

How Blogs Affect Website Traffic

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Inbound marketing firm Hubspot recently released a report based on a marketing benchmark study of 7,000 companies and found that when it comes to blogging:

Companies that blog **15+ times per month get five times more traffic** than firms with no blog.

B2B companies that **blog just twice a month get 70% more leads** than firms with no blog.

Companies that **increase their blogging from 3-5 times/month to 5-8 times/month almost double their leads.**

Companies that **increase their total blog posts from 11-20 to 21-50 per month see a 45%**

increase in traffic.

There really is no question anymore about how useful a blog can be in driving traffic to your website and generating leads. None. Here are five tips to keep in mind when developing your law firm marketing blog:

Be useful. Posts should be timely, insightful and, above all, useful.

Be real. Don't use legal jargon unless you are writing for other lawyers.

Be a contrarian. Take a unique stand on a timely subject or challenge convention to get people thinking.

Be personable. Blogging is about connecting with people, and you can't do that if you don't let your personality come through.

Satisfy your readership. Write for the person you want to hire you.

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