

Law Firms Shifting Yellow Page Dollars to Online Legal Marketing

It is a puzzle as old as currency and trade. Reducing expenses to maximize profitability. While some law firms do this by utilizing virtual office space and allowing attorneys to work from home, others go straight to the largest piece of the expense pie, [law firm marketing](#).

Integrating a complete online marketing strategy has helped many law firms shave \$50,000 to \$100,000 off of their annual marketing expenses. This is often done by taking money currently spent on Yellow Page advertisements and placing a percentage of that into a comprehensive online marketing strategy.

Here are a few things to look for in an effective online marketing strategy:

- 1) Performance Oriented Web Design** – Your website is going to be an interactive resource for your potential clients. You can customize a large website or utilize a less expensive Semi-Custom Website, but ultimately you need something that is of noticeably high quality. Visitors can easily detect cheap templates and this decreases the strength of your marketing campaign.
- 2) News Media** – If your marketing plan does not incorporate powerful news resources like Google News, you are waisting your money. After 20 days, the average news headline written for one of our clients is syndicated 1,500 times. Online news and powerful content distribution is a must if you are going to compete with larger law firms in your region.
- 3) Know Your Links** – By now, anybody who has looked into [search engine optimization](#) knows you need third party websites linking to your law firm's website in order to get high rankings in Google and other search engines. Those links act as quality votes for your content within Google's algorithm. Know where your links are coming from. A marketing plan that relies solely on directories is not going to yield the results you need. You want a comprehensive list of links coming from blogs, social networks, news organizations, as well as quality directories.

As fewer people turn to the Yellow Pages, Internet marketing is going to become more crucial to the future growth of your law firm. It is more important today to be accessible online and on the growing mobile web than in an expiring phone book.