



SEO | Law Firm  
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## ***The Right Way for Lawyers to Use Videos***

Videos have become a strong part of the online law firm marketing strategy. They are helpful to your website visitors, and also provide valuable links back to your firm's website. But what you film and how you play it can determine the success of your videos.

### **What to Film**

Information sells. You want web content that is informative and answers some basic questions that your potential clients may have. You want your videos to do the same. A video should never be more than two minutes, and should always provide answers to the common questions. For example, if you are a [bankruptcy attorney](#), you should briefly explain the various bankruptcy options and who they are for. Divorce attorneys can give a brief outline of how a contested and non-contested divorce will proceed.

If you have multiple attorneys in your firm, have each one talk about whatever they primarily practice. The videos will show that your firm is knowledgeable and experienced in the practice area(s) advertised on your website.

### **Never Auto Play**

Fewer things will increase your bounce rate more quickly than an auto play video. While videos are popular, they are not always wanted when a visitor opens a website. A visitor clicking onto your website from a search engine will more than likely click back rather than fumble around your video player to pause or mute your video.

Also, many visitors will be searching for your website at work. Embarrassing them with an audible "Your divorce can be easy!" is not going to make a positive first impression.

Make the video obvious on the home page with a large play button. The visitor interested in viewing your video can easily click play once they have adjusted their audio settings and are willing to hear what you have to say. For collections of information, you can include relevant videos on the appropriate pages (ie: the "what is chapter 13 bankruptcy?" video goes on the chapter 13 bankruptcy page) or place them together on a video page forming a video frequently asked questions.

Filming short information pieces with voluntary play options will help increase the return on your video investment.

## **Let's Build a Bigger Law Firm Together**

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