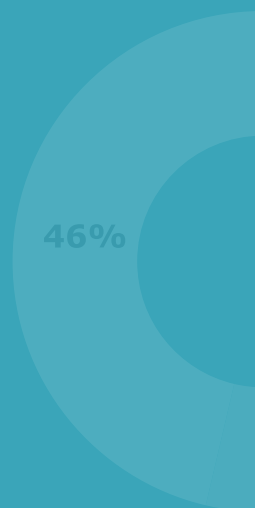
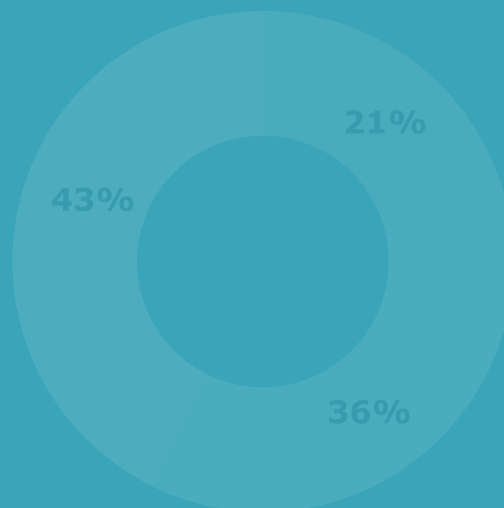
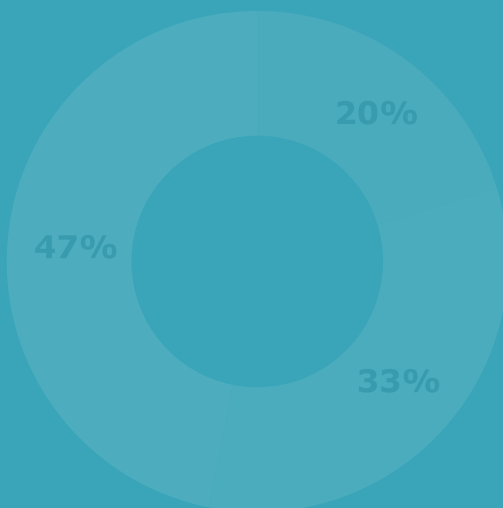




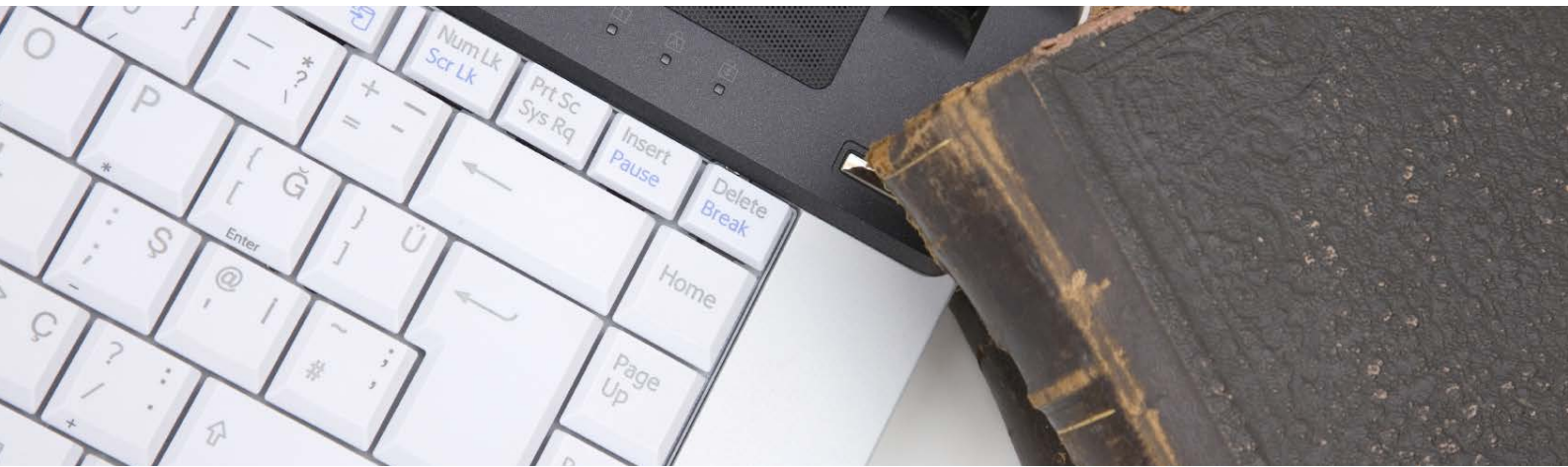
18 SEARCH MARKETING TIPS FOR THE LEGAL SECTOR

DOWNLOADABLE eBook

WHAT IS SEARCH MARKETING AND
WHAT CAN YOU DO TO IMPROVE
YOUR WEBSITE'S PERFORMANCE?



18 SEARCH MARKETING TOOLS AND TIPS FOR THE LEGAL SECTOR



1. Navigation: Keep it simple and concise

A simple navigation bar with clear calls to action is more likely to encourage click-throughs to relevant pages of your website than one that presents too many options. This is particularly important for legal companies that offer multiple services, which is often the case. Think of it like a road sign; with too many places to discover, you're likely to become overwhelmed and take longer to make a decision – if at all. Users should be able to locate the information they're looking for in as few clicks as possible.

2. Outreach and link building strategies should encompass sub-pages

Don't let your specialist content go unnoticed by only targeting outreach and subsequent link building strategies on your homepage. By ensuring that your approach also encompasses your sub-pages, you should see an increase in the amount of traffic to your niche content. Specialist areas present a higher opportunity for conversion - increasing awareness of these specialisms is the key to encouraging high quality enquiries.

3. Use your brand name and services in anchor text

The keyword(s) used in your anchor text assists Google – and other major search engines – in determining what your website is trying to achieve. In light of this, it's important to use both your brand name and services in your site's anchor text for a better chance of climbing search engine results pages (SERPs). For example, instead of “For more information on our legal services, [click here](#)”, try “For more information on how [\[brand name\]](#) can help you, visit our legal services page”.

4. Analyse your internal search phrases

As well as analysing the search engine phrases that visitors use to find your site, it's also useful to know what visitors are typing into your site's own search function. This information is precious: if you know what your visitors are looking for, you can ensure that this information is available from your home page and, ultimately, increase your conversion rates. The 'Site Search' tool on Google Analytics is an easily integrated..., simple way to gain the right data to guide your overall business strategy. This research will also provide great insights for your PPC campaign. For example, if you find that a high proportion of visitors are looking specifically for 'PI' it might be worth upping your PPC visibility for this term.

5. Plan for changes in the law

Ensure that your marketing strategy is constantly being updated to correspond with any changes in the law. In April 2013 when the Jackson reforms were rolled out, many legal firms found that the cost of their PPC campaigns were driven up on search terms around 'Personal Injury'. Forward planning your PPC campaign around these sorts of changes could make your quality score higher on more competitive search terms, which, in turn keeps the bid cost lower. Also, if you start your Organic optimisation early in line with proposed changes, you have the potential to achieve your rankings naturally.

6. Build your social media presence

Building business relationships on social networks such as LinkedIn and Google+ is an effective way of going about this. Make sure you list all of your relevant legal qualifications, recommendations and awards on your profile pages to set you apart from your competition. For example, if you're listed on The Legal 500, display this achievement on your social profiles so that people who view your pages can see that you're a trusted legal professional. In building up a strong presence across social media platforms, you enable potential clients to search for you by name and specialism directly.

7. Ensure that you are easy to contact

There's one very simple and often overlooked step that you can take to generate more leads from your website: include a contact form on key pages. Why include one standard contact page and make your visitors hunt around to find your email address or telephone number? Implement a short, simple lead generation form on pages that present core services and boost your chances of those quality leads approaching you.

8. Provide end users with as much information as possible

Ensuring that end users are satisfied with your service is an ongoing process; keep them updated with the service you are providing at all times by communicating as much information as possible. Keep in regular contact with your clients and create informative documentation to back-up the service you are providing. While your service may be second-to-none, lack of communication could result in potential clients going elsewhere.

9. Consistent brand identity

A strong, consistent brand identity should communicate what your services are and how your unique selling point

sets you apart from your competition. By applying the same branding – including logos, fonts and colour schemes – across all content driven communication, including your website and business stationery, you will build trust with customers. Additionally, just as your website pages should conform to brand guidelines, so should your social media accounts. To get the most out of your social media strategy, your guidelines should include rules on which channels to use, social media etiquette, and a social media content calendar. This will help all social media managers to stay on track with the social media strategy and maintain a consistent voice to tie in with the brand.

10. Strong calls to action

Convert visitors into leads by peppering your website with strong calls to action (CTAs). Whether you're looking to obtain data from your website visitors or you're encouraging them to download an informative white paper or guide, make sure you're offering something of genuine value to ensure that your CTAs are effective. Once you've collected information about the visitor and you begin to understand their habits, you can apply an appropriate sales funnel to individual or group personas.

11. Marry up your SEO and PPC campaigns

The benefits of organic search techniques are plentiful: they help you to build a steady flow of traffic, improve your brand's visibility, gain a higher rank in SERPs and generate enquiries. Achieving the above results is a slow and steady process; it can take several months for your organic search strategy to benefit your website fully. However, Pay Per Click advertising is more immediate than organic search, bringing faster results in terms of sales and increased brand awareness. With the benefits of each strategy in mind, it is important for your ROI model to strike the right balance between PPC and SEO for optimum digital marketing results.

12. PPC campaigns: use niche keywords



Use niche keywords in your PPC campaigns for higher conversion rates and a lower Cost Per Click (CPC). Using specific keywords can mean you're less likely to be in competition from other legal firms, making the CPC considerably lower.

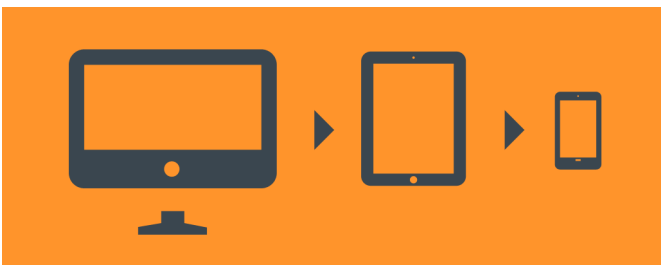
13. Get your PPC match types right

Your choice of keyword match type is the key to how well your campaigns perform. While broad matches will get you the most impressions, they tend to have lower click-through rates. However, exact match types will target a much narrower audience. Running regular search query reports will provide a detailed insight into the best performing keywords and help you to map out a clear keyword and match type strategy.

14. Rotate your ad copy

Calls to action are also crucial for the performance of your PPC campaigns. The ad copy you use is the first communication you will have with your potential clients. If you use three ads in rotation, you can gain data on which ads have the most effective calls to action, meaning that you are always working towards the greatest click-through rate. Remember, this is an on-going process.

15. Optimise your site for mobiles and tablets



Mobiles and tablets have become a key internet access point, making it more important than ever before to ensure that your website is fully optimised for these devices. Analyse your website statistics to gauge how many users view your

website from tablet or mobile devices – is it worth losing those potential customers by not utilising a responsive website template? Many potential clients, particularly in high street specialisms, will be searching from home, perhaps on a tablet. A responsive website will draw attention to your branding on multiple devices, your CTAs will be clearer and you should see an increase in conversion rates.

16. How to link effectively

If your website is affiliated with link farms, Google will not consider your website a trustworthy source of information. Ensure that your link building strategies are as professional as the service you provide by using only content-driven, natural linking methods. There are numerous effective methods available which create a mutually beneficial relationship in which the high value content you write improves the quality of the blog it is placed on. In doing so, shareable content placed on relevant blogs and websites will improve general brand exposure, which justifies the inbound link back to your website. Strive to position yourself as a thought leader by creating sharable content and showcasing this both on your site and off. Not only does this assist with link building, it also helps to build trust.

17. Track your 'Goal' performance in Google Analytics

Utilise the 'Goal' feature in Google Analytics and analyse it regularly to inform future marketing decisions. Indeed, the Google Analytics Goal functionality allows you to map each user's journey through your website. By tracking information such as shares, sign-ups and content downloads, you can view the most effective strategies that generate quality leads.

18. Promote specialisms on landing pages

Naturally, when advertising your services using email messages or PPC campaigns, your goal is to increase site traffic and turn visitors into loyal clients. Increase the likelihood of converting visitors into clients by ensuring that each service you advertise has its own landing page. As well as specific services think about the specific criteria behind potential clients' searches. For instance, if someone is searching on a low cost basis, perhaps you could point them in the direction of fixed fee pages (if you offer this.) Sending visitors to a generic landing page and expecting them to click around your website may work for some, but many will click away in frustration. Don't waste your visitor's time and your advertising budget by neglecting core areas of your business - it is essential to implement the right landing pages to provide information relevant to the search that has been carried out.



CONTACT CLICK CONSULT

Do you need any further assistance with your search marketing strategy?

Our Click Consult website features an online resources section, full of useful how-to guides. We also write a blog, where you can find an abundance of search marketing tips. If you're feeling social, get in touch on Google+, Facebook, Twitter or LinkedIn.

We look forward to hearing from you

As always, we'd like to wish you the best of luck with all your search marketing efforts.

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Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic and paid search.

Our team of experts work exclusively with a portfolio of brands and SMEs who are looking to increase their online visibility and return on investment through our bespoke search marketing solutions. We've achieved impressive results for clients operating within a diverse range of competitive verticals including eCommerce, hotels & leisure, legal and pharmaceuticals.

Organic (SEO) and Paid Search (PPC) are at the core of our service proposition, but we also offer a range of search marketing services such as Content, Outreach and Social engagement, Discovery, Integrated Search Marketing, Social Media, Google Penalty Removal and Recovery, Conversion Rate Optimisation (CRO), Display Advertising, Social Media Advertising, International and Multilingual Search Marketing, Inbound Marketing and Search Marketing Consultancy.