



Brief Videos Work Best on Law Firm Websites

When we talk about a content based strategy for law firm marketing, we also mean video content.

Videos offer a number of advantages to your firm’s marketing strategy. You can explain various details about your practice area(s) to your website videos as well as build links back to your website with videos on YouTube and other viral video channels.

What makes your videos effective or not will all come down to content. How valuable are the videos you are producing?

Here are a few things to keep in mind when producing videos as a part of your legal marketing strategy.

1) Keep it Short – Your firm will be better served with a library of 10-12 short videos rather than a couple of long videos. You want to answer common questions that someone that has never hired an attorney would want to know. Some examples may include, “What happens to my home in a divorce?” or “How long might it take to get compensated for my injuries?” or “Will my bankruptcy be publicly known?”. Think about the questions your clients asked before hiring you and make a library of answers. This will make your YouTube channel more valuable (thus attracting more viewers) and your website more informative (thus encouraging more contacts).

2) Professional or Do it Yourself – A professional film crew will take up a whole day of your office productivity time but will ultimately produce crisp, professional videos. You will incur more up-front costs but you will at least get the entire library completed all at once. On the other hand, you could do videos yourself. Using a digital web cam with a microphone input will cost around \$150 plus another \$100 for a professional microphone. While online viewers are forgiving of film imperfections, high quality audio is very important. Between filming the clips and editing them, you will spend a lot more time than if a professional took care of the whole process. If you want to treat your videos as a video blog, the DIY approach might work best because you could then just film a new piece every few weeks as it fits in your schedule.

3) Information not Commercial – If your law firm advertises on television, you should include that commercial on your website as a way to reassure your visitors that they have arrived at the right place. However, for your informative videos, you want to focus on valuable content. Give real information as if you were presenting a seminar or talking to a prospective client. If you are selling your firm without providing useful information, it is less likely that someone will contact your firm or recommend your video to a friend.



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Ultimately, it all comes down to content. Make sure it is valuable and keep it short. Quality and quantity matters with videos.

Let's Build a *Bigger Law Firm*™ Together

To learn more about [law firm marketing](#) visit [SEO | Law Firm](#) or call 1.800.728.5306.