



---

# LEGAL MARKETING GUIDE – 2019

---

# TABLE OF CONTENTS

---

Legal Marketing Guide - 2019	01
Sales Funnel for your Law Firm Marketing	02
Principles of Lead Generation	04
Legal Marketing in 2019	06
Paid Search vs. Organic Search	09
Sharpen your Law Firm Marketing Efforts	13
Few Common Issues that may Affect your Law Firm's Success	20



# LEGAL MARKETING GUIDE - 2019

---

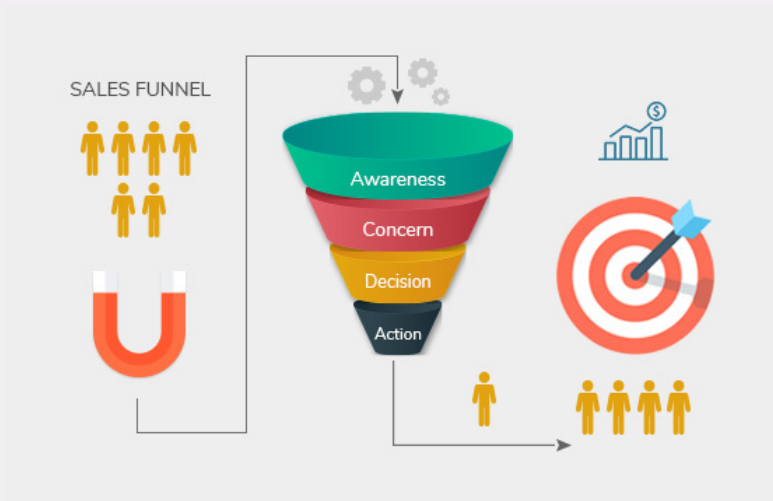
Marketing your law firm is essential since its the base for your client generation. It is the process of nurturing client, educating them about why should they choose you over your competitors, and also explaining how you engage with them. In order to become a successful law firm, you have to attract your clients and also have to put your marketing efforts in order to retain them.

In this guide, we had updated the most current strategies & tactics for your legal firm, which you can use to get more signs. Our legal marketing guide will teach you

1. HOW TO IMPROVE YOUR ONLINE PRESENCE?
2. HOW TO CONVEY YOUR STORY THAT CONVINCES YOUR CLIENTS?
3. HOW TO IMPRESS YOUR LEGAL CLIENTS ONLINE AND HOW TO CONVERT THEM?
4. HOW TO TRACK YOUR WEBSITE'S PERFORMANCE?

# SALES FUNNEL FOR YOUR LAW FIRM MARKETING:

Create a sales funnel with your marketing team, which can transform the individuals into legal clients. Each perspective of your marketing efforts should come under the following stages of the funnel for greatest success.



## Awareness:

When your prospective clients are looking for you in their legal need, they visit your website through any form of marketing channels like a newspaper ad, online search, or through any other traffic source.

## Concern:

Your client prospects will be looking for solutions to their legal problems and will be having a thought to approach you. As they are in the stage of finding solutions, the marketing content you had incorporated is the magnet that attracts your clients of interest towards you. It also includes an increase in followers in social media.

## Decision:

Once the awareness worked, their interest in your law firm increases which results in the decision of the prospects. Before deciding they look into your websites, the area of expertise, your bio as well as your client list. They proceed to email or set up a call when they are finalized with the decision.

## Action:

The action is enhanced when your prospects sign a contract as a result of their interest towards you.



# PRINCIPLES OF LEAD GENERATION:

---

Lead generation is the process of acquiring clients for your law firm in one or other way. Your law firm should have a constant and measurable lead generation system. These leads can vary from ideal to garbage, but at the very limited, a firm should understand how many leads they are making, how those leads are generated, and what happens to all of those possible clients.

## Outbound

When you directly communicate with the prospects, it is solely you determining the time and the way of interaction. The tools included under outbound are email marketing, display ads, PPC, etc. Other traditional methods like direct email campaigns, calling to the prospects etc.

## Inbound

It is a way of marketing which uses the information and interesting content to drag the people rather than reaching out to prospects. Clients acquired through inbounds normally refers to organic leads. In this way of marketing, the time and type of interaction are chosen by the prospect. Tools that come under Inbound marketing are Content, websites, SEO, blogs, and social media etc.

Both inbound and outbound marketing is important in the point of revenue. Inbound marketing is critical since the prospect has to find you and the possibility of converting the random prospect into a client is greater.

## Four effective tactics attorneys can use to generate leads.

- TRANSFORM YOUR FRIENDS INTO CUSTOMERS.
- DEVELOP A GROUP OF PEOPLE THAT HAVE MORE VALUE
- REVEAL IMPERATIVE PARTNERSHIPS
- USE SPEAKING ENGAGEMENTS

### Traditional Marketing:

Promotions, advertising, or running campaigns have been in use by the companies and also have a verified success rate.

Some of the traditional marketing comprise ads on newspaper, newsletters, billboards, ads on magazines, brochures, TV ads, radio ads, catalogues, filters, and telemarketing.

### Digital Marketing:

Digital marketing refers to marketing that revolves around the digital space since the companies use blogs, websites, & social media and much more to extend their audience.

Normally digital marketing provides day to day information about the products and services. Some of the tools that come under digital are PPC, Email Marketing, and mobile marketing.

### Referrals:

Referrals are the most and easiest method used by the small scale businesses to pull new leads. It happens when the people in your network refer or recommend your law firm in their network. Referrals reduce the money spent on the sales process and the length of the sales cycle.

The client you have acquired through a referral way of marketing will trust you more even at the initial stage. The client who likely signed up with you will more likely generate a number of referrals since they understand the process.

Depending on your law practice your referrers may include existing clients, past clients, law school friends, bankers, professionals, investigators and others.

# LEGAL MARKETING IN 2019

---

We all knew that Google makes a lot of changes to the SERP. There were many noticeable changes in last year.

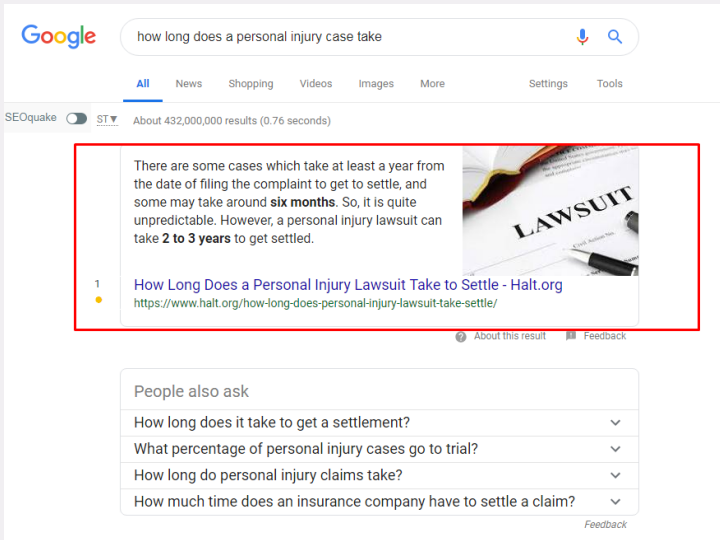
Some of the current changes include:

## **Featured Snippet:**

The below-mentioned snapshot shows how the feature snippet plays a role in the Search Engine Result Page. The featured snippet block will be visible at the top of the search results page that dominates the organic result.

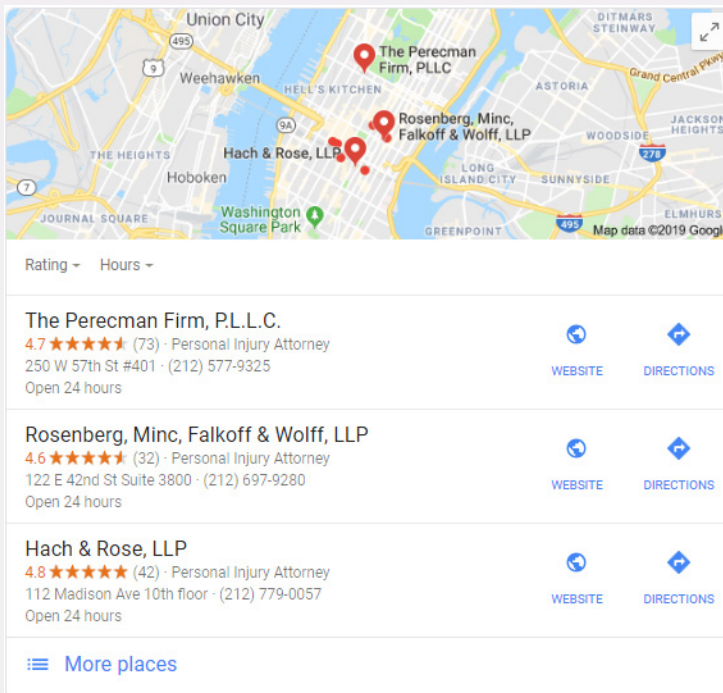
Showing up as a featured snippets for your law firm drastically improve your click-through rate. Your website will be positioned in the zeroth position and it is one of the best optimization methods you can implement for your law firm.





## An increase in consumer trust on local results:

The consumer's trust towards the firm increases more with the help of local results. The number of leads generated from local results has a significant improvement. This was evidently proved for law firms who had gained a lot of great reviews.



## Search Engine Prioritization:

In accordance with the stats of Net Market Share, the global share percentage favors Google.

- JANUARY 2019 - MARKET SHARE
- 74.28% - GOOGLE
- 12.09% - BAIDU
- 7.87% - BING

Google use to send large traffic to your law firm websites, it's a better idea to consider the ways you can gain the Google traffic. You can use both paid ads and organic ranking.

## Do you see the potential opportunity here?

When your customers are researching or in a surfing mode, they use to view YouTube videos for a quick solution. For example, someone might think " how to prepare for a criminal case law". Addressing this query with a video is a great source you can utilise to stand in front of your potential client.

The screenshot shows a Google search interface with the query "how long does criminal case last". The search results are filtered to "Videos". The first result is "How Long Does a Florida Criminal Case Take? West Palm Beach ..." with a video thumbnail and a duration of 7:57. The second result is "A Guide to the Criminal Court Process in Las Vegas, Nevada" with a video thumbnail and a duration of 1:13. The third result is "Pennsylvania Criminal Process | Worgul, Sarna & Ness, Criminal ..." with a video thumbnail and a duration of 3:05. The fourth result is "Jury Trials" in California Criminal Cases" with a video thumbnail and a duration of 3:43.

At Bright bridge, we here list out the following channels for your reference.

- GOOGLE
- YOUTUBE
- BING
- LEGAL DIRECTORIES
- FACEBOOK

# PAID SEARCH VS. ORGANIC SEARCH

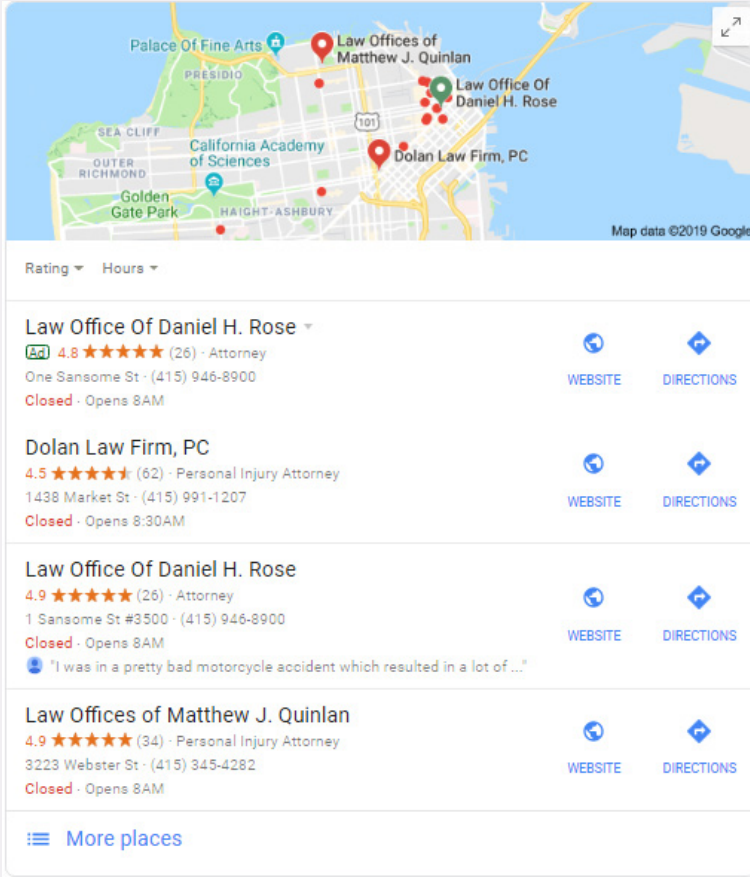
Here we had shared the snapshot of the different traffic acquired through organic, paid and local results. Here I had done a typical search for a personal injury lawyers in San Francisco, California and had witnessed the following result.

The screenshot shows a Google search interface with the query "personal injury lawyers in san francisco california". The search results are filtered to "All" and show "About 35,000,000 results (0.83 seconds)". Three paid search results are visible, each with a red box around the URL and phone number:

- San Fran Motorcycle lawyer | Law Office of Daniel H. Rose**  
(Ad) [www.danroslaw.com/](http://www.danroslaw.com/) (415) 946-8900  
25 yrs Experience Representing Bay Area Bikers. Call for Free **Lawyer** Consult. Most Recommended **SF** Firm. Highest Rated **SF Lawyers**.  
Blog Center · Car Accident Law · Pedestrian Accident Law · Truck Accident Law
- Dolan Law Firm Pc - Personal Injury Attorney | DolanLawFirm.com**  
(Ad) [www.dolanlawfirm.com/](http://www.dolanlawfirm.com/) (415) 421-2800  
Rated Best **SF Injury Law** Firm Over \$200 Million Recovered. Award-Winning **Attorneys**. Live Chat Available.  
Contact Us · About Us · Address · Dolan Law Firm
- Top Personal Injury Lawyer | Free Case Review (Recommended)**  
(Ad) [www.accident.com/](http://www.accident.com/)  
Fill Out a 1 Minute Form and Get Free Legal Advice From a Top **Attorney** Near You. We Are Here To Help. Get a Fast, **FREE**, and Confidential Case Consultation Today! Car and Auto. Wrongful Death.

The screenshot above shows how the ad result had been viewed dominating the organic search results. It almost takes the space of the most screen, yet they account for only less than 5% of all clicks.

Below the paid ads, there comes the result of local SEO.



Scrolling further down the page, Yelp is in the organic position. Right below Yelp, the position is occupied by other legal directories followed by multiple law firm websites.

personal injury lawyers in San Francisco, California



- 1 THE BEST 10 Personal Injury Law in San Francisco, CA - Last ...**  
● <https://www.yelp.com> > ... > Professional Services > Lawyers > Personal Injury Law ▾  
Law Offices of **Tanya Gomeran**. 97 reviews. **Sally Morin Law** - San Francisco Personal Injury Attorneys. 80 reviews. **Tobener Ravenscroft**. 124 reviews. **Hassell Law Group**. 38 reviews. **Walkup, Melodia, Kelly & Schoenberger**. 41 reviews. **Dolan Law Firm PC**. 92 reviews. **Allegiance Law**. 52 reviews. Law Offices of **Matthew J.** ...
- 2 Top 10 Best Personal Injury Attorney in San Francisco, CA - Last ...**  
● [https://www.yelp.com/search?find\\_desc=personal+injury...San+Francisco%2C+CA](https://www.yelp.com/search?find_desc=personal+injury...San+Francisco%2C+CA) ▾  
Reviews on Personal Injury Attorney in San Francisco, CA - Law Offices of Tanya Gomeran, Sally Morin Law - San Francisco Personal Injury Attorneys, Hassell ...
- 3 Best San Francisco Personal Injury Lawyers & Law Firms - California ...**  
● <https://lawyers.findlaw.com/lawyer/firm/personal-injury.../san-francisco/california> ▾  
Top San Francisco Personal Injury Lawyers - California. Ad. **Carter M. Zinn Law Office**. **Dolan Law Firm**. Personal Injury Lawyers in San Francisco, CA. **Walkup Melodia Kelly & Schoenberger**. **Matthew Haberkorn**. The Law Offices of **Vincent J. Scotto, III**. **Girardi**. The **Veen Firm**. **Reuben J. Donig**.
- 4 Best San Francisco, CA Personal Injury Attorneys | Super Lawyers**  
● <https://attorneys.superlawyers.com> > ... > Northern California > San Francisco ▾  
Results 1 - 25 of 275 - Free profiles of 275 top rated San Francisco, Northern California personal injury attorneys on Super Lawyers. Browse comprehensive ...
- 5 20 Best San Francisco Personal Injury Lawyers | Expertise**  
● <https://www.expertise.com/ca/san-francisco/personal-injury-attorney> ▾  
Find and connect with San Francisco's best Personal Injury Lawyers. ... to give you a hand-picked list of the best personal injury lawyers in San Francisco, CA.

Then comes the organic result

e personal injury lawyers in San Francisco, California 🔍

- 8 **San Francisco Personal Injury Lawyers | Over \$300,000,000 Won!**  
<https://harrispersonalinjury.com/san-francisco/> ▼  
★★★★★ Rating: 5 - Review by Edgar Zamora  
Our job as **personal injury attorneys** in **San Francisco** is to help accident ... for ethical standards and legal ability among **California personal injury lawyers**.  
Price range: Free Consultations & No Fees Phone: 415-495-0440
- 9 **Bay Area Personal Injury Lawyers - Mary Alexander Law**  
<https://www.maryalexanderlaw.com/> ▼  
If you have been injured in an accident, our Bay Area **personal injury lawyers** are ... a series of wildfires erupted in Northern **California**, likely due to downed power lines. ... **San Francisco** Lawyer Mary Alexander Explains Lead Paint Litigation.
- 10 **Bostwick & Peterson, LLP: San Francisco Personal Injury Lawyers**  
<https://www.bostwickfirm.com/> ▼  
The **San Francisco personal injury lawyers** at Bostwick & Peterson, LLP's have ... Largest **California** non-punitive verdict for single individual, including interest ...
- 11 **The 10 Best Personal Injury Lawyers in San Francisco, CA 2019**  
<https://www.thumbtack.com> > CA > San Francisco ▼  
Here is the definitive list of **San Francisco's personal injury lawyers** as rated by the **San Francisco, CA** community. Want to see who made the cut?

Ads and directories have occupied most of the result. We also had outlined the other ways of result option.

Law firms can improve their number of clients by maximizing the position of your legal website appears on the first page of Google's results.

Try to be in all these 4 places:

- BE POSITIONED IN ADS
- MARK YOUR FOOTPRINT ON DIRECTORIES
- RANK IN THE LOCAL MAP
- OPTIMIZE TO GET RANK IN ORGANIC RESULTS

# SHARPEN YOUR LAW FIRM MARKETING EFFORTS

---

## **Understand the area you serve:**

Identify the area your law firm located in, to market your firm for people of that area. The simple logic is, the client wouldn't have an idea of choosing a San Francisco lawyer when the resident resides in a San Diego community.

## **Identify what sort of cases you want:**

It's best to choose your primary practice area to market them. We didn't mean that you handle only one case. Suppose you are a family law attorney, you can even market for a divorce lawyer or child custody attorney. But concentrate on what you are practising.

## **Initiate with small things. Think Big!**

Your law firm can grow beyond measures, but to achieve that you should perform well and have to try to expand into new markets of your niche.

## **Work to revolve as a best:**

Be sure you don't forget that you are working towards the same goals as your competitors. Success is not doing well but doing better than your competitors.

## **The checklist you shouldn't Miss:**

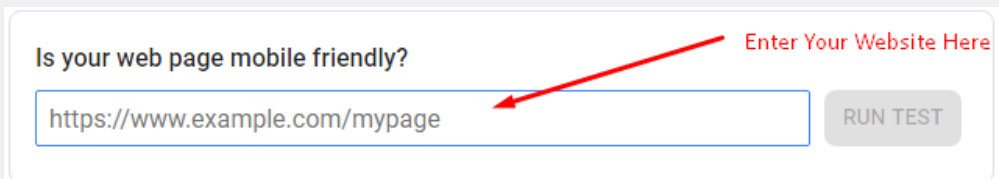
Here is a checklist you shouldn't miss for your law firm. You can use the checklist to improve your law firm's online presence in 2019. These checklists will surely help you to generate new leads, drag new clients and will build your referral network.

## Optimize Your Law Firm's Website:

Your website is the voice of your brand. It's the forefront of your internet marketing efforts. It is the place where your clients visit before or after reaching you. So have complete control of your website and make it impressive.

## Check whether your website is mobile-friendly:

Many websites are not mobile friendly. A non-mobile friendly website will make the client move out of your website. If you are not sure if your law firm site is mobile friendly you can use mobile-friendly website test as like we did.



The image shows a web form for testing mobile-friendliness. It contains the text "Is your web page mobile friendly?" followed by a text input field containing the URL "https://www.example.com/mypage". To the right of the input field is a grey button labeled "RUN TEST". Above the input field, the text "Enter Your Website Here" is written in red, with a red arrow pointing to the input field.

## Make Sure Your Website Is Secure

Check whether your law firm website has an SSL certificate installed. If you had not checked yet, use Google Chrome which highlights the warnings in the address bar if your law firm website is not secure. Your legal website should start with https:// rather than http://.

## Check the Speed of Your Website:

We had come across many law firm websites which lacks the loading speed required. Make sure to check if you are a past client of Findlaw. The slow loading speed of your website makes the client feel pain and definitely, it will break the conversions. One of the major problem that every law firm face is the slow loading speed. If not yet you had checked the speed, then it's time for you to check using Google PageSpeed Insights. Having a website with well-optimized speed is the main factor that improves the ranking position.

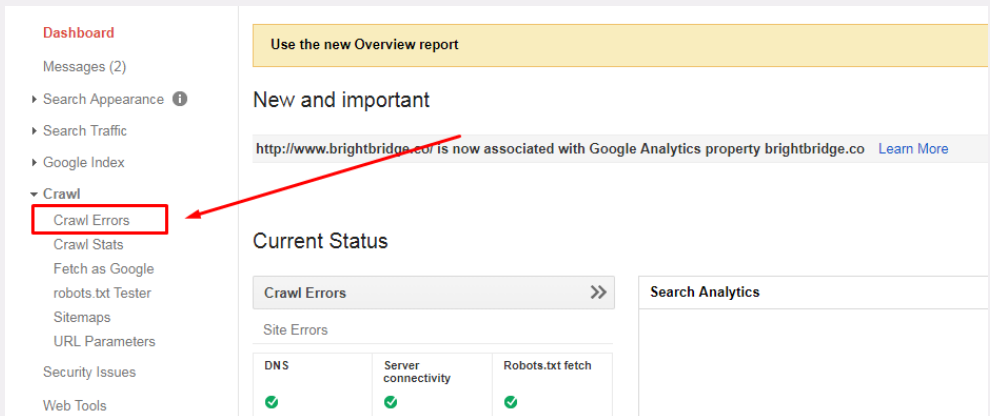


## Develop your Content:

You can improve the content of your site using the most popular SEO tool named Screaming Frog. You can even link both Google Analytics and Screaming Frog to check how your every page rank and to work based on it. You have to rewrite, eliminate or even consolidate the pages that are underperforming stage.

## Crawl Error Verification:

You might be in the developing stage of your law firm. You might have moved, deleted or even had renamed the page on your website. But make sure to redirect the page you had moved or deleted since the old Url return a 404 error. Redirecting your old URL to new URL will provide good user experience and it helps people and also helps bots to transfer the authority of the page to the new location. If you had not done, do it now. You can check the existing 404 pages using Google Search Console.



The image shows a screenshot of the Google Search Console dashboard. On the left-hand side, there is a navigation menu with the following items: Dashboard, Messages (2), Search Appearance (with an information icon), Search Traffic, Google Index, and Crawl. The 'Crawl' section is expanded, and 'Crawl Errors' is highlighted with a red rectangular box. A red arrow points from this box towards the main content area. The main content area includes a yellow banner at the top that says 'Use the new Overview report'. Below that is a section titled 'New and important' which contains a notification: 'http://www.brightbridge.com is now associated with Google Analytics property brightbridge.co' with a 'Learn More' link. Underneath is a 'Current Status' section with a 'Crawl Errors' button and a 'Site Errors' table. The table has three columns: 'DNS', 'Server connectivity', and 'Robots.txt fetch', each with a green checkmark icon. To the right of the 'Current Status' section is a 'Search Analytics' section.

## Practice Structured Data :

As we mentioned earlier use structured data that tells Google what your pages are about. Adding structured data markup for your pages enriches the quality and the special feature or service you afford will be displayed as a rich feature. You can add the star rating using schema which optimizes even in a better way.

16

## Hiring a New York Personal Injury Lawyer :: Personal Injury Lawyer NYC

<https://www.gairgair.com> > Practice Areas ▾

★★★★★ Rating: 5 - Review by Dani J.

For the last 90 years, the **New York Personal Injury** Lawyers at Gair, Gair, Conason, Rubinowitz, Bloom, Hershenhorn, Steigman & Mackauf have represented ...

### Have a call to action:

Implementing the Call to Action on your website is a way of calling your websites to do some action on your site. If a random client wishes to do some action on your website but ending up annoyed since its an image will decrease the quality. You have to work to make your firm easy to contact. Implementation of Call to Action button varies from contact to appointment scheduling. Responding is another important factor to consider and you should do in a prompt way that they hire you.



### Build Your Law Firm's Organic Perceptibility:

Developing your law firm's visibility in a search result is the right way you can generate a number of traffics to your business.

## Promote Great Content Regularly :

Promoting content regularly doesn't mean dumping large content. Publishing content should be quality enriched as well. Though it takes a lot of time & effort, it results in a strong return on investment.

Some sorts of content a law firm should concentrate on.

- FAQ PAGES
- TYPE OF SERVICE YOU PROVIDE (PRACTICE AREA)
- CASE RESULTS
- CLIENT STORIES
- CASE STUDIES

## Build Great Links:

Be patience, and wait for the links to roll in. Particularly in a legal niche, it is a little bit tougher.

You can get a better result when you concentrate on figuring out who else writes about the process of a case you are handling. You can research and figure out what keywords your people are using to search. You can then outreach them to get a link back.

## List in Google Business

Your listing in the map represents your business. You can publish posts in Google Business. Your post can be a sort of event post and at some times it can be General posts. You can utilize Google Q & A feature through which you others can question you. It is one of the ways you can figure out what your potential clients want.

## Improve Your Reputation:

Some of your clients may find you via Yahoo, Bing or Youtube at some times. There are many law firm directories that have a lot of traffic for a variety of keywords. The traffic and rank they are in making some of them run PPC for their own directory site.

So having listed in these directories will be a big start for your law firm. Make sure to be visible in each of the directories and also be strong to mark your presence in the directory that ranks for keywords which is important to your law firm.

Some of the directories we suggest for your law firm are:

- FINDLAW DIRECTORY
- JUSTIA DIRECTORY
- AVVO DIRECTORY
- MARTINDALE DIRECTORY
- JURIST DIRECTORY
- HG DIRECTORY

## Social Media Marketing:

Social media marketing enables lawyers to join directly with prospects on floors where they are actively seeking solutions for their legal problems.

Successful social media sites include Facebook, Twitter, Instagram, LinkedIn, Pinterest, and Snapchat.

There are specific platforms that work better than others for law firms.

## Facebook

Though Facebook traffic has decreased in recent times, it has 70% of login and 43% of log in takes place multiple times.

These are the few ways you can use for Facebook paid promotions.

- WORK ON PROMOTING A BLOG POST OR FACTS RELATED TO A SPECIFIC AUDIENCE OR DEMOGRAPHICS.
- YOU CAN RUN A CONTEST AND AFFORD THEM PRIZES THAT BOOST THE ENGAGEMENT
- USE FACEBOOK TO ENCOURAGE LOW-COST LEAD MAGNETS

## Linkedin:

Linkedin is a great platform which is widely used by many numbers of attorneys. It allows you to contact your network, organize them, nurture them and also can grow them. If you don't have a profile, then create one and participate in groups and discussions that are related to your law firm.

LinkedIn is the only influential social media platform for which usage is higher among 30-49-year-olds than 18-29-year-olds.

## Twitter:

Twitter supports attorneys to reach out and combine with prospects in a way that is unique. Law firms can stay visible and can be connected by answering questions, posting the article links that connect to your site.

## Email Marketing:

Email Marketing is one of the best ways to grow your brand and the way you can stay in the mind of your leads. You can use email marketing to showcase your business message. The message can be conveyed through a mix of graphics, links and texts that attracts people who never heard of your law firm. Emails generate 58% of revenue will be generated through email marketing according to the Direct Marketing Association.

## **Retargeting:**

Reaching out to your existing can help DOUBLE your number of leads at a fraction of cost. Retarget your visitors, before somebody else snatches your Prospects!

Remarketing for a law firm is a law firm's secret way to reconnect with the people who have bounced/exited from your website. Not all clients will fill the form or schedule an appointment on their first visit to your site, but they may be the potential leads. An efficient remarketing campaign can make these prospects to engage with us again and can boost the ROI of your digital marketing efforts.

# **FEW COMMON ISSUES THAT MAY AFFECT YOUR LAW FIRM'S SUCCESS:**

---

## **Not answering phone calls:**

Answering the phone calls is a basic requirement and missing the calls is directly proportional to missing of new leads.

## **Response Rate:**

Making them wait or missing the opportunity to call them back affects your law firm.

## **Having a poor answering service:**

Try to avoid 6+ rings before connecting, since nobody has that patience. Check the line from time to time and examine it. You can even record and listen to a few of your client calls.

## **Avoid being rude over the phone:**

You may have a thirst to generate a lead, and that eagerness would be missing in the mind of the phone attendant. Ask them to not be rude and ask them to take calls seriously.

## **Be Informational and Helpful**

The firms that are emerging as the most successful law firms are the ones whose entire client experience is excellent. Caring about them will give a positive experience to the clients.

## **Final Thought:**

There are many ways to turn your small law firm into a large firm. A determined plan, well-planned budget, the mind of implementing integrated marketing. You can hire legal marketing professionals to fill the gap between you and your customer.

Feel free to contact us on any doubts!!

**REQUEST A QUOTE**

---

**+651-413-6386**

**sales@brightbridge.co**