcome the competition to ensure your ads are affordable and visible.

### **The First Solution — Limiting Our Clients**

Many of our competitors will work with any and every law firm that reaches out to them. This causes an oversaturation of the market. That's why it's so hard to break out with a PPC campaign.

We do things differently. We limit the clients we work within each geographic region to prevent oversaturating the market. That means when you use our company, you won't be competing against our other clients. We won't put your firm head to head with your direct competitors. We want you to succeed, so we will focus on your firm in that geographical region. That helps you stand out in the market.

### **The Second Solution — Differentiating Our Clients**

While we limit our clients, we understand that you will still have competition out there. That's why we take the time to differentiate our clients from the competition. We dig deep into your firm to find out what makes you better than the competition, and then we highlight that in the ads. We also take the time to look at your competitor's ads, so we can craft ads with more compelling language. We create ads with a sense of urgency that is more powerful than the ads your

competitors use. This includes the language in the call to action and ad extensions. We use every piece of advertising real estate to get results.

### **The Third Solution — Utilizing the Display Network**

Firms that use Google ads often stick to the search network. The search network is incredibly powerful and should be a part of your marketing efforts, but don't stop there. We help our clients stand out among the competition by also utilizing the display network. Only a handful of firms use the display network, and that is a shame. The cost per click is lower, and it's a great option for brand recognition. The display network is also an excellent way to run a retargeting campaign to reach those who have already visited your website. With our help, you can run a campaign on both the search and display networks to increase your ROI.

### *Challenge 3 — Finding Qualified Searchers*

We understand that different types of law firms handle specific types of cases. While many marketing companies cast a wide net when looking for clients, we optimize our ad campaigns to target the specific demographic you are looking for. We've seen other agencies run Google ad campaigns targeting a wide variety of injuries, even though the firm only handles catastrophic injuries. If the law firm only handles cases where the return is at least a million dollars, but the PPC campaign generates traffic from people who have minor injuries that will only net a few thousand dollars, that makes the campaign a waste of money.

### **The Solution — Know the Audience**

Our marketing company takes time to know the audience and match it to pieces of valuable content. We can run multiple ad groups within a campaign, with each one reaching the desired target. The result is a campaign that converts. We do not cast a wide net. Instead, we work to ensure that each click is from a targeted prospect. We want to convert everyone, and our conversions are higher than many of our competitors by reaching the preferred target audience with each ad we run.

Veritas Law Firm Marketing has years of experience overcoming the challenges lawyers face when running PPC ads, but that is just part of what we offer. We don't just put out fires. We offer a robust service for our clients, including detailed tracking.

## *Detailed ROI Reporting*

When running pay-per-click advertising for lawyers, we track everything from clicks, conversions, **live chats**, contact form submissions, and phone calls. We need to know what is working and what isn't, so tracking is essential.

While some marketing agencies leave clients in the dark about what the analytics say, we are 100 percent transparent. Our clients have access to our analytics portal 24 hours a day, 7 days a week. When you sign up with us, we walk you through our user-friendly portal and explain exactly how it works. We encourage our clients to access the portal to see how their ads are helping their law firm get more clients. You can easily see the effectiveness of the program by logging into the portal.

## *Get Immediate Results with a Pay-Per-Click Advertising for Lawyers*

It takes time to move up in the organic search results. However, you can get immediate results with a PPC campaign. If you're interested in getting more clients and improving your ROI, contact us today. We know how to overcome the challenges that lawyers face when running PPC campaigns, and we get results. Schedule a **free consultation** with our dedicated law firm marketing consultants to learn more about pay-per-click advertising for lawyers.

## GOOGLE DISPLAY ADVERTISING FOR LAWYERS

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Google Display advertising is one of the most powerful options for attorneys, but many incorporate poor strategies with these ads.

That creates a great deal of waste and prevents them from getting a strong return on investment. Fortunately, it's easy to right the ship by following the best practices for Google Display advertising for lawyers.



Sample Display Ad

Let's look at what Google Display advertising is and what you need to include in your **paid advertising campaign**.

## *What Is Google Display Advertising?*

If you run an ad campaign on AdWords, you have two options.

You can choose the Google Search Network or the Google Display Network. Ads in the Search Network display in search results, while ads on the Display Network appear on websites.

The Google Display Network has robust targeting options. You can target by:

- » Placement (i.e. specific websites).
- » Keyword.
- » Topic.
- » Interest.

You can also use the Display Network for remarketing. This is often the most powerful option for Google Display advertising for lawyers. Remarketing allows you to target people who have already visited your website. They are interested in what you have to offer, but you need to bring them back. You can do that by essentially following them all over the internet with these ads.

You can create different remarketing lists based on the actions of the users. For instance, you might create one list for people who viewed the video on your welcome page and another list for those who stayed on your site for at least five minutes. You can create as many lists and run as many campaigns as you wish.

## *Best Practices for Google Display Network Campaigns*

If you want to succeed with Google Display advertising for lawyers, you need to incorporate the best practices. When done correctly, these best practices will help you optimize your campaign and get lots of leads.

### *Custom Landing Pages That Host Excellent Content*

Many law firms make the mistake of creating a single Google Display network campaign. They use the campaign to cast a wide net to get as many leads as possible, but since the net is so big, it doesn't reach targeted prospects. That means the ads receive lots of impressions, but they don't convert.

Avoid this problem by choosing your firm's best content and then creating a custom landing page for each piece. For instance, you can choose an eBook for one campaign. Create a custom landing page with the eBook and send people to it. Then, create a second campaign with an informative video and custom landing page, and so on.

By selecting the best content and creating customized landing pages, you can target your ads to those who are most likely to respond. This will allow you to get lots of new clients quickly.

## *Keywords That Target Specific Demographics and Intent to Minimize Waste*

This tip goes back to targeting. Again, you do not want to cast a wide net on the Display Network. You want to reach people who will actually take action. Google Display advertising for lawyers should include a list of keywords that focus on demographics and intent. This reduces the cost-per-click while increasing conversions.

The keywords you choose depend on what you are trying to accomplish with your ads. For instance, your keywords during the education stage will be different than the keywords you use when retargeting people who have already visited your website. It's important to put a great deal of thought and research into keyword selection to get the best results.

## *Compelling Ad Copy With Proven Calls-to-action*

Far too few law firms spend time creating compelling ad copy with strong calls-to-action. They just throw up a banner ad with their firms' logo and call it a day. While that type of ad will help you with brand recognition, it won't go far when it comes to landing new clients. You need to go the extra step and create ads with strong copy and calls-to-action.

Strong copy often only consists of a few powerful, attention-grabbing words. Less truly is more on the Google Display Network. If you bog the ad down with too much copy, you'll overwhelm the viewer and won't get conversions.

Regarding the call-to-action (CTA), it's important that you avoid the mistake that so many firms make. If you spend any time looking at law firm Display Network ads, you'll notice that lots say "Click Here" for the CTA. That is not a true CTA. You need to give people a reason to click. The CTA can include social proof, such as "See Our Client Successes," or it can include information that explains a benefit. These are just a couple of the directions you can go in with Google Display advertising for lawyers. The key is to match the CTA to the specific piece of content you've selected.



## *Ad Scheduling and Location Targeting Customized for the Firm*

All too often, law firms fail to use proper location targeting when creating ads, and they completely ignore the power of ad scheduling. Both mistakes can be detrimental to the campaign.

Ad scheduling allows you to choose when your ad is displayed. You'll need to look at key metrics to determine when your target market is the most active. You can get this information by pouring over website analytics. Then, start your campaign and make changes if necessary, depending on the success.

Location targeting is also critical. The Display Network lets you choose who sees your ads based on location. Some firms choose too many locations and aren't able to get many clients. Narrow is better regarding location targeting. You want to find people who live or work close to your firm for the best results.

## *Continued Updates and Optimization*

When you come up with a Display Network ad that works, you might think you need to keep it as is for the duration of your campaign. You want to keep riding the coattails of that ad's success, but that would be a mistake.

First, if you run the same ad repeatedly, you'll end up with ad fatigue. This occurs when the same people see the same ad over and over again. They become desensitized to the message, so they basically ignore it.

Second, if you fail to make changes, you will miss opportunities. You won't improve your campaign, and it will eventually stagnate.

The key is to look at the analytics from your advertising campaign. Analytics let you know who your ad is reaching and how it is performing in each demographic. When you look at the analytics, you will find out where you need to make changes to reach more people and increase conversions.

# Get Help With Google Display Advertising

It's a good idea to leave Google Display advertising for lawyers to the professionals. We create custom campaigns for our clients that get results. We also provide detailed **tracking and return on investment reporting** that our clients can access 24 hours a day, 7 days a week. When you work with us, you will have access to everything you need for a successful campaign. We will handle the campaign and you can welcome your new clients into your practice. At the same time, you can check on your campaign anytime you want.

# REPUTATION MANAGEMENT FOR LAWYERS

Countless law firms are living in the Dark Ages of law firm marketing when word-of-mouth advertising was all that was needed to get more clients. Now, though, **90 percent of consumers peruse online reviews** before choosing a local business. Positive reviews make them more likely to reach out, while negative reviews will scare them away. That means online reviews and reputation management for lawyers is a critical aspect of any great law firm marketing strategy.



It's not just about the client either. Search engines use reviews when determining a site's ranking. Let's look at how reviews impact [search rankings](#) and what you need out of an online review management system.

## *Online Reviews and Local Search Ranking*

Google and other search engines use a variety of factors when determining local search rankings. There are dozens of ranking factors in all, and law firms need to focus on the most important. Review signals are among the most important ranking factors, so extra care needs to be put into reputation management for lawyers.

Simply having positive reviews isn't enough, though. The keywords in the reviews can also help you move up in the rankings. Firms that receive reviews on specific topics tend to move up higher in the rankings than firms that only have general reviews.

## *The Best System for Online Reputation Management for Lawyers*

Knowing the importance of online reviews is step one. Implementing a system for success is the next step. You need a system in place that will solicit reviews and help you respond to them in a timely manner.

Let's unpack this so that you can understand how such a system works.

### **Step 1 – Choose Review Sites**

There are countless review sites out there, and you want to gather reviews in the spots your clients are. That might mean you need lots of reviews on Avvo or you might need to gather Facebook reviews. You might even need to get first-party reviews [directly on your website](#).

Determine the best course of action, and keep in mind that you can use several review sites. Just pick the best ones for your law firm. This will take a bit of

research, but it will be well worth it when you start generating lots of reviews. If you need help determining where you need reviews the most, contact us for a free assessment.

## Step 2 – Request a Review

Many lawyers mess up on this step. They believe if they provide the best service possible, people will leave a review without prompting. While it is true that some people will leave reviews without being asked, most require a little nudging.

Our reputation management for lawyers solution includes soliciting reviews from satisfied clients. Successful firms use emails and text messages to encourage reviews. The process can be as simple as asking for a number from 1 to 10, and as complex as asking for reviews on specific services. Keep in mind that asking for reviews for specific services will help you get the keyword-rich reviews you need to improve in the search rankings.

## Step 3 – Analyze the Reviews

When you have a system in place to gather reviews, you can access your reviews in a single portal. That means it is easy to analyze them.

Take the time to look at what your clients have to say about your firm. Are there ways that you can improve your practice? Do you stand out in certain ways?

When you read the reviews, you can use positive information as part of your marketing strategy and you can use negative information to make changes to your firm. This is an excellent way to become a better practice and reach more people.

## Step 4 – Respond When Necessary

Regardless of how good your law firm is, you will encounter negative reviews from time to time. As a general rule, it's a good idea to respond to negative reviews, regardless of the industry. However, law firms have some considerations to keep in mind when responding to these reviews.

First, you need to be careful about what you disclose during your response. You cannot disclose any information that the client hasn't already disclosed in the review. Otherwise, you will breach confidentiality.

You also cannot injure the former client with your response. That includes personal injury, as well as injury related to the work you performed for the client.

Finally, it's important that your response is professional and restrained.

While your hands might be cuffed a bit, you can respond in a way that will show people that you care about your clients and do what you can to fix a situation. Begin by restating the issue. This is an active listening skill that will let the previous client and others know that you understand the issue.

Then, give a brief explanation of why you weren't able to deliver what the client wanted. When you do this, only include information that's already in the review.

If the client is satisfied with your response, don't be afraid to reach out and ask him or her to delete the negative review. Many people leave reviews when they are heated, and after they have the time to cool off, they realize they overreacted and are happy to delete them.

Don't worry if the client doesn't delete the review, though. Few law firms only have positive reviews. Reasonable people understand that negative reviews pop up from time to time, and if you handle these reviews with class, they won't hold you back.

## *Should You respond to Positive Reviews?*

If you see a negative review, it's normal to want to respond, but what about positive reviews? While some lawyers fail to respond, it's a good practice to thank previous clients when they leave a positive review. A simple "Thank you for letting us handle your case," goes a long way. It shows people that you appreciate your clients, and it also makes the reviewer more likely to use your services in the future.

## *Step 5 – Promote Your Reviews*

Finally, you need to promote your reviews. Include your reviews on your website and social media channels. Email great reviews to clients, and include them in your marketing materials such as eBooks. Your reviews can help you get lots of clients, but you have to get them out in front of the right people, so promote them as often as possible.

## *Get Help With Online Reviews and Reputation Management for Lawyers*

You might have tried your hand at reputation management for lawyers in the past without much success. This is a very involved process, and you have to understand the best practices to get the optimal results.

If you've been burned in the past, we are here to help. Online review management is provided for free for all our **full-service SEO** clients, and our system includes everything you need for a positive online presence. We request new reviews from clients and direct clients to the places where you most need the reviews. Also, we integrate the reviews into your website's schema markup so the "5-star rating" will display directly on the search engine results page. This will help your law firm stand out ahead of the rest.

If you're ready to take the next step in online review management, **contact us** today. Then, your positive reviews can lift your firm into the online stratosphere where you will find countless new clients.

## LOCAL SEO FOR ATTORNEYS

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Do you want your law firm to appear more prominently in localized searches? These days, approximately **70% of internet traffic comes from mobile devices** and that number is expected to increase to 80% this year. Because of this, Google has started to change the way they are displaying results, putting more emphasis on geo-targeted location-based results.





Local directory citations are a key factor in ranking for local search as they help establish legitimacy of your business. In fact, they account for approximately 25% of all local ranking factors. Search engines want to make sure that the information they are providing to their users is accurate. You need to make it easy for search engines to understand who you are, what practice areas you support, and where your firm is located. This will help your law firm establish the trust and authority you need to **improve your visibility online**.

While many of your potential clients are searching Google for local information, a growing number of people are finding law firms through local business directory sites such as Bing, Yelp, YellowPages, Avvo, and more. It's important to get your law firm listed correctly and consistently across all these online business directory sites. Local directory sites allow you to provide additional context and important backlinks to improve your **website's** trust and domain authority in the eyes of Google.

More importantly, ensuring your "NAP" (name, address, phone number) and other identifying information including website address, business hours, photos, videos, and practice areas are consistent across these websites is crucial to your local SEO success. Any inconsistent information such as wrong phone numbers, incorrect addresses, misspellings, or lack of suite numbers can wreak havoc on your local search rankings.

Google references many of these local directory sites and aggregators when determining which information about your business is accurate. If they are unsure due to inconsistent information, they may end up showing the wrong information for your business, or even worse, not showing your business at all in search results.

At Veritas Law Firm Marketing, we specialize in local SEO for attorneys. We have a direct API connection with over 70 of the top local directory citation sites, and data aggregators which means that we can get your information updated fast, and ensure it remains accurate. When your law firm appears in our comprehensive network of 70+ authoritative local directories, Google is more likely to display your listings in the local pack search results. Let us help ensure your business listing is completely accurate around the clock so your law firm can achieve better **search rankings online**.

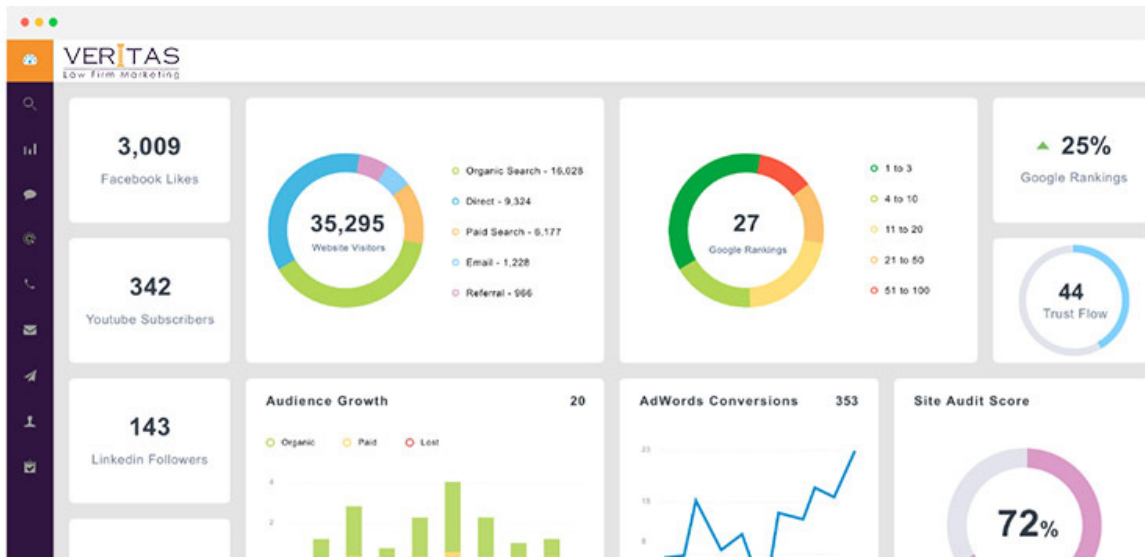
If you are interested in local SEO for attorneys, contact us today to arrange a free consultation with our dedicated law firm marketing specialists.

## LAW FIRM WEBSITE ANALYTICS REPORTING

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### *Improve Your Online Success With Our Comprehensive Tracking & Reporting System*

Imagine that you have the car of your dreams, but it doesn't have any gas. That vehicle will be worthless to you until you top off the tank. The same is true for owning a website without any tracking measures in place. It's impossible to get the most out of your website without law firm website analytics reporting. Unfortunately, lots of attorneys are afraid of the idea of diving into analytics. They fear the information will be confusing and impossible to decode.



It's actually easier to track and interpret analytics than you might think. Let's look at some of the top analytics you need to track, as well as the easiest way to get it done.

## Website Traffic

Website traffic is considered the most basic of law firm website analytics reporting, but don't discount its importance. Website traffic analytics gives you a quick view of the health of your website. If the traffic is declining, you know your marketing efforts aren't reaching your target market. If it's staying steady, you need to do more to find new people, and if it's increasing, your efforts are working.

It's also very interesting to look for traffic spikes after certain marketing efforts take place. For instance, you might notice a huge spike in traffic after running a pay-per-click advertising campaign or your website might bring in more traffic after you write a blog post on a popular topic. It's important to know this so you can use that information moving forward.

You also need to look at your unique visitors and repeat visitors, as this gives you additional insight into your marketing efforts. Unique visitors show that your outreach campaign is working, while repeat traffic indicates that your site offers a great deal of value to visitors.

Finally, you need to look at your traffic sources. How are people finding your website? They can find it from organic search, referrals, by typing the URL into a search engine, and through social media channels. This will give you a picture of which methods are working, and which ones need tweaking.

## *Keyword Rankings*

Law firm website analytics reporting should also include keyword rankings. It's important to see how each keyword is performing regarding **SEO** and **PPC**. You can see exactly where each keyword ranks, so you will know which keywords are performing the best and which ones should be left out of your campaign moving forward. This will help you save money by only using keywords that perform. It also makes it easier to reach prospective clients when you have the best keywords in the business.

## *Social Media Engagement*

**Social media marketing** is a huge part of attracting new clients. These days, pretty much everyone is on social media, so your law firm can use this platform to educate potential clients and bring them to your website.

If you are going to accomplish that, engagement is the key. You need people to like, share, and comment on your content. If no one is interacting with it, your campaign won't be successful.

That's why you need to track social media engagement metrics. Find out which pieces of content are the most popular and which pieces of content people ignore. You might find that your followers only like content that educates them on specific facets of the law, or you might realize your followers prefer content on current events.

When you look at social media engagement metrics, pay special attention to:

- » The number of positive actions (likes, shares, etc.).
- » Average engagement rate.
- » Amplification rate.
- » Virality rate.

Look at each metric to determine your social media strategy moving forward. You only want to use high-performing content, and by tracking metrics, you'll be able to do just that.

## *Call Tracking*

Many lawyers are surprised that they can track phone calls. Calling a law firm might be an offline action, but it can still be tracked online, and the data provided is extremely useful.

Getting people to pick up the phone and call is a big part of law firm marketing, so it's necessary to see how those calls convert. You also need to see which marketing efforts lead to the most calls. You can segment the calls to determine this.

You can even use the data to see which keywords drive the call and how much you have to pay for each conversion.

As with any other metric, call tracking data is used to fine-tune your efforts. Once the data is in hand, you can make changes to your marketing campaign to increase your call volume and conversions.

## *AdWords*

AdWords is one of the most powerful tools you have for your law firm. With the help of PPC ads, you can get out in front of your target market. Your ads will be displayed on top of the search results and on relevant websites, and help with everything from brand recognition to conversions.

It's important to track your conversion rates and keyword performance across all ad campaigns. This will help you optimize your ads and increase your return on investment.

## *Online Reviews*

Online review tracking is a form of reputation management. It is important to find out what your clients say about you online. First, you want to boost your

positive reviews, and second, you need to address your negative ones. In order for that to happen, you need to see analytics for your reviews.

This will also let you know how often people review your firm. If you aren't getting many reviews, it's time to change that. Your marketing company can help you solicit reviews from your clients to boost your online presence. Then, you can use those reviews on your website and social media channels.

## *Introducing Our 24/7 Client Reporting Portal*

If you try to handle all the tracking and reporting on your own, you'll be bogged down in the details and have a difficult time taking care of your other tasks. Fortunately, we are here to help. Our portal provides law firm website analytics reporting that is user-friendly and easy to understand. You will find all the important metrics in one spot, and it will be easy for you to see how your firm is performing in all key areas.

Because our system is integrated directly with Google Analytics, the Google Search Console, and Google Ads, all the data is provided in real time. That means you can log in at any time to find out where your clients are originating from, how they are interacting with your website, and how much money your firm is making with your marketing campaign. You can also analyze your competitors to determine if your marketing strategy needs to be tweaked.

Of course, you don't have to handle the burden of this on your own. We are always available to go over your law firm website analytics reporting with you and help you determine the best path forward.

## *Get Started With Law Firm Website Analytics Reporting Today*

Increase your ROI and boost your conversions with the help of law firm website analytics reporting. Let us work with you so you can see how your marketing efforts are performing and what you need to do to reach even more potential clients. With our help, you can move past your competition and get a bigger piece of the market share.

# LAW FIRM MOBILE APPS

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In 2018, **52 percent of web pages were accessed by a mobile device**, and that number will continue to grow due to the explosion of mobile use. Google has taken notice and has implanted “mobile-first indexing,” meaning that Google indexes the mobile version of sites first. Your mobile **website** is on the front lines when it comes to search engine rankings, so a mobile presence is necessary. Law firm mobile apps are an excellent way to get in front of this trend. These apps improve the user experience and make it easier to reach the top of Google and other search engines.



## *How Do Mobile Apps Improve Search Rankings?*

Law firm mobile apps help law firms move up in the search rankings in two different ways. Both ways are critical for making it to the top of Google and other search engines.

First, if someone conducts a search that brings up lots of mobile app listings, Google could display your app with other related apps at the top of the search results.

Android devices display “app packs” for related searches right under the **PPC ads**. Users can scroll through the apps and find one to download. If they click on one, they’ll be redirected to Google Play.



iOS devices go about this a bit differently, but you can still rank with your app. When users conduct a search that's correlated to applications, iOS devices display a drop-down menu with app recommendations. Some speculate that eventually iOS devices will follow the lead of Android devices and display app packs as well.

Your app can make it into these listings as long as you create keyword-optimized titles and gather lots of high-quality reviews. The keywords will trigger the app to show up in the search results, and the reviews will show Google that your app is worthy of being included.

That's just the first way law firm mobile apps improve search rankings. The second way is possibly even more important. Google now considers high-quality apps as a positive ranking factor regarding mobile search. Google hasn't provided much insight into what this means, but marketers believe it means that links between the **website** and the application will improve the site's rankings when people conduct mobile searches. The key is to use deep links to specific screens inside the app. You need to associate pages on your website to the screens on the app.

These links look like any other link on the web, but when people click on them, they get to choose between opening a web page or opening the app.

You've likely come across deep links countless times when conducting online searches. The New York Times provides a perfect example of this. It publishes deep links on a daily basis. If you click on one of the links, you get the option of opening it in a web page or with an application.

## *Key Features of Law Firm Mobile Apps*

While any type of app can boost your search rankings, you want to provide something that will also help you attract more business and keep your current clients engaged. That is why it is critical to have certain features available in your mobile app.

## Educational Information

You want to educate prospective and current clients. This makes your job easier and it also empowers people. In addition, when you educate people, you are more likely to get a call asking to schedule a consultation.

The best law firm mobile apps include a wealth of educational resources. Add eBooks, guides, and videos to your mobile app. This information can include tips, important information about case law, and even insight into what to expect when hiring a lawyer.

Think of all the questions that people ask when they come to your law firm for a consultation and then add the resources to your application.

## About Us

A mobile app is an excellent tool to connect to your audience and let people learn more about you. That means an “About Us” section is of utmost importance. This section should include all the services your firm offers, as well as a profile of the attorneys. Let people know why your firm stands out and why it’s the right choice for prospective clients. This is your chance to shine, so take time to create compelling content that shows why your firm is the best option out there.

## Contact Information

The main purpose of having the app is to attract more clients. That means you need to make it easy for clients to contact you when using the app. A “Call Now” button is the perfect way to entice people to go from learning about your firm to contacting it. You can also let people schedule an appointment with the app. Some people are more likely to book if they don’t have to call at all, so this is critical.

Finally, you need to include GPS directions to your law firm. People should be able to click on directions and then open them up on their phone. Then, they can drive over to your firm.

As you can see, law firm mobile apps should make the entire process easier for your clients. The easier you make it for them, the more likely they will visit your firm.

## Social Media Integration

**Social media** integration should also be included in the app. Users should be able to easily connect with other users. Also, they should have the option to share content with their own networks. This will help with word-of-mouth advertising and branding. It's a great way to expand your network and reach more people.

## Push Notifications

Don't let people forget they've downloaded your app. Include push notifications that inform people when new information has been added. While you don't want to send these notifications too often, sending them once a week or two can help you keep people engaged.

You can also use push notifications to remind people about appointments. Make sure that people opt into this feature, as some clients won't want appointment reminders showing up on their devices. They might view the visit as private, and you need to respect that privacy.

## Android and iOS Compatibility

Some law firms make the mistake of creating an app that only works on Android or on iOS. This is very frustrating for people who want to use the app, but it isn't compatible. It is essential to create and maintain apps for both platforms. Both should have the same features and functionality.

## *Get Started on Your Application*

If you don't have app development skills, the idea of getting your own mobile app is a bit daunting. Fortunately, we are here to help. We create iOS and Android law firm mobile apps that help our clients stand out from the crowd. Our law firm mobile apps are tightly synced with our clients' websites while still providing additional value for users. This allows us to take advantage of deep linking while providing people with a reason to download the app. **Contact us** today

to find out how we can create a mobile app for your law firm. It won't be long before your application is live, and you start enjoying all the benefits that come with it.

## CONTACT VERITAS LAW FIRM MARKETING TODAY!

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We hope you found our attorney marketing guide valuable. Veritas Law Firm Marketing is a full-service law firm marketing agency dedicated to helping attorneys grow their practice, build their brand, and increase new client revenue.

Stop losing clients to lower quality attorneys with better digital marketing help. Whether you're a solo practitioner with lofty goals, or an established firm in need of revitalization, we can help you leverage the power of the internet to predictably and efficiently grow your practice.

Contact us at **(716) 601-1185** or online at [www.veritaslawfirmmarketing.com](http://www.veritaslawfirmmarketing.com) to arrange a free website audit. We will help you understand where you currently stand online, and how to take your law firm to the next level.

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