



[Using Paid Search to Drive Traffic to Your Legal Marketing Website](#)

by [Stephen Fairley](#)

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 in content as well as in paid search campaigns and [social media marketing](#) -- is the key to driving targeted traffic to your site.

Pay Per Click (PPC) marketing is probably the most important development in advertising in the past decade. Never before has it been possible to spend so little to have new, precisely targeted clients coming to your website within minutes.

However, if all your competitors are using the same keywords to target prospects, you don't need to add your voice to that fray. Talk to your prospects and clients and find out what words and phrases they use to look for a lawyer in your practice area. Research those keywords and find out how many other people use them, then make a list of 20 to 30 words and phrases to use in your PPC campaign.

This infographic shows the current Cost Per Click (CPC) for various legal categories:

LEGAL CPC



Category	Global Monthly Searches	Most Expensive Phrase	Approximate CPC	% of Monthly Search
1. Family / Divorce Law	9,147,910	divorce attorney phoenix	\$19.13	28.85%
2. Personal Injury	7,549,800	accident injury attorney	\$59.21	23.81%
3. Criminal Law	4,839,400	phoenix dui lawyer	\$111.60	14.63%
4. Auto Accident	1,868,900	auto injury lawyer	\$66.51	5.89%
5. Intellectual Property	1,315,800	trademark attorneys	\$10.80	4.15%
6. Aviation Law	1,227,500	aviation lawyer	\$17.94	3.87%
7. Employment Law	1,163,600	work injury lawyer	\$41.07	3.67%
8. Estate	989,500	estate planning attorney	\$9.63	3.12%
9. Real Estate Law	798,800	foreclosure lawyer	\$14.66	2.52%
10. Debt / Income Law	728,870	tax attorney denver	\$27.96	2.30%
11. Medical Malpractice	677,300	birth injury lawyer	\$44.50	2.14%
12. Traffic	421,800	traffic attorneys	\$12.18	1.33%
13. Business Law	368,400	business litigation attorney	\$12.77	1.16%
14. Social Security / Disability	349,800	disability attorney	\$13.40	1.10%
15. Civil Rights	231,900	civil litigation attorney	\$10.30	0.73%
16. Mesothelioma	162,200	mesothelioma attorney	\$151.09	0.51%
17. Internet Law	44,400	internet lawyers	\$8.53	0.14%
18. Maritime Law	11,000	maritime lawyer	\$38.37	0.03%
19. Lemon Law	8,800	lemon law lawyers	\$8.49	0.03%

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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 8,000 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 7 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. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

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 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), 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 Please go to:

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