



[8 Ways to Use Your Law Firm Website to Turn Browsers Into Buyers](#)

<http://bit.ly/oQRGxT>

by [Stephen Fairley](#)

- 1. Position your firm as a specialist.** When people search for attorneys online they have a specific problem (DUI, personal injury, etc) and they are searching for specific answers. If your firm has more than one practice area, the best practice is to have more than one website, especially if they have a very different clientele.
- 2. Offer free, educational information.** Only a small percentage of website visitors are ready to commit to a consultation the first time they visit your website. Providing visitors with educational materials to help them make the best decision is a tried and true technique in Internet marketing. If you are an estate planning attorney, give them a free report on the "Top 10 Questions to Ask Before You Hire an Estate Planning Attorney."
- 3. Use fitting photos.** Almost every legal website makes the mistake of using the same photo of the scales of justice or the courthouse steps. Be sure the pictures on your website are congruent with your message and your perfect client.
- 4. Give visitors easy ways to connect with you.** I'm still astounded at how difficult many websites make it just to find their phone number or an email address that goes directly to an individual versus a "faceless entity." Make it easy for prospects to find all your contact information, even on their cell phone.





5. Create a mobile friendly site. Last year smart phones outsold computers! With slower speeds, smaller screens, the need for more immediate information, and the potential desire to easily call your office directly from their cell, a mobile version of your website is no longer a nicety, it is a necessity!

6. Tell visitors what the next steps are. If you want them to download your free report or call your office for a free consultation, tell them!

7. Use video clips on your website. Video is a proven converter. It gives visitors a way to see you as a real person, to hear in your own words how you can help them, and how you are distinct in your approach.

8. Provide a clear and compelling reason why you are different from your competitors. Online buyers of legal services visit an average of 5 websites prior to moving into the decision making phase. Explain to them in an easy to understand manner how your firm is different from others.

+++++

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.

To get your complimentary copy online, [click here](#).

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.



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 9,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 10 audio and video training programs.



He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago. After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 33 countries. He enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information or to purchase one of Stephen's law firm marketing products click here.

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

[http://www.therainmakerinstitute.com/products.htm#Compact Disk Sets](http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets)

<http://www.therainmakerblog.com/>