

## [Law Firm Marketing: 3 Steps to Finding the Right Keywords](#)

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A couple of days ago I blogged about [online marketing opportunities for lawyers](#) and how imperative having the right keywords are to your search engine marketing program. So how do you find the right keywords to drive the right prospects to your website?

Here are **3 steps to finding the right keywords for your law practice**:

**Step 1: Make a list of 5-6 words and/or phrases that best describe your practice.**

Put yourself in your prospect's shoes and think about what words they would use to find you. Hint: it is not the name of your firm. Choose words or phrases that describe exactly what you do, in laymen's terms: i.e., Phoenix divorce lawyer, car accident attorney, etc.

**Step 2: Choose your keywords or key phrases based on relevance and difficulty.**

As you saw in my Tuesday blog, competition for the word "lawyer" is about as fierce as it gets, which means it would be very difficult for your site to rank high in search results for that word alone. The smaller you are, the more specific you want to get, choosing keywords that have less competition. Use Google's Keyword Tool to see what the search volume is for your keywords and key phrases. Look for similar words that have less competition, but are still relevant to your business. Then strike a good balance between relevance and difficulty.

**Step 3: Use your keywords and key phrases throughout your website.**

Choose the best 3-5 individual keywords and your top 10 key phrases and use them in the content of your website as well as in the page titles and metadata. If you can secure a URL for these keywords, use that as well. Be sure not to "stuff" your content with too many keywords – your site should still be written for a human being, not a search engine.

This is just one of many topics I'm covering today in San Francisco at the BALIF Seminar on Proven Marketing Strategies for Today's Rainmaker. If you would like to learn more about online marketing for law firms, sign up to attend one of our upcoming [Rainmaker Retreats](#) – we've got one coming up next weekend in Scottsdale (Oct. 22-23) and one next month in San Francisco (Nov. 5-6).

For more information, visit [www.rainmakerretreat.com](http://www.rainmakerretreat.com) or call 888-588-5891.

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## Stop Wasting Precious Time and Money

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan.**

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm. You can [download them now](#) free! Go [here to download](#), and start using these proven strategies today!

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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