

# Boosting Your Law Firm's Visibility Online with SEO



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SEO, or Search Engine Optimization, is a crucial tool to make your law firm more visible online. When people need legal services, they start their search on the internet. A good SEO strategy ensures your firm is easy to find.

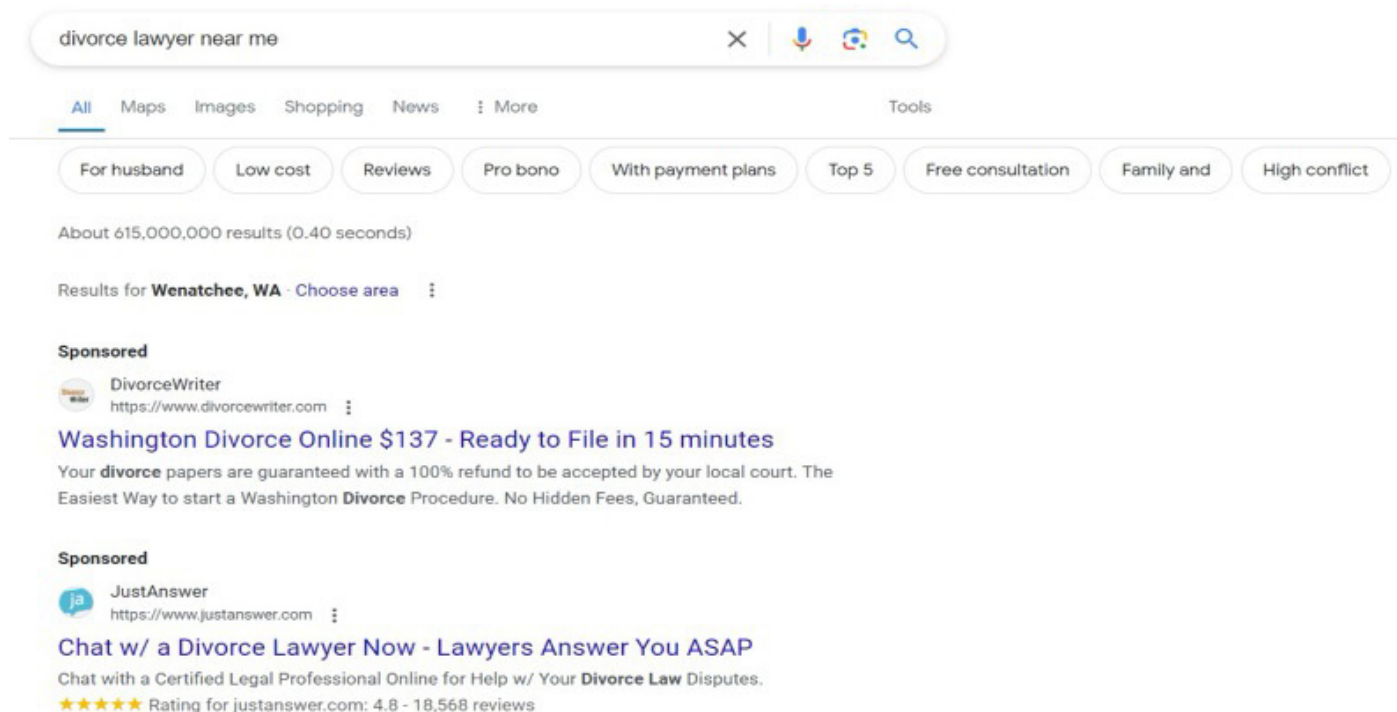
- Focus on what matters - not all pages are equally important
- SEO continues to be a main focus for law firm websites
- Visibility is key - being found by your potential new clients online is an important way to demonstrate your firm's expertise

This guide will help you understand the basics of SEO for law firms. By following it, you can attract more potential clients to your website.

## Why SEO Matters for Your Law Firm

Imagine thousands of people are searching for legal help online every month. After all, 96% of people who need legal assistance will use google search at some time during their investigation, whether to investigate options or confirm word of mouth referrals.

For example, "law firm near me" or "divorce lawyer near me" are common searches. If your website shows up as one of the first options, you're much more likely to get noticed.



## Here's how SEO can benefit your firm beyond just attracting more website visitors:

- **Getting Ahead of Competitors:** The internet is like a huge directory with countless options. Most people only look at the first few choices. In fact for the first three organic listings garner over 70% of the clicks.
- If your law firm's website ranks in these top spots, you're pushing your competitors down the list and making your firm the more likely choice for potential clients.
- **Supporting Your Other Advertising Efforts:** Your law firm might use various ways to advertise, such as TV, radio, or newspapers. Having a strong online presence through SEO makes these efforts even more effective.

When people see your ads and then find you easily online, it reinforces their decision to choose your services.

### In simple terms:

- **Outshine Competitors:** With strong SEO, your law firm climbs to the top of search results, making it more likely for potential clients to choose you over others.
- **Boost All Advertising Efforts:** Your online presence compliments and boosts your visibility from other advertising methods, ensuring a unified and powerful marketing approach.

By focusing on SEO, you're not just drawing more visitors to your site; you're strategically positioning your firm to be the first choice for anyone needing legal services. It's an efficient and cost-effective way to grow your practice and stay ahead of the competition.

Here are some key steps to make your law firm stand out online through SEO, simplified for easy understanding.

Most importantly, recent algorithmic changes by google, not only supports this format, it encourages it from a search engine optimization perspective.

## Finding the Right Words to Get Noticed

The first step in the process is to do keyword research, in other words take the time to understand the number of searches that a particular word or group of words receive.

Think of keywords as the questions people type into Google when looking for legal help, like "law firm near me" or "divorce lawyers in Escondido."

Finding the right keywords is the starting point for making your law firm visible online. You want to pick words and phrases that potential clients use when they're searching for the legal services you offer, including the types of law you practice and where you're located.

There are tools on the internet, like Wordstream, Wordtracker, and Moz, that can help you find these

keywords. They're easy to use: you type in a phrase you think people might search for, and the tool tells you how popular that search is and how tough the competition might be. It also suggests similar search terms you might not have thought of that may be even more popular. For example, divorce lawyer near me vs divorce attorney near me. You might be surprised at the volume each one generates.

Even though you might be tempted to go for the most popular searches, don't forget about the more specific ones, known as "long-tail keywords," like "free consultation for divorce lawyers near me." These might not get searched as much, but they are less competitive, which means you can place higher in the rankings more quickly and it is more likely to attract clients directly interested in what you offer.

## Understanding What People Really Mean

Sometimes, the words people search for can have different meanings. For instance, "what do divorce lawyers do?" could be from someone looking for a lawyer or a student considering a career in law. This is called keyword intent.

It's crucial to think about what people are really looking for when they type in a particular search phrase. You can do this by searching for the phrase yourself and seeing what kinds of results come up. This step helps ensure you're focusing on keywords that attract potential clients, not just any internet searcher.

By carefully choosing the right keywords based on how frequently they're used, how much competition there is, and what searchers really mean, you can effectively draw more potential clients to your law firm's website without wasting effort on those less likely to need your services.

## Making Your Law Firm's Website Easy for Search Engines to Read

Making your law firm's website more discoverable online involves a few straightforward changes and is commonly referred to as on-page optimization.

Here's an explanation of the terms you will see and need to understand without doing a dive deep into marketing jargon.

Search engines like Google use robots to crawl your website. In order to do that efficiently they use certain elements of your website to understand what it's about. This helps them show your site to people searching for legal help you offer. Here are a few key parts of your website you can tweak to make it more search engine-friendly:

## Title Tags

Think of title tags as the short, dictionary description and name of your webpage. They give both Google and potential clients a quick snapshot of what the page is about. Including the main keywords you want to be found for is a good idea. For instance, if you're a divorce lawyer in Escondido, your title tag might be "Top Divorce Lawyer in Escondido | Your Law Firm's Name."

When someone searches for a keyword that's in your title tag, that part of the title will stand out because it's bolded in the search results. Try to keep these titles between 55 to 65 characters so they fit well in search results. And if you can, add your law firm's name at the end for a bit of branding.

Most websites let you add these titles easily without needing to mess with the website's code.

## Meta Descriptions: A Sneak Peek into Your Page

Meta descriptions are short summaries of your webpage that appear under the title in search results. They're your chance to convince someone to click on your website. Include your keywords here too, because they'll be bolded if they match what someone searched for.

Keep your meta description under 155 characters to prevent it from getting cut off. A well-crafted meta description tells potential clients exactly what they'll find on the page and why it's worth their time to click through.

## Web Addresses (URLs)

Your web page's address, or URL, helps search engines figure out what your page is about. Putting a keyword that you want to be found for in your URL can improve your visibility. For example, if you specialize in family law in Escondido, a good URL could be "yourlawfirm.com/family-law-escondido". While there's no strict rule on how long your URL should be, shorter URLs are generally better and easier for potential clients to remember.

## Organizing Your Content

Each website page requires a number of tags embedded in the copy call headers or header tags. Headers help organize your website's content. Think of them as the titles and subtitles in a book. The main title (H1) is what your page is about and there should only be one H1 per page, while subtitles (H2, H3) break down the content into sections. This organization helps search engines understand your content better and makes it easier for readers to find the information they need quickly.

## Describing Images (Alt Tags)

Every image on your site can have a brief description, known as an alt tag. These descriptions help search engines understand what the image is about and can also make your website more accessible to people using screen readers. Try to describe what's in the image as succinctly as possible and, when relevant, include keywords. But keep it short, aiming for no more than 125 characters.

## Keeping It Natural (Avoid Over-Optimization)

SEO is not an all you can eat buffet - do not over stuff your pages with keywords, etc as your site will be penalized if it is over-optimized, because it will look as if you are trying to game the system.

While it's important to use keywords in your URLs, headers, image descriptions, and content, too much of a good thing can be a problem. Search engines prefer when websites use keywords in a way that feels natural. If you pack your content with too many keywords, it might actually hurt your visibility. Focus on creating content that answers the questions potential clients might have and sprinkle keywords in where they make sense contextually.

By paying attention to these details, you can help your law firm's website become more visible to people looking for legal services online. It's about making thoughtful updates to your site's structure and content, always with the aim of providing clear, useful information to your visitors.

## Creating Content That Attracts Clients to Your Law Firm

For your law firm's website to be favored by search engines like Google, it's important to provide answers to the questions potential clients might have. This means creating content that is both useful and well-written.

### How to Start:

Begin by thinking about the questions your clients frequently ask and the topics they're interested in. This should be guided by the specific legal services you offer and the areas of law you specialize in. Your aim should be to educate and provide valuable insights that address these topics.

### Meeting High Standards:

Google places a premium on content that significantly impacts people's lives, finances, or wellbeing, classifying it under "Your Money or Your Life" (YMYL) standards.

Legal advice, being critical to one's welfare and financial health, falls under this category. This means your content needs to be not just informative but also accurate and transparent.

## Types of Content to Focus On:

- **Evergreen Content:** This type of content remains relevant regardless of the current date or season. Examples include "How to write a will" or "Steps to take after a car accident." Such content is timeless and continues to draw visitors to your site long after it's published
- **Breaking News:** In the legal sense, for example, a state or national supreme court judgment that will radically alter the legal landscape and impact future cases. These opportunities are very rare and in order to make an impact you will need to be one of the first to publish about the impact.



- **Local Content:** Tailoring some of your content to the local community you serve can also be beneficial. Topics like “Local laws every homeowner should know” or “Why choose a local attorney for your divorce” can resonate more with people in your area. This kind of content not only helps in attracting clients from your geographic location but also often leads to a higher rate of engagement and conversion from reader to client.

#### **Why It Matters:**

By focusing on creating high-quality, evergreen, and locally relevant content, your law firm’s website can become a valuable resource that attracts potential clients. Not only does this establish your firm as an authority in your field, but it also helps your website rank better in search engine results, making it easier for those in need of legal services to find you.

## Mixing Up Your Content Types

For your law firm’s website to truly stand out, try using a variety of content types. This could mean writing articles, creating guides that can be downloaded, sharing case studies, producing videos, gathering testimonials, conducting interviews, making infographics, and answering frequently asked questions (FAQs).

It’s important to make sure whatever you put online is easy for search engines to find and understand. For example, videos are great for people browsing on their phones, but search engines might have a hard time figuring out what they’re about. Adding captions or a written summary can help a lot, making your videos more accessible to both search engines and visitors who might not want to watch a video.

## Focusing on Your Local Community (Local SEO)

For most law firms, your clients are going to come from the local area. This is where Local SEO comes in—it helps make sure people nearby can easily find your services online.

#### **When you’re focusing on local SEO, there are a few key things to do:**

- **Local Content:** Tailoring some of your content to the local community you serve can also be beneficial. Topics like “Local laws every homeowner should know” or “Why choose a local attorney for your divorce” can resonate more with people in your area. This kind of content not only helps in attracting clients from your geographic location but also often leads to a higher rate of engagement and conversion from reader to client.
- **Use Local Keywords:** These are search terms that mention your city, town, or neighborhood. They help signal to search engines that your firm is a match for people searching for legal help in your area.

- **Update Your Contact Info (NAP):** NAP stands for Name, Address, and Phone number. Make sure these details are easy to find on your website and that they're the same everywhere else online, like in local business directories or your Chamber of Commerce's website. This consistency helps search engines trust your location information, making it more likely for your firm to show up in local search results.

By diversifying the types of content you share and focusing on making your firm easy to find for local searchers, you'll be in a much better position to attract potential clients right in your community.

## About the Author - Genie Lutz



Genie Lutz is a highly accomplished Managing Director and Senior Chief Marketing Officer at FullFunnel with extensive experience in developing and executing comprehensive marketing strategies across a wide range of industries with the last decade focused on law firm marketing, both consumer and business practices.

A notable aspect of her work is her tenure as a partner at PricewaterhouseCoopers (PwC), where she was instrumental in online strategy and knowledge and innovation solutions working across the globe.

Her achievements at PwC include developing brand guidelines and implementing SEO strategies, fostering a collaborative team environment, and driving significant behavioral changes throughout the organization. Her skills encompass strategic multi-year planning, business plan consulting, account-based marketing, portfolio management, data analysis, team management, and communication strategy. Her career reflects a strong expertise in brand positioning, market research, competitive analysis, and multi-channel campaign development.

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