

Law Firm Marketing:
Internet Marketing for Rainmakers/Part 3 of 5

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Even more strategies for becoming a Rainmaker on the Internet:

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 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 Points:

- 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.

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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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