

## **Law Firm Marketing: Internet Marketing for Rainmakers, Part 2 of 3**

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Here is the second in a series of three posts this week outlining the best practices in becoming a rainmaker on the Internet.

To read the first in the series, go [here](#). I'll list the first three from yesterday to refresh memories and then continue with the next three strategies for driving targeted traffic to your website through good SEO practices:

- 1. Know the keywords people use to search for your services.**
- 2. Use keywords in your domain name.**
- 3. Create compelling copy.**
- 4. Add fresh content regularly.** Perhaps the **top strategy used by high-ranking lawyers today is to add new, relevant content to their websites on a consistent basis.** This is one of the major reasons for the explosion in blogs in recent years. Although some law firms are selecting blogs instead of websites, I believe there is a place for each in online legal marketing. If, for economic reasons, you are forced to select between one or the other, I recommend starting out with a blog. Why? Because they are very low cost (or free) as compared to websites and, if done properly, will help you rank faster than a traditional website.

Anyone can start a blog at no cost using sites such as [www.wordpress.com](http://www.wordpress.com) and [www.blogger.com](http://www.blogger.com). For any serious traffic, you need to be updating three to five times per week. Lawyers who want to be at the top of the search engines update their blog three to five times per day. The more relevant content your blog gives Google, the more it will love your blog by ranking it higher.

### ***Key Action Steps:***

- The more fresh, relevant content you post on your website or blog, the higher you will rank on the search engines.
- Blogs are a great place to get started, but in order to be effective they must be updated frequently. Update your blog at least three to five times per week.

**5. Use video to keep visitors' attention.** Now here's a truly depressing statistic: On average, 85 percent of your website's visitors will stay for less than 30 seconds and will never return. Seriously? Yes. If you don't believe me, check for yourself. Look at your website's statistics log and see how many unique visitors you have and how long they stay on average. (Virtually every website has at least a basic statistics package; just ask your website tech or hosting company how to access it. If you are not already using [Google Analytics](#), have your tech install it. It's much better than most. And it's free.)

The bottom line is that **you literally have less than 30 seconds to impress your website visitors**. I believe all of us would agree that the longer visitors stay on your website, the more likely they are to connect with you.

**One of the best ways to increase the length of time a visitor stays is by using videos.**

Anecdotally, our clients have seen a **four- to fivefold increase in length of stay** after implementing videos on their websites. These videos should be one to three minutes long and focus on educating prospects and website visitors about who you are, who you help, and why you are different. These videos do not need to be professionally produced, but you may want to have someone add a short introduction including your website and phone number. Once you have your video ready, upload it to your website—and to [www.youtube.com](http://www.youtube.com) for additional exposure. Visitors are more concerned with content than production quality. If allowed in your jurisdiction, use video testimonials from your clients as well.

### ***Key Action Steps:***

- The longer someone stays on your website, the greater likelihood they will connect with you. Use videos to quickly capture their attention.
- Your videos should educate prospects about who you are, who you help, and why you are different.

**6. Develop educational tools and promote them on your website.** Education-based marketing is one of the most powerful tools at the disposal of lawyers. There is a great amount of basic information you know about your practice area that prospects want and need to know. Think about some of the questions your clients have about child custody and divorce or how to avoid getting sued by employees or ways to protect their intellectual property. Identify their frequently asked questions or biggest challenges and put together a short report (three to six pages long), a PowerPoint presentation, or even an audio CD, and offer a free copy to website visitors who give you their contact information.

Remember, **if you cannot get visitors to call you directly, the second-best alternative is to persuade them to give you their contact information with permission to contact them**. Give your education material a creative title such as “7 Questions You Must Ask before You Hire a Personal Injury Lawyer,” or “The 10 Deadly Mistakes People Make with Their Estate Plan,” or even “5 Strategies Inventors Can Use to Protect and Monetize Their Inventions.”

This kind of free educational information is a **great tool to start building relationships with many people who need your help but aren't ready to walk in your door**. It is not enough simply to offer people a free consultation. Almost every lawyer does that. Take it one step further and give them some great information that will help them think through the issues and challenges they are facing. Once you have created these educational tools, find every way you can to give them away to as many people as possible.

***Key Action Steps:***

- Use an educational report, white paper, or audio CD to inform prospects, clients, and referral sources.
- Every prospect has questions and challenges. Identify them and give them some information that indicates you can resolve their challenges and answer their questions.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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