

## [Top 4 Ways to Generate Leads Online](#)

By: [Stephen Fairley](#)

Inbound marketing software company [HubSpot](#) recently did a study of lead generation best practices from 1,400 small and mid-sized businesses and their findings are totally applicable to law firms as well.

The study found that there were **four major factors that have a significant positive impact on lead generation** when marketing online:  
**Indexed Pages in Google.** The **growth in leads accelerates substantially – 236 percent – once a website has more than 300 pages indexed in Google.** Also, the size of your firm is not a critical factor in achieving a significant number of Google indexed pages. You can build page volume very quickly with a blog.

**Rank in Google's Top 100 Results for Many Keywords.** Sites that ranked in Google's Top 100 for 26-51 keywords generated **twice as many leads** as those that ranked for less than 13 keywords. The takeaway: unique, interesting content with as many distinct keywords as possible helps you generate leads.

**Blogs. Firms with blogs generated 68 percent more leads.** Those that had blogs of more than 52 articles generated **77 percent more leads.** Enough said. Blog and do it often.

**Twitter for B2C. B2C Twitter users generate twice as many leads** as those without a Twitter account. The biggest jump in leads take place once a company has over 100 followers.

If you are wondering how to generate more leads for your legal services, then you should consider integrating these four strategies into your marketing program.

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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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