

# Website Marketing for Law Practices

*March 26, 2009*

Presented to Thomas Jefferson School of Law Alumni

**Art Burkhart**  
**Savvy Sites® Web Design & Marketing**

# Website Marketing for Law Practices

## *Outline*

### **Introduction**

- Build it and they will come?
- Sources of website traffic

### **Search Engine Marketing:**

- SEO
- Pay per click
- Web Analytics

### **Discussion**

# Internet Marketing/Web Marketing

*Do you know?*

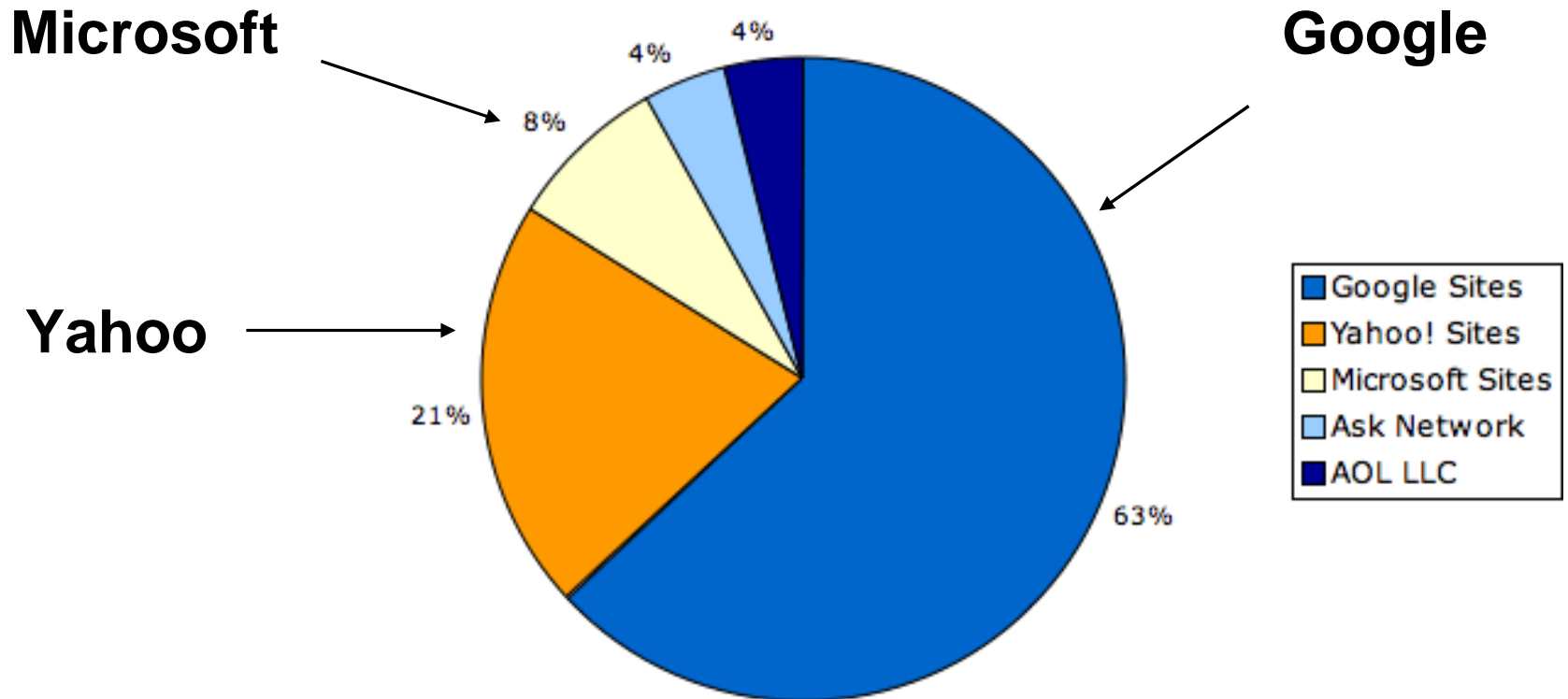
***How many web searches are conducted in the US every month?***

***What percentage of those searches were on Google?***

# Search Engine Marketing

## US Search Engine Market Share

10 billion monthly searches



**Google's market share grew by 5% in 2008.**

*Data as of 1/2009. Source: comScore*

# Internet Marketing/Web Marketing

## *What is It?*

### **Marketing with internet tools, including:**

- Search engines (Google, Yahoo, MSN)
- Banner Ads on websites
- Web directory listings: Yellow pages, trade groups, local business directories
- Email blasts
- Web 2.0: FaceBook, YouTube, etc.

# Internet Marketing/Web Marketing

## *Also put your web address on:*

- Business cards & stationery
- Email signature
- All ads & printed materials
- Presentations & white papers

# Search Engine Marketing

## *What is It?*

### **Using the search engines to promote your site:**

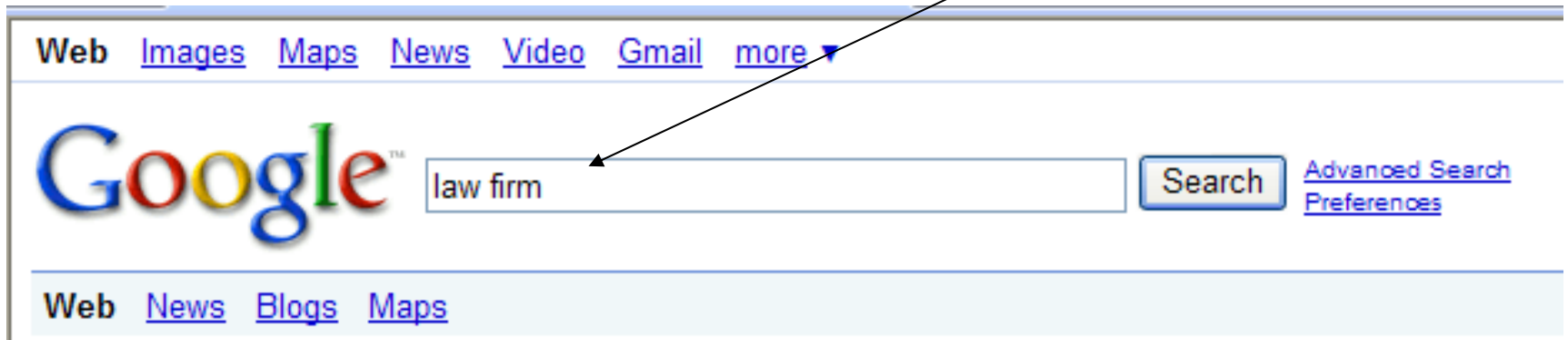
- Google is the dominant force
- Two major options:
  - Natural “organic” search results
  - Paid ads a.k.a. “Pay per Click” (PPC) or Sponsored Links

# Search Engine Marketing

## *What is a “keyword” phrase*

A “keyword” or “keyword phrase” is simply what is typed into a search engine.

**Keyword phrase**



Certain keywords generate much better leads than others



# Search Engine Marketing

## *Common Misconceptions*

### ***Your site will “automatically” be listed for web searches***

- There are now BILLIONS of web pages clogging up the internet
- Competition is now strong for good keywords
- You must invest in SEO and/or PPC for good search visibility

### ***“Search engine submission” is the key to search listings***

- Submission simply means getting into the Google/Yahoo database
- Submission, alone, has virtually no impact on your search rankings
- Services offering cheap “submission” are sometimes misleading

# Search Engine Marketing

## Google Search Engine Results Page "SERP"

Keyword

"Pay per Click" ads  
(Sponsored Links)

Local listings

"Organic" results

The screenshot shows a Google search for "San Diego law firm". At the top, the search bar contains the keyword "San Diego law firm" and a "Search" button. Below the search bar, there are navigation tabs for "Web" and "Maps". The results are displayed in a grid format. On the left side, there are "Local listings" including a map of San Diego and a listing for "San Diego Law Firm" with its address and phone number. On the right side, there are "Sponsored Links" (Pay per Click ads) for various law firms and legal services. The main body of the page contains "Organic" search results, which are ranked based on Google's complex rules. A note in the center of the page states "Note 329,000 results for this phrase".

Note 329,000 results for this phrase

# Search Engine Optimization (SEO)

## *What is It?*

### SEO

- Boost rankings for “organic listings” (left side of Google)
- Website must be optimized in certain special ways
- Google’s rules are complex & constantly changing
- It normally takes 2-6 months to see results from SEO
- Best results require ongoing monthly reporting & support

# Pay per Click Advertising (PPC)

## *What is It?*

### **PPC**

- Paid ads at top and right side of Google, Yahoo
- Ad quality & bid price determine position
- Immediate results: can be setup and running in a day
- Target numerous keywords
- Geo-targeting
- Steep learning curve

**Conversion based optimization is now available with phone call tracking**

# SEO vs. PPC

## Comparison

	SEO	PPC	Comments
New website (< 1 year old)	-	+	SEO for unique keywords?
Established site (>1 year)	+	+	
Quick results	-	+	SEO needs ~2-6 months
Local search (geotarget)	-	+	Limited SEO capability
Dozens of keywords	-	+	SEO requires many pages
Modify your ad/message	-	+	SEO takes longer
Modify your keywords	-	+	PPC is virtually real time
Short term ROI (3-6 mos.)	-	+	
Long term ROI (>12 mos.)	+	+	

# Website Marketing for Law Practices

## *Summary*

- **Professional website for credibility**
- **Search engines overtaking Yellow Pages**
- **Budget for driving website traffic**
  - SEO and/or Pay per Click ads
- **Track your results/conversions**
  - Special tools can track & record phone calls
  - Track web visits & contact forms
- **Make regular updates**

# Website Marketing for Law Practices

*March 26, 2009*

*For further information, please contact:*

**Art Burkhart**

**Savvy Sites® Web Design & Marketing**

**Phone 858.484.3860**

**[www.SavvySitesInc.com](http://www.SavvySitesInc.com)**

**[aburkhart@savvysitesinc.com](mailto:aburkhart@savvysitesinc.com)**

# Website Marketing for Law Practices

*March 26, 2009*

## *Additional Resources*



# Internet Marketing/Web Marketing *Research Data*

**Survey of 1,971 random US internet users**

**Conducted by a subsidiary of Nielsen Ratings**

# Internet Marketing/Web Marketing

## *Research Data*

### Key Points:

- Search engines preferred over Yellow Pages & all other sources for finding local businesses
- 78% have researched a product or service online before purchasing off-line from a local business
- Over 77% of people said they were more likely to make a purchase from an unfamiliar business with a quality Web site than a poor Web site from a known business.
- See original source for complete details:  
[http://www.sempo.org/learning\\_center/research/why\\_search\\_matters\\_to\\_local\\_business\\_WEBVISIBLE\\_2007.pdf](http://www.sempo.org/learning_center/research/why_search_matters_to_local_business_WEBVISIBLE_2007.pdf)

# Search Engine Optimization (SEO)

## Sample Rankings Report- Ranking by Engine

Summary	Visibility	Engine	Keyword	Listings	Detail	Alert	Trend	Competitive	URL/Keyword	Log	URL
Engine Report for: <a href="http://www.ranchomesarentals.com">www.ranchomesarentals.com</a>										Friday, February 08, 2008	
This report shows the current rank, previous rank and change in a keyword's position categorized by search engine.											
Engine: <input type="text" value="Google"/> <input type="button" value="Go"/> <span style="float: right;">⌵</span>											
<b>Google</b>											
Keyword / URL			Current Position	Previous Position	Change						
▼ san diego property management (0 item, Best Position: Not in first 30) No page found.			Not in first 30.	NA	NA						
▼ property management san diego (0 item, Best Position: Not in first 30) No page found.			Not in first 30.	NA	NA						
<b>MSN</b>											
Keyword / URL			Current Position	Previous Position	Change						
▼ san diego property management (1 item, Best Position: 1) <a href="http://www.ranchomesarentals.com/">http://www.ranchomesarentals.com/</a>			1	NA	NA						
▼ property management san diego (1 item, Best Position: 2) <a href="http://www.ranchomesarentals.com/">http://www.ranchomesarentals.com/</a>			2	NA	NA						
<b>Yahoo Web Results</b>											
Keyword / URL			Current Position	Previous Position	Change						
▼ san diego property management (0 item, Best Position: Not in first 30) No page found.			Not in first 30.	NA	NA						
▼ property management san diego (0 item, Best Position: Not in first 30) No page found.			Not in first 30.	NA	NA						

# Search Engine Optimization (SEO)

## Sample Rankings Report- Competition

Summary	Visibility	Engine	Keyword	Listings	Detail	Alert	Trend	Competitive	URL/Keyword	Log	URL
Competitive Report for: <a href="http://www.ranchomesarentals.com">www.ranchomesarentals.com</a> This report displays keyword positions in relation to competing web sites.									Friday, February 08, 2008		
Engine: <input type="text" value="Google"/> <input type="button" value="Go"/>									<input type="button" value="⏪"/> 1 of 3 <input type="button" value="⏩"/> <input type="button" value="⏴"/>		
Google											
Keyword / Domain Name			Best Position	Best Last Position							
▼ san diego property management											
ranchomesarentals.com			Not in first 30.	NA							
utopiamanagement.com *			1	NA							
sdppm.com *			4	NA							
▼ property management san diego											
ranchomesarentals.com			Not in first 30.	NA							
utopiamanagement.com *			1	NA							
sdppm.com *			3	NA							