



SEO | Law Firm
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Converting Your Law Firm Website Visitors to New Cases

Search engine placement is a vital part of your online law firm marketing campaign. If potential clients cannot find you, it makes it difficult for them to contact your firm.

However, once you are getting visitors to your website, it is time to focus on conversion.

Conversion simply means converting a visitor (a stranger) to someone that contacts your firm via a form, or calls to set up a consultation. Here are a few tips to improve your website's conversion rate.

1) Top Right Textual Phone Number – People tend to look at the top right of a website for contact information. Place your law firm's phone number at the top right of every page on your website and make sure it is not concealed in an image. With many visitors searching for lawyers with their smart phones, you have an added advantage by keeping your phone number plain text. Most Android devices and iPhones allow users to select a phone number and access a menu of options, including placing a call. This makes a call to your law firm one easy click.

2) Create a Lead Funnel – While some firms opt not to do this because of aesthetics, it really works. Simply identify two to three practice areas that you particularly want to focus on. Then, in the header of your website, place two to three buttons that your visitors can relate to. For example, a divorce lawyer could have three buttons that say “I want a divorce”, “I am contesting a divorce”, “I have a custody dispute”. Immediately upon arrival to the firm's website, the potential clients are encouraged to select one. Clicking on one of those buttons generally takes them to a page with a brief paragraph and contact form.

3) Targeted Practice Area – While many firms have multiple practice areas, you should target your website to related practice areas. If Google sees a website that is talking about divorce, bankruptcy, criminal defense, and personal injury, generally that website will not rank as well as a website for a firm that is entirely focused on one particular practice area. Not only does Google yield the high ranking to a targeted website, but it confuses your visitor. People like specialists, and if they believe you or your firm deal with fewer matters, it leads them to believe that you have more experience in the area of law that relates to their issue.

Improving conversion is really about improving communication with your target audience. Position what you do and who you are very quickly and make it simple for a visitor to contact you. After all, visitors only turn into new cases after they contact your firm.



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