Three Important Strategies for Lawyer Marketing Online by Julia Bennet

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Lawyer marketing is an extremely important part of the legal consulting business. It is important to build a brand image, create an awareness of the expertise a law firm has and also popularize the spectacular track record of the attorneys working for the law firm. Legal websites help law firms accomplish all these targets with ease. However, there are three important strategies which need to be followed devotedly to attract potential clients and create a reputation in the legal consulting world. The first and most important strategy is to use legal articles for marketing the nous of a law firm. These articles can be linked to each other and can also be linked to externally from other websites that enjoy a high traffic of potential clients such as websites that list state laws related to various offences.

Legal websites with optimized legal articles and blogs written by experts of law around highly specific keywords can attract lot of traffic from search engines which are used by potential clients looking for information. From environment related laws to laws guiding immigration or anti-trust, there is always audience and that is what law firms should tap into in order to create a brand image and attract more and more clients. Lawyer marketing is as much about demonstrating the legal expertise one has as it is about the results in the courtroom. These articles can also be bookmarked and shared creating an economical way of popularizing the website of the law firm and channeling greater traffic. The articles written expertly about existing and past cases in the court, special rulings, landmark decisions and relevant issues can be used in social media campaigns as well using Facebook and Twitter accounts and landing pages.

Another important strategy that provides a shot in the arm for lawyer marketing is video submission. Optimized videos can top search results and channel traffic from video sharing websites to the legal websites of the law firms. These videos which can be used for marketing campaigns on YouTube can also be shared through social networks like Facebook. These videos can be excerpts of an interview, group discussion on a court ruling, opinions on different laws, tips on dealing with legal issues or answering questions of those troubled by specific legalities related to parentage, property, immigration, business or copyrights.

Apart from video sharing and article sharing, lawyer marketing can also be effectively carried out through testimonials. These help in enhancing the credibility of the law firm. An attorney talking about his area of expertise and his excellent track record is one thing. A client who has benefited from the brilliance of the attorney, talking about the legal assistance he received to resolve property related issues is totally another. Legal websites can even help you share videos of clients providing testimonials after success in different cases. A collage of these testimonials can go a long way in establishing the reputation of a law firm or an individual attorney bringing more clients in the future. Daniel Hynes, the Legal Marketing Guru offers services to attorneys to maximize results with an impressive legal website. We offer website design, web site creation, and backlinks. For the best internet legal marketing give the legal marketing guru a call.

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