



# EVOLVE MARKETING

SEO FOR LAW FIRMS



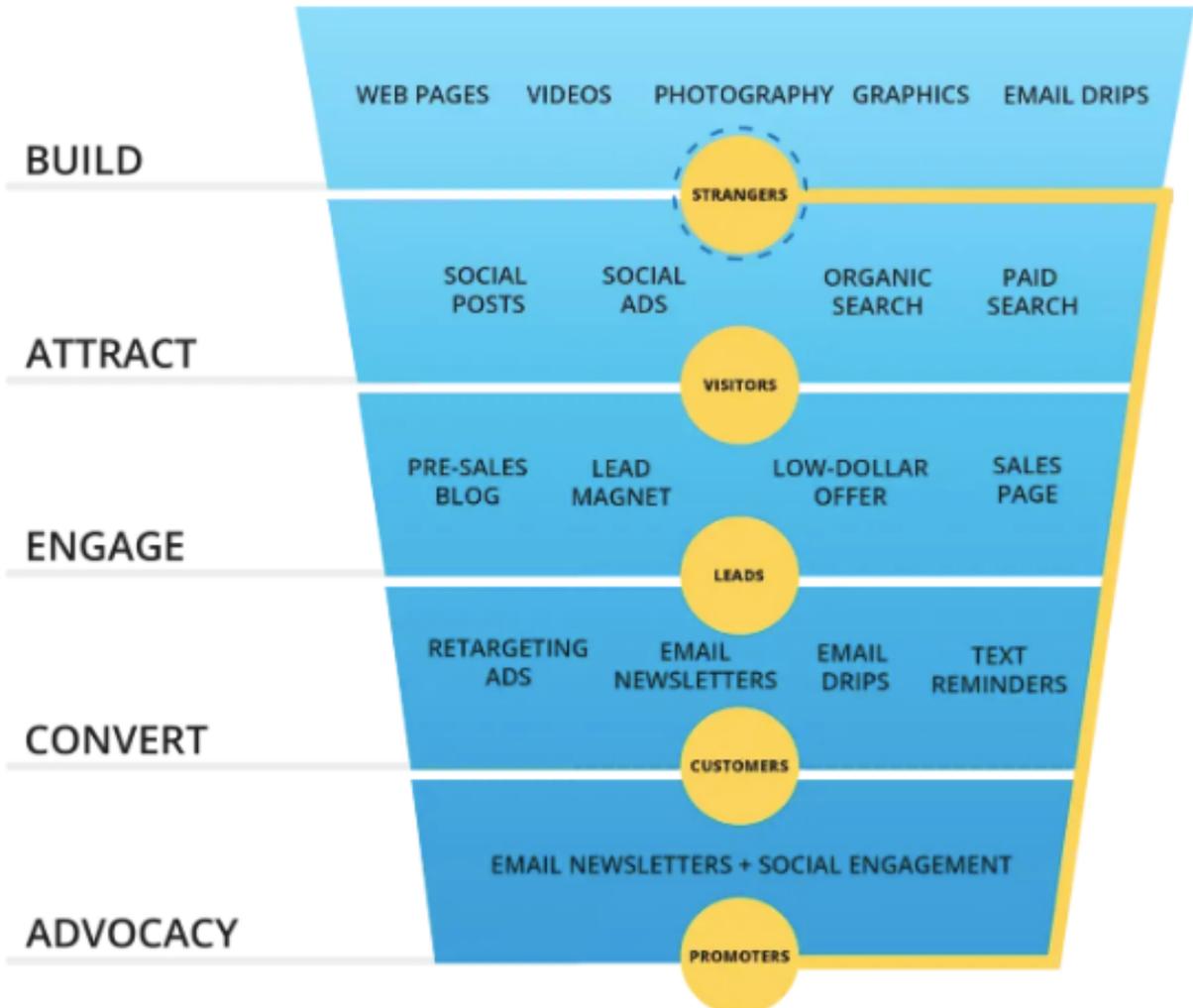
# SETTING SOLID FOUNDATIONS

Since 2016, we have managed over 760 social media marketing campaigns.

But our experience has shown that having a hybrid between paid advertising and organic work is incredibly important.

We have a very systematic approach when working with any law firm. We work backwards and figure out what exactly you want, what area of the business do you want to grow.

Then we focus on the digital assets that are currently in place and what assets need to be created. One asset that never shuts off for us is search engine optimisation.



# 96% OF PEOPLE USE A SEARCH ENGINE TO FIND A SOLICITOR

The importance of SEO for law firms is quintessential in today's business model, as a large number of consumers are switching to using online tools to find what they are looking for quickly. On top of this, mobile devices are overtaking traffic for Local Searches in particular. Did you know, 96% of people looking for legal services use a search engine to find a lawyer or law firm.



## WHY LAW FIRMS LOVE EVOLVE MARKETING

**Long Term Effects:** We use a specialised mix of Organic and Non-Organic SEO techniques that will keep your website constantly ranking at the top of the Search Engines.

**High Rankings:** We will vastly improve your current rankings within 30 days! Our systems will generate comprehensive reports to prove these results.

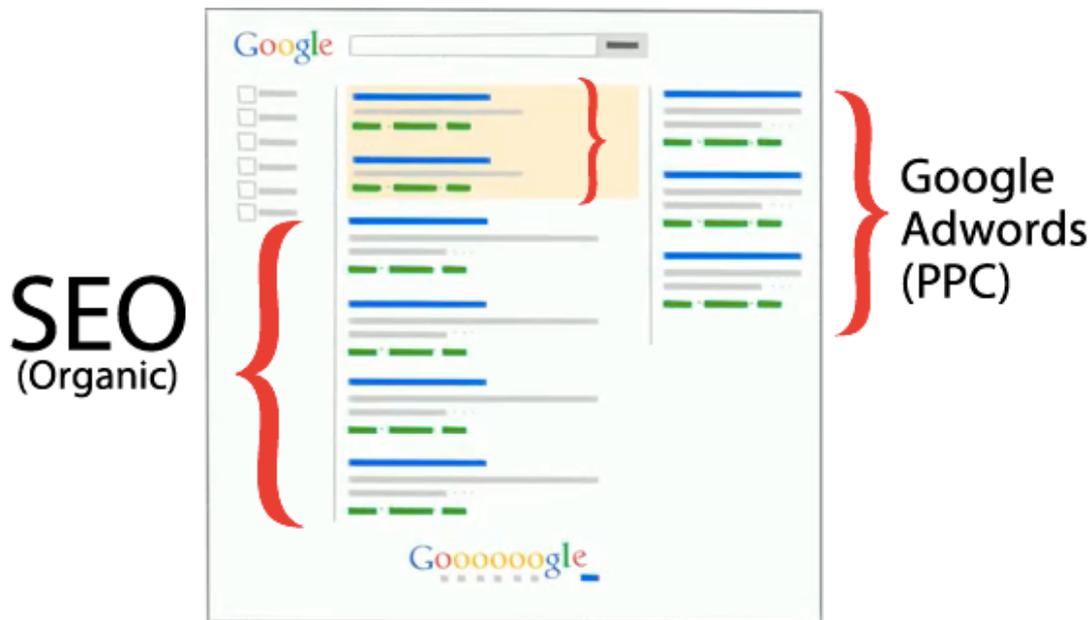
**Powerful Tools:** At Evolve Marketing we utilise the latest rank tracking software and tools that delve deep into the hidden issues that prevent your website from beating your key competitors.

**Confidentiality:** Confidentiality is paramount at Evolve Marketing, therefore we never disclose the methods that we have tailored to your website.

**Qualified Staff:** All of our staff are qualified in various disciplines and have many years experience in Search Engine Optimisation, meaning that you, the client can only benefit.

# SEO

Whether someone is looking for a place to eat or a good attorney, they're looking it up on their smartphones and tablets. And you can pretty much guarantee Google are in the mix of things. Your law firm needs to appear on the first page of Google's local listings, especially considering that 55% of all clicks go to one of the first three organic search results.



## MESSAGE OF THE WEBSITE

First ask yourself, what is your website's overall message?

Consider the following law firm marketing ideas for your website:

- **Easy to read.** Don't trip up your potential clients with legal jargon that they won't understand.
- **Easy to navigate.** Your contact information is the most important here since clients will need to speak with someone in your firm before hiring.
- **List your areas of practice.** Your clients come to you for need-based services, so cut down their search time and clearly list your areas of practice like the example below.

# ENGAGING CONTENT

You need content on your properties that resonates well with your potential clients. Content can be anything from a 500-word blog post to a well-crafted infographic or video.

What works well for our clients in Boston may not earn the same results in Tampa or Seattle.

# WE THINK LIKE YOUR CUSTOMER AND NOT A SOLICITOR

The image shows a Google search for "do i need a lawyer" with search volume of 170/mo, CPC of \$4.05, and a competition score of 0.28. The search results page is partially visible, showing a snippet about legal matters. Overlaid on the page are three keyword analysis windows:

- Related Keywords:** A table listing various search terms with their volume, CPC, and competition score.
- People Also Search For:** A table listing related search terms with their volume, CPC, and competition score.
- Related Keywords (Right):** A table listing related search terms with their volume, CPC, and competition score.

Each table includes a note: "Keywords Everywhere will be a paid tool from 1st Oct 2019".

Keyword	Vol (US)	CPC	Comp
do i need a lawyer for a divorce	480	\$14.16	0.64
i need a lawyer now	210	\$8.06	0.87
do i need a lawyer for a will	170	\$4.69	0.42
i need a lawyer to sue a company	70	\$13.92	0.89
i need a criminal lawyer	70	\$60.44	0.61
need a lawyer for free	50	\$6.69	0.82
i need a lawyer and i have no money	50	\$14.45	0.94
do i need a lawyer for a misdemeanor	50	\$15.07	0.36

Keyword	Vol (US)	CPC	Comp
attorney	135,000	\$9.90	0.27
crime news	60,500	\$0.64	0.03
public defender	33,100	\$3.70	0.05
types of lawyers	14,800	\$2.37	0.08
free 24 hour legal advice chat	1,600	\$4.51	0.91
lawyer near me	1,000	\$13.44	0.62
can you represent yourself in court	260	\$1.38	0.03
questions to ask personal injury lawyer	210	\$70.51	0.83
i need a lawyer now	210	\$8.06	0.87
how to find a personal injury lawyer	170	\$84.92	0.81
what to look for in a criminal defense lawyer	70	\$18.23	0.72
i need a criminal lawyer	70	\$60.44	0.61
i need a lawyer to sue a company	70	\$13.92	0.89
do i need a lawyer for a	50	\$15.07	0.36

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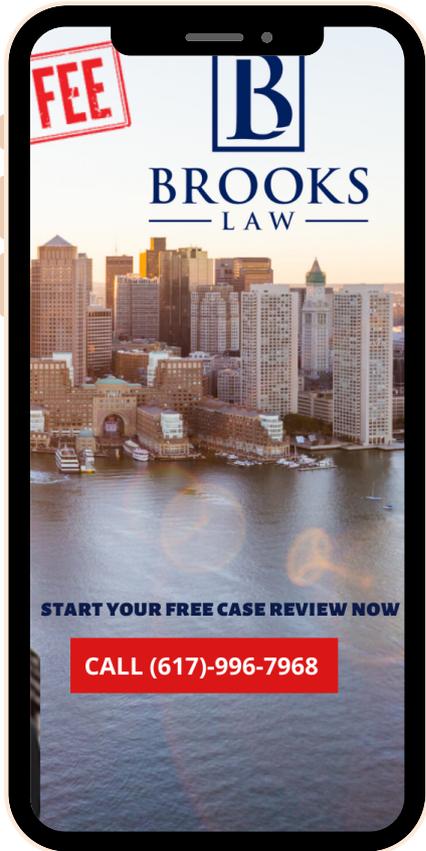
# MOBILE-FRIENDLY & LOCAL SEARCH

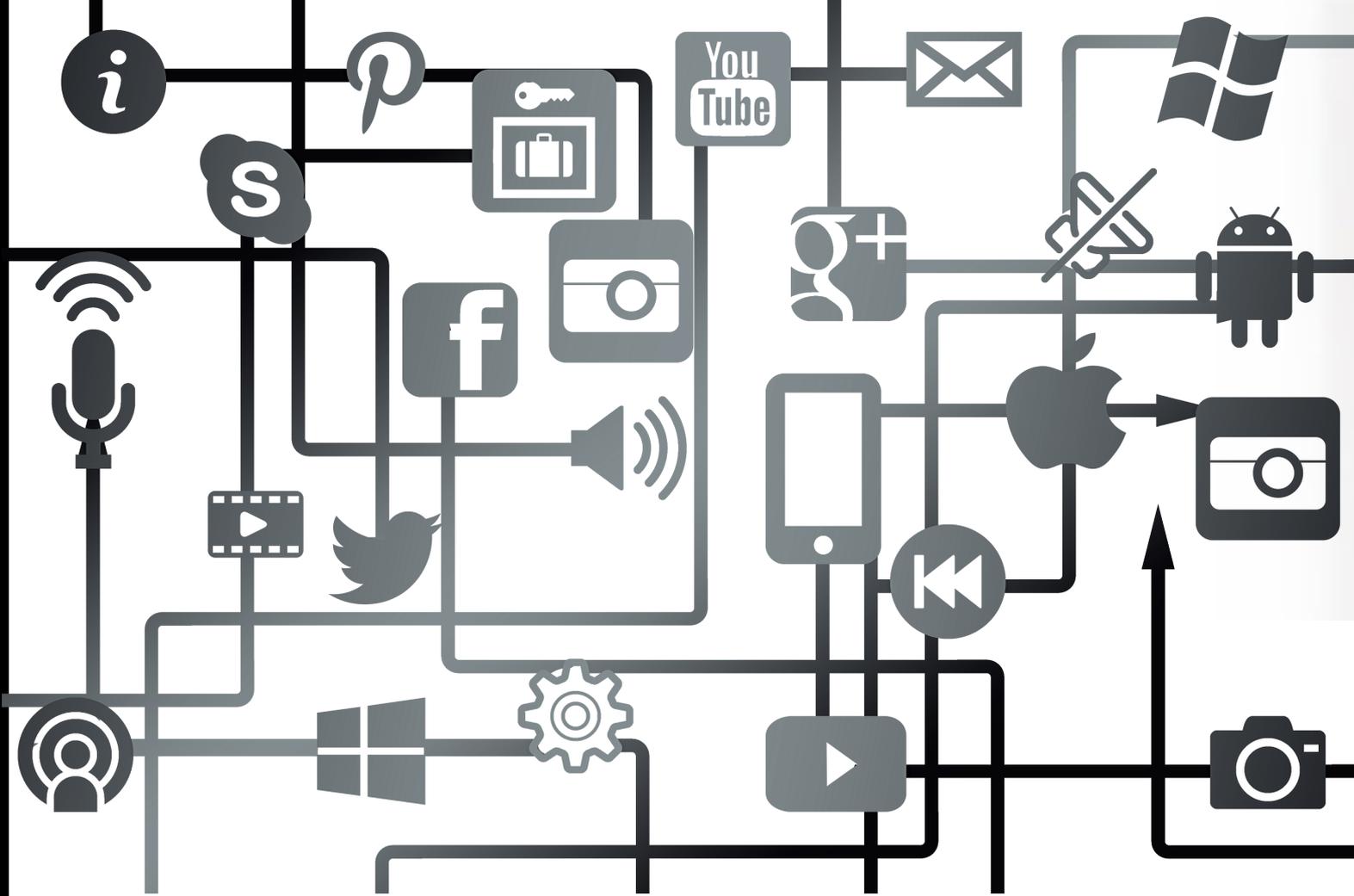
Google tweaked their ranking algorithm to ding sites that aren't friendly to mobile users. Need to make sure it is optimized

## MOBILE-FRIENDLY & LOCAL SEARCH

Identify your audience, give them what they want, and share your content where your audience is. Go to them first, then they'll start coming to you.

We can get into the weeds about content, backlinks, mobile-friendly designs and so on. But if you're ignoring the user, then why are you wasting time and money advertising at all?





## THANK YOU

Please feel free to email me on  
**[tadhg@evolvemarketing.ie](mailto:tadhg@evolvemarketing.ie)** with any questions you  
might have around marketing, business development, or  
growing your firm.

Tadhg Guiry

*Co-Founder*



**Evolve Marketing**

Get strategic about growing your law firm