

[Internet Marketing for Attorneys: Video Dominates in Google Universal Search Results](#)

By [Stephen Fairley](#)

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Video on your website and posted to YouTube are great ways to communicate directly with prospects and build your credibility.

Now, a new study shows that it can also help increase your search engine page rank.

On Google, your page rank is determined by a number of variables, including links, likes, news articles, images and video. The latest study of which of these do the most to boost your page rank was recently released by [SearchMetrics](#), and this is what it shows:

Video dominates the universal search scene, with images ranking second.

So if your law firm marketing website doesn't include video and imagery, your Google page rank is likely much lower than it could be.

And it's not enough to just throw video up on your site, you need to be sure your video is fully optimized for search. That means you need to:

Select relevant keywords – use the [YouTube keyword tool](#), which can scan your video and make suggestions. It also allows you to target your audience by demographic.

Include keywords in your video title, descriptions, tags, etc.

Optimize your tags – there's a 120-character limit, so choose your words wisely.

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Then subscribe to our [FREE monthly e-newsletter](#). One click of your mouse will take you to our site where you can see the current issue and subscribe to our [complimentary monthly e-newsletter](#) that will be delivered to your inbox.

Each issue is chock-full of legal marketing information you can put to use right away. I think you will find the information in every newsletter something you will want to share with your staff to maximize the effectiveness of your legal marketing plan.

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Stop Wasting Precious Time and Money

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan.**

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm.

[Click here](#) to download, and start using these proven strategies today!

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 7,000 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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