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## 7 Tips to Increase Your Law Firm Search Traffic

### Tip 1: Optimize Your Law Firm Website

Search Engine Optimization (SEO) is the art of getting your website to the top of the Search Engine Result Page (SERP) rankings for desired keyword searches. High SERP rankings for popular keyword searches are desirable because they can send a substantial amount of new traffic to an attorney's website creating opportunities for winning new clients.

Did you know that studies have revealed that the majority of search engine users tend to favor the natural SERP results over the sponsored pay per click results?

How many times have you ignored sponsored results in favor of the organic ones? If you don't take your website SEO seriously, people will probably not find your law firm website in a keyword search and you will certainly lose opportunities over time.

Take SEO seriously and make sure your website is optimized. You should not assume that your current website is already optimized because SEO techniques and best practices change over time.

### Tip 2: Understand Search for Attorneys

Learn how normal people search for your type of service on the Internet. You may be surprised to learn that the words you use to describe your service may not be what they use in their online searches.

Understand how Search Engines work. Basically speaking, Search Engines look for websites containing the words that are searched for. Therefore, in order to have your website rank for a particular search term, your site will generally have to contain the target words on its pages. Therefore, the first thing you should do is make sure that your website contains the words you want to rank for.

Although good SEO involves much more than simply making sure that keyword phrases are used frequently in the web content, using such phrases is absolutely essential to achieving worthwhile results.

**Tip 3: Understand Keywords for Law Firms**

The words you want to rank for will be your website's keywords. These words will be the foundation of your law firm SEO campaign. Make sure you pick the right keywords by having your SEO do the proper research beforehand. Do not build your website on keywords that no one conducts searches with.

There are many keyword research tools available on the internet today. Ask your law firm SEO marketing consultant about the tools they employ in their keyword research. If you want to do the research yourself, make sure you learn SEO basics first.

To learn more about the keyword research process, please visit my company's [SEO for lawyers](#) service page.

**Tip 4: Use Legal Industry Keywords Strategically**

Use different keywords on different pages and target them according to your keyword research.

Each page on your attorney website is a potential doorway to your business. The more doors you make, the more opportunities you create for people to find your law firm site.

Do not try to target too many keyword phrases for one single page. It is better to target keyword phrases separately.

For example, if you were a Personal Injury lawyer, you would want separate practice pages for "Medical Malpractice" and "Medication Errors" since the web content and keyword phrases for these two particular practice areas would be different.

**Tip 5: Use Keywords for Lawyers in Page Titles**

Page titles are displayed at the top of the browser. Current SEO best practices require that each page title be unique.

Make sure that your attorney website is following this new requirement where possible.

If you use Google Webmaster Tools, you can easily find out what pages have duplicate titles by performing a diagnostic test.

In addition to using keywords in the title tags, you should also use your keyword phrases in your site's meta description tags - avoiding duplicate tags here as well.

**Tip 6: Use Keywords for Attorneys in the Text**

Make sure your law firm website pages have your targeted keywords in the actual page text.

It is important, however, that the content be readable and in the proper context. Don't simply list a bunch of keywords. Your pages should read naturally to avoid being penalized for "keyword stuffing."

Professional SEOs will typically test a page's content with keyword analyzers. Such an analysis may include keyword frequency testing, keyword density measurement, keyword proximity analysis, and more.

By hiring a professional to SEO your law firm website, you will not only save yourself the time of learning SEO, you will also achieve results quicker.

**Tip 7: Do Have Links Built to Your Law Firm Website**

Earning top placement requires thinking beyond Googlebot and the other search robots that index the web and rank sites accordingly. You have to think about the social web and how your web content fits into it.

Search Engines actively follow the online community and what that community is saying about you and your website. In order for search results to remain relevant, they have to reward the sites that deserve to be at the top. Otherwise, they run the risk of delivering substandard results to searchers which in turn would certainly reduce their share of the search market.

In order to ensure the relevance and quality of search content, most search engine algorithms will monitor the number and quality of inbound links to a web page. Generally speaking, the more links a page has to it, the more favorable the search engines will rank the content.

Additionally, if a page receives links to it from a site that is already highly ranked by the search engines, it will work to help boost the search rankings of the receiving site as well. Most SEOs will refer to this situation as "passing page rank" because the situation works to pass page rank from one site in the index to another.

Not all links, however, are created the same. Some links pass rank and some links do not. To prevent yourself from wasting time pursuing links with no SEO benefit, consider hiring a law firm internet marketing consultant to help you with your strategic planning.

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[Simplified SEO for Solo Practitioner Lawyers](#)