

How To Differentiate Your Law Firm Online

Article By:

Stephen Fairley

The legal profession as a whole is slow to adapt to new technologies, and it really wasn't that long ago that lawyers could stand out online simply by having a basic website. However, that is no longer the case in 2014.

So how do you build a credible online reputation for your firm while differentiating yourself from competitors? Here are some tips:

Zero in on your ideal clients. Don't make the common mistake of trying to be everything to everyone. People don't want to work with a generalist; they want a specialist because, to them, they have a very specific need.

Give website visitors a reason to visit you. Offer an incentive for paying you a visit. Most firms already offer a free consultation, so that's a given these days. What more can you offer? A free report? A robust FAQ section that provides education on specific legal issues that goes beyond the obvious? You may even want to think about partnering with another local business to offer something of value – just make sure it is something that appeals to your target market.

Landing pages for each practice area. Again, focus is key here. For example, a personal injury lawyer may have a practice specific landing page for: pedestrian accidents, construction accidents, dog bites, and automobile accidents.

Create content that speaks your target's language. Writing for your target market online is not the same as writing a legal brief. Hire a professional copywriter who has experience writing for law firms.

Submit articles to online directories. Post helpful articles on legal directory sites like Avvo and JD Supra, sites that spend much more than you are ever likely to invest to drive traffic to their sites. Use their marketing muscle to expose your expertise to potential clients.

Blog! Adding a blog to your website not only helps you with SEO (since you are adding fresh content to your site regularly), but it also helps visitors to your site gain insight into how you practice and your level of expertise.

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