



Nikki-Kim Yates, Marketing Director of FireTap Digital Marketing, and one of Paragon's preferred marketing partners, explores the importance of having a strong, relevant online presence.

The trend of law firms' clients searching for solicitors' services online is increasing. Regardless of a firm's size the need to have an online footprint, relevant to the prospective client, is growing. In this article Nikki-Kim looks at the various steps that can be taken by a firm to help improve and grow their online presence.

## Improving Your Firm's Online Presence

Purchasing a legal service is not something individuals or businesses do on a whim; a lot of thought and research goes into selecting the correct solicitor for a job. The decision can be based on price, experience, location, reputation or a combination of factors.

Although word of mouth still holds great power your law firm cannot rely on this as its only source of traffic. More and more law firms are turning digital and taking the time to invest in their online presence, understanding the value of being found 'electronically'. The competition is fierce and although it is a cliché, you do not want to be left behind.

A strong marketing strategy can set your firm apart from the rest. If executed effectively it can improve your online presence, raise your brand awareness, increase traffic and in turn improve profitability. Digital marketing gives you the ability to boost your ranking within search engines, allows your website to be found by your target market and gives your law firm the opportunity to build a good rapport with your clients.

We, at FireTap, have listed five techniques that will assist your law firm in building its online presence, communicate with a key audience and attract clients within your target market.



**Let's start from the beginning - building and expanding your website:**

### 1. ENSURE YOU CREATE A SPECIALISED PAGE FOR EACH CORE SERVICE OFFERING

Most law firms work in multiple sectors; even hyper-specialised law firms offer more than one service.

Content is King – ensuring your website has a separate page for each service gives your firm the opportunity to elaborate on its offerings. It ensures navigation throughout the website is easy as visitors do not have to scroll to the bottom of your 'services page' just to find a paragraph on divorce, for example. Having a drop down menu or a clickable Call to Action (CTA) allows visitors to find exactly what they are looking for quickly and will avoid them abandoning their search on your website.

If your firm decides to invest in online advertising it is crucial to send the search engine traffic to the service page they are looking for. As outlined above, you may encounter difficulties if you list all of your services together, and do not allow a dedicated page for each one. The content could be too long, difficult to read, or a visitor may find it hard to navigate to the particular solution for which they clicked on the website in the first place. This will increase the chance of them leaving the website and looking elsewhere.

The digital consumer is impatient and used to instant 'click of the button' information. Making your first impression a good one is paramount to converting traffic and generating enquiries.





## 2. INVEST IN GREAT SEO

Search Engine Optimisation (SEO) is the process of enhancing your company's online presence through search engine enquiries as a result of key words. For example; if your offices are based in London and the firm specialises in Family Law, you want to ensure the firm appears in a search as a result of the following:

- Family Solicitor London
- Family Law Firm
- Divorce Solicitor London

The aim is to utilise a specific goal-orientated strategy to get your firm's website ranking higher in search engine results pages (SERPs). If your firm does not have the time to implement or learn about SEO we recommend hiring our experts to give your website an overhaul. FireTap Legal are specialists in law firm marketing and understand the process of optimising a website.

## 3. VALUABLE CONTENT

Publishing blog posts on a regular basis is crucial. This provides your firm with an opportunity to:

- Showcase your firm's area of expertise
- Contribute to topics that are trending

However, the most prominent point to highlight is that this will contribute significantly to improving your SEO. Publishing more content offers your potential clients a more in-depth explanation about your services, but it also provides you with an opportunity to rank vital keywords and draw in relevant traffic. Blogging gives your firm the continued opportunity to create ongoing content, remaining relevant in search engines.

## 4. ONLINE REVIEWS

Online reviews are essentially the digital form of 'word of mouth'. They give clients the ability to review the service or product they received. As mentioned earlier, when potential clients are looking to instruct a solicitor they are likely to do their research first. If your firm has negative reviews or poor ratings this will affect the likelihood of enquiries.

These reviews can be used to build trust. Consider asking those clients, with whom you have a good relationship, to leave a review on your website. This is a worthwhile and important marketing exercise. Reviews also contribute to your website's SEO – Google are more likely to rank firms with positive reviews higher.

Never underestimate the power of reviews! People are more likely to trust what others have to say about your law firm and the services you provide.

## 5. INVEST IN PAY PER CLICK ADVERTISING

Organic marketing is also very important and should never be ignored. However, it can be a slow process and the hard work and effort can take time to reflect within the SERPs. If your law firm is looking to drive relevant traffic to your website immediately, Pay Per Click (PPC) advertising is a quick and effective online method. Google AdWords is an example of a platform that allows businesses the opportunity to rank on the first page of Google, and at the same time improve their organic ranking. A benefit of PPC advertising is the ability to match with potential clients that are actively searching for the services you offer. If done correctly this gives your firm an opportunity to grow the relevant traffic coming to your website and in turn, increase enquiries.

**Our specialist Marketing experts offer a wide range of services catering specifically to the legal sector.**

If you would like to know more about how we can help you, please contact us:

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