



# How to Market Your Law Firm Online

## 4 Strategies to Adopt Right Now

### The shift to digital

If you don't have an online marketing strategy for your law firm, you risk being missed or forgotten by your next would-be clients. The rapid growth of digital technology has given internet access to nearly everyone in their homes, at work, and virtually anywhere they carry a smartphone. For any law firm looking to survive in today's legal market, it's critical to know how to be visible through online channels.

If you're just starting out, or if you're looking to evaluate your existing practices, here are four essential ways you should be marketing your firm online, right now.

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### 1. Keep up appearances with reputation management

Reputation is everything when it comes to earning legal clients. Nothing says "Do not hire" like a slew of negative reviews about your firm.

Being proactive in managing your online reviews, however, can turn a potential land mine into a golden marketing opportunity. What potential client can resist looking into a firm with nothing but glowing 5-star ratings, especially when those ratings feature detailed explanations on how you were able to solve your clients' problems with excellent service and professionalism?

If you don't already, make it a habit to ask for positive reviews from your most satisfied customers. It's also important to respond in a helpful, professional manner to any negative reviews, which puts a positive face on potentially damaging comments.

## 2. Build your authority through blogging

Do you have an online blog? If not, you should consider starting one. A blog can be a powerful tool for reaching large audiences interested in issues related to your area of practice. You can run a blog as its own website, but ideally, you want to include it as part of your firm's business website—so that any readers you attract can quickly access more information about your professional services.

Why are blogs effective? Putting your knowledge and expertise into words, and offering thoughtful commentary on timely issues, helps demonstrate your authority in dealing with problems related to your area of practice.

If you're wondering what to write about, try to identify what information would be valuable to your typical customer. If you can answer some basic, preliminary questions that potential clients might have—especially if they have small problems that might not require full legal representation—this will help you establish a good contextual relationship. If you can help them with their small problems, chances are they'll be more likely to reach out when they encounter larger, more complex problems as well.

## 3. Get found by optimizing your website for search engines

There's a reason search engines are the most common means to finding information on the internet. They're fast, convenient, and have detailed records of nearly every publicly accessible website available. Law firms that get featured higher, and more often, in Google's results are likely to get more visitors, who could eventually become your next clients.

But did you ever stop to wonder how Google and other search engines decide which web pages get prioritized higher in a user's search results?

Search engine optimization (SEO) is the work that firms can do to appeal to Google's ranking factors to make their website more visible. At the very least, firms should learn basic SEO skills to ensure that their website is visible to search engine traffic. From there, discovering ways to boost rankings and to stand out on Google's results page will help more potential clients find you.



## 4. Connect with others using social media

There are a few reasons to be on social media. The simplest reason is to be more visible to those who use these platforms. But one of the most undervalued benefits to social media is the ability to observe and listen to what people have to say. You can learn more about what's topical among industry leaders. You can also listen to what your clients have to say about their problems within their own networks.

There are a number of social media platforms out there, and more are becoming available every year. Your firm doesn't need to be present on all of them, but you should be active on at least some. Facebook, Twitter, and LinkedIn are probably the most important, as they command significantly large and engaged audiences. But where you dedicate your attention should depend on your practice area, and your client base.

## Create your digital marketing strategy

The first step to building out your law firm's digital marketing strategy is to know what methods are available. Read [“A Lawyer's Guide to Online Marketing: A Comprehensive Look at Everything Your Firm Needs to Grow”](#) to learn more about promoting your firm online.

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