Search Engine Optimisation in legal offices

By a professional search engine optimization, the website of the law firm is opened for a large audience access to the information provided. The biggest advantage of the search engines is without doubt that the numerous and strongly selected visitors take access to the website without additional strain on the marketing budget of the law firm. Search engine marketing has the highest growth rate in the range of online Marketing. More surprising is that an internal analysis of the German Institute for Marketing, was examined in randomly selected German law firm websites in the search engine efficiency, found that notably smaller law firms and individual lawyers regard it as sufficient to create a Web page.[1]

In that regard, it is important that small and medium size law firms appear in the search engines when a potential client is looking for a legal consultation. Some of the major law firms have already developed guidelines for the creation of various Internet presence within its global brand perceptition.[2]

To reach this standard of big law firms, it is important for smaller law firms to enhance their online marketing activities and know the ways to optimize the perception. In the second step the managers of these law firms have to know which kind of measures a little law firm can initiate to improve the access on its website.

Onpage and offpage Improvements

To ensure that the law firm will be found in the Internet search engines, there are especially two ways. On the one hand the law firm can improve the own website. This kind of improvement is known as SEO (Search Engine Optimization). On the other hand it is advisable to book search engine advertisements, Keyword Advertising, sponsored links etc..:[3]. The second possibility of improvement is known as SEM.

This wiki describes only the first way by giving notes to improve the access by SEO as part of the SEM.[4]

Measures in detail

There are two methods in order to appear at the top of search engines: on-page SEO and off-page SEO.

On-page SEO means all measures to grant that your website is found by typing a similar word in the search engine. Off-page SEO means that your website is linked from other websites.

To stand in the search engines above, it is particularly interesting for law firms to use off-page optimization. Law firms are not defined by a product, but confidence in the legal career as a freelance career is based largely on word of mouth recommendation by satisfied clients. The lawyer should not be afraid to make contact with its major clients, whether those are willing to set up a link to the website of the law firm on their own website.[5]

Besides the direct response of clients, the firm website offers not only the presentation of the law firm areas of expertise, but moreover the ability to create audio and video streams through a multi-media elements.

Another possibility is offering a download area with a short legislative advisors, explanation, checklists or sample letter templates. Also, a cost calculator can be included on the website. In this way one increases the attractiveness, authority and reputation of the website, which increases the ranking in search engines and therefore the requests of potential clients.

Good Examples

Web sites where this kind of search engine optimization has been particularly successful are the following sites:

1. KPMG
2. Schultze & Braun

[1]

The study can be ordered on the following link: Study law firm marketing; the table of content is published on the following link: Table of content of the study
[2]

Reuss, Sabine, in: Marketing für Kanzleien und Wirtschaftsprüfer: Ein Praxishandbuch für Anwalts-, Steuerkanzleien und Wirtschaftsprüfungsunternehmen, Hrsg. Claudia Schieblon, § 5 Rdn.3.
[3]

Search Engine Marketing, see: Schwarz, Thorsten, in: 30 Minuten für online-Marketing, S. 33-34.
[4]

Reuss, Sabine, in: Marketing für Kanzleien und Wirtschaftsprüfer: Ein Praxishandbuch für Anwalts-, Steuerkanzleien und Wirtschaftsprüfungsunternehmen, Hrsg. Claudia Schieblon, § 5 Rdn.29
[5]

Schwarz, Thorsten, in: 30 Minuten für online-Marketing, S. 35

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