

[Legal Marketing: Best Practices for Generating Leads](#)

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Earlier this year, inbound marketing software company [HubSpot](#) released a study of lead generation best practices from an analysis of 1,400 small and mid-sized businesses. The findings are equally applicable to [law firm marketing](#).

Basically, the study found that there are **four major factors that have a significant impact on lead generation**:

Indexed Pages in Google. The growth in leads accelerates substantially – 236 percent – once a website has more than 300 pages indexed in Google. Also, the size of your firm is not a critical factor in achieving a significant number of Google indexed pages. You can build page volume very quickly with a blog.

Rank in Google's Top 100 Results for Many Keywords. Sites that ranked in Google's Top 100 for 26-51 keywords generated twice as many leads as those that ranked for less than 13 keywords. The takeaway: unique, interesting content with as many distinct keywords as possible helps you generate leads.

Blogs. Firms with blogs generated 67 percent more leads. Those that had blogs of more than 52 articles generated 77 percent more leads. Enough said. Blog and do it often.

Twitter for B2C. B2C Twitter users generate twice as many leads as those without a Twitter account. The biggest jump in leads take place once a company has over 100 followers.

If you are wondering how to generate more leads for your legal services, then you should consider integrating these four strategies into your [law firm Internet marketing](#) program.

FREE "Top 10 Mistakes Attorneys Make and How to Avoid Them" E-book

In a newly revised e-book, legal marketing expert Stephen Fairley outlines 10 of the most common marketing mistakes attorneys make that can lead to the failure of their business, and provides specific strategies and proven principles for avoiding these deadly errors.

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Regardless of your specific situation, this free e-book will help you examine how you are currently finding new clients and recommend specific steps you can immediately start using to grow your practice.

We have helped thousands of attorneys achieve their goals of creating a financially successful and personally satisfying legal practice. In this e-book you will discover specific principles and tools you can use to grow your practice, too.

Practice Made Perfect for Lawyers CD Set

The [Practice Made Perfect CD set and manual](#) applies Stephen Fairley's unique High Impact Marketing System to the practice-building challenges faced by solo practitioners and partners at small law firms.

It includes dozens of specific marketing and sales recommendations that can be easily and quickly applied to your firm, including:

- The only **7 sure-fire ways to get clients** in your door NOW
- Why **advertising doesn't work** for most small law firms
- The **7 reasons why people don't buy** from you
- How to market and **sell with USP's** (Unique Selling Proposition)
- Using audio logos to **attract immediate attention for your business**
- Using **low-cost, high impact marketing strategies**
- Strategies for achieving **maximum results from all of your marketing efforts**
- How to discover your **Ideal Target Market**
- **3 critical factors to remember when looking for new clients**
- The **NEW sales cycle for professional services**
- How to **retain your best clients**

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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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