

Law Firms Are Reaping the Benefits of Search Engine Marketing

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Many of the most prominent and successful law firms are increasingly dependent on the internet and their firm's website to bring in new clients and potential prospects. Even though there is an assortment of praiseworthy law firms that are promoted online, many consistently do not obtain a high amount of traffic to their web pages. Can one be surprised by this problem? There are virtually hundreds or more websites of reputable attorneys and law firms saturating the World Wide Web. With the variety of law groups to choose from online, how can any one firm attract more attention than that of their competitors? Law Firm Search engine marketing is the answer.

Whether you are the head of a successful law firm in New York City or have just begun a small practice in Phoenix, Arizona, search engine marketing is an important aspect of successful promotion for every serious business owner. In fact, search engine marketing is becoming so increasingly important to businesses that it's an option your law firm may not be able to afford to ignore. The continuous advance of technology in our society is pushing more law firms of all specialties to invest more into their websites and the online marketability of their services. Search engine marketing can aid your law firm in succeeding in these two important facets of website optimization.

As you are well aware, search engines are an increasingly popular tool used by online shoppers to find the best assortment of products and services they're looking for. Law firms fall under no exception to this to this trend and are often found by using popular search engines like Google or Yahoo. These search engines allow online consumers to search through a variety of options without having to leave home and without feeling as though they are under any obligation or pressure to buy something they don't want. Though the extent of results listings is vast when one is looking for a lawyer, it is surprising how few consumers look past the first couple of pages in their search for anything online, including law groups and legal services. Unfortunately for the large amount of legal websites that inhabit the end results of search listings, most consumers stay within the first few pages of their search and choose from a much smaller range of options.

If your law firm resides toward the caboose of the results listings, you may not get much traffic to your websites and could potentially be missing out on an assortment of new clientele.

SEO Consultants & internet marketing specialists use search engine optimization tools like key phrase research and link building, among others, to help your website reach the top of search engine results listings. With your website in the first few pages of these listings, your firm will be much more likely to experience more online traffic. Though search engine marketing techniques do not guarantee that curious website guests will become new clients to your law firm, the chances increase dramatically as consumers are able to view the services you have to offer.

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