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Lawyer marketing has become extremely important considering the increasing number of attorneys vying for potential clients. The internet has therefore become an important tool considering that a large percentage of people use a search engine to find a law firm or legal consultant as opposed to the phone book or yellow pages. In such a scenario, legal websites could be the tools using which one attorney can outdo another when it comes to winning the trust of potential clients. These websites need to be designed well with the right look and feel to not only attract traffic but to retain the interest of visitors. That can be achieved through case studies, blogs on different rulings, news snippets on relevant cases especially involving celebrities and laws associated with different offences.

For effective lawyer marketing, legal websites need to first reach out to the target audiences and then instill the confidence that brings them to contact the attorney or the law firm. There are many ways of marketing attorney services online. One can use pay per click ads on sites about law, news related to different cases and court rulings and with a treasure trove of case related archives. Such sites which enjoy traffic of potential clients could channel traffic to the website of the attorney. For example, an advertisement intelligently placed on the news page related to a celebrityâ€™s DUI offence could be ideal for a DUI attorney. The same holds true for attorneys who specialize in claims, divorce and property related settlements.

The traffic to legal websites can also be enhanced through carefully designed newsletters, well written press releases and email marketing campaigns which lead potential clients to the website of the attorney. However, it needs the assistance of a firm that specializes in these online marketing campaigns. For example, in email marketing it is important to choose a subject line that gets the attention of the onlooker following it up with content that raises the curiosity of the receiver to read the actual case related content on the website. Lawyer marketing needs thousands of such emails with email lists well maintained to keep the campaign to target audiences and to reduce costs in the long run.

Legal websites belonging to a law firm or attorney will also bring potential clients when the blogs or specific article links are bookmarked or shared on social networking sites. More the interest created over a particular subject, greater will be the influx of potential clients to the webpage. This in turn helps in creating a brand image and in increasing the awareness of the potential clients to the existence of a particular law firm. Lawyer marketing involves highlighting the legal nous of an attorney through special features that discuss at length the different cases handled and resolved by the attorney and the benefits the clients have enjoyed, whether it is after a heavy vehicle accident claim or a workplace conflict resolution. The benefits enjoyed by past clients could be marketed online to bring future clients to the site and then to the attorney or law firm.

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