



[4 Steps to Attract Qualified Prospects to Your Website](#)

<http://bit.ly/oQRGxT>

by [Stephen Fairley](#)

It's not enough to simply generate lots of traffic for your law firm website; if they're not the right kind of visitors – the kind who are interested in what you're selling – simply driving traffic for the sake of numbers is a fool's errand. So how to attract the right sort to your site? It takes some discipline and a methodical approach.

Prospect identification

Identifying exactly who your top prospects are for your practice is critical to [online success](#). One of the biggest mistakes attorneys routinely make is targeting the wrong market – typically, a market that is too big for them to adequately reach. Remember, it takes an average of 7 to 10 meaningful “touches” to move someone from knowing nothing about you to being ready to buy from you. Your Ideal Target Market is one you can affordably reach at least 7-10 times before expecting them to utilize your services.

Keyword research

Those prospects for your services will use certain words to search for what they want. Knowing what those words are – and using them throughout your site and social media networking -- is the key to driving [targeted traffic](#) to your site. There are several helpful [keyword research tools](#) to help you, including [Google Adwords](#), which is free.

Relevant content

Your keyword-rich content should not only attract and engage your site visitors, it should also lead them to an action -- sign up for a newsletter, call for an appointment, etc. Serving up the right information at the right time adds value to the user experience, helps with the decision-making process and leads to sales. Keeping your content fresh – and



this is where a blog on your site can be most useful – not only keeps visitors engaged and returning, but also boosts your search engine rankings.

Social media

Engaging prospects in other online venues, in groups or discussion forums, also provides assistance in attracting [targeted web traffic](#). Establishing yourself as an expert presence in these online venues adds professional credibility and provides you with link building opportunities that help your search engine ranking as well.

Remember that the goal of your legal practice website is to generate interest that leads to engagement, which can only come from attracting the right target audience. It's not just all about the numbers – it's about the numbers that translate into dollars.

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FREE REPORT: How to Use Blogs as a Secret Weapon in Your Online Arsenal

One of the secret tools of Internet marketing for attorneys is the power of having a targeted blog. According to HubSpot, B2B marketers with a blog generate 67% more leads per month and B2C marketers generate 88% more leads per month than those without a blog.

Still think blogs are a fad?

Here's what you'll discover when you read this report:

- Why you must have a blog in order to stay relevant
- 3 keys to successful blogging
- 7 Guidelines for achieving ROI
- Your 3 choices for managing your blog and social media efforts
- And much more!



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Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 9,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 10 audio and video training programs.



He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago. After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 33 countries. He enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information or to purchase one of Stephen's law firm marketing products click here.

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