

Marketing to Law Firms: How to Boost Conversions On Your Website

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Mary Ann Fasanella, CEO

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Get More Conversions with a Digital Marketing Agency

For some, the idea of hiring a digital marketing agency is like admitting defeat. They figure that can do the marketing themselves. They think they just need a website that has a contact form and that's it. It's not. Building the site is the one-half of the battle; the other half is getting people to visit it. This means spending a great deal of time that they don't have to create a website that engages a visitor enough to make them want to hire the law firm.

When you hire a marketing consulting agency, you are getting SEO and content marketing expert who will create a website (or revise it) that will not only engage visitors but convert them into clients. The agency will also handle the design because it is just as important as the content. Have you ever seen a website that didn't have colors, buttons, boxes, videos or images? I thought so. If you did, you probably didn't spend much time on it because it was boring and you wouldn't get an idea of the company.

Getting conversions is the top priority for your legal website. After all, you want to build your client

book. The other priorities are to introduce your firm and let the visitor know what your firm is all about. If a person is visiting your website, they have a legal problem they (or someone they know) needs to be solved in a timely manner and at an affordable rate. Before you even speak a word to a potential client, your website makes the first impression.

Easy Ways to Earn Conversions

As we have stated, your law firm's website is more than you think. It is a number of pieces that work together to expand your marketing reach, introduce your brand and get conversions. The website should be easy to navigate and start a conversation with the visitor.

Concise Copy – The content should be concise and in layman's terms. You cannot assume everyone speaks legalese. The more simple the text is, the easier the visitor will understand, especially in your practice areas and blogs. We also want the text to tell a story about your law firm and how you have helped your clients. Testimonials are key here since people consider them a trusted source. The content should be compelling – you are trying to convince a potential client that you can solve their legal problem while creating a comforting environment. The word choice is equally important. Using actionable words, such as proven, benefit and free, will get the visitor's attention.

CTA (Call to Action) – This relates to word choice. You want to tell people what to do, such as “click here to learn more” or “contact us today.” The CTA can be a button or a link. Either way, you want it to be easily seen.

Videos – It's beneficial to have an introductory video on your website. It can be a few minutes long and it's a personal way to introduce you and your law firm to the visitor. It should not be treated as a commercial. You want to put the person at ease and assure him or her that you the expertise to resolve their legal problem. You can also have a video of you or one of your staff giving tips, such as what to do after a car accident.

Related Content – You should have links to related content to keep the visitor engaged, such as a study on workman's comp injuries in the past five years.

Chat Tool – Chat tools have become very popular over the past few years. They provide instant answers to visitors. Just be sure the chat box isn't intrusive on the website.

Social Media Proof – Include social media proof to reduce the risk of losing the visitor. The proof can be case studies, testimonials, media mentions...etc.

Landing Page – If you have a landing page, it is important that it leads to your contact page, not your home page. We want the visitor to fill out the contact form, so they will be a lead and possibly a new client. Also, it should be relevant to the content in your PPC ad.

Leave the Marketing to Us

At Advisory Concept Evolvers, our top goal is to help law firms make money. This may be revamping their website for a better conversion rate, creating stronger SEO or reducing time on medical record retrieval. We also offer legal research to help you win cases. We have a proven track record of helping our clients reach their goals with an internet marketing plan that utilizes the latest tools and practices. Call (215) 510-2167 or email us today to schedule a free consultation.

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