



## [Why SEO Matters to Your Law Firm Marketing Efforts](#)

By: [Stephen Fairley](#)

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Are you still trying to figure out why search engine optimization (SEO) -- the art and science of artificially boosting your website or blog to the organic results (versus paid advertising) for specific search terms – should matter to your law firm marketing efforts? New [research from the Pew Research Center](#) shows that 92% of online adults use search engines to find information on the Web, and a majority of those use search every day:

## Who uses search?

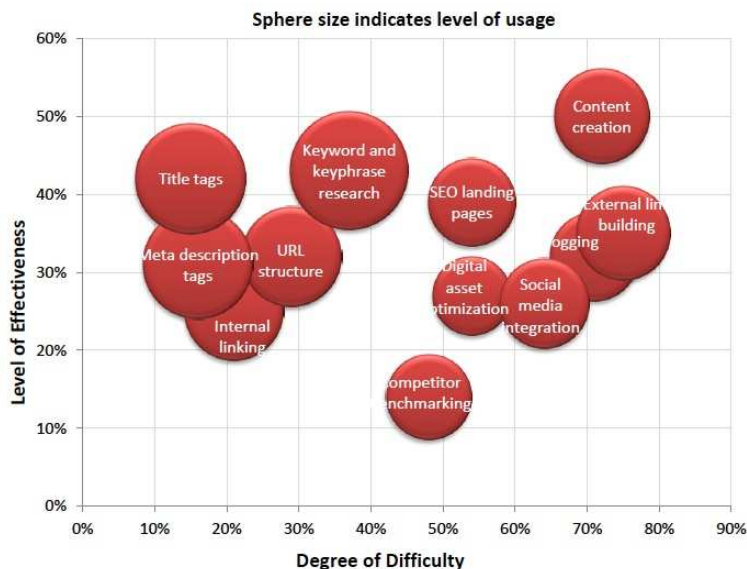
% of online adults in each group who use search engines to find information online

	% of each group who ever use search engines	% of each group who use search engines on a typical day
<b>All online adults</b>	92%	59%
<b>Gender</b>		
Male	93	61
Female	91	57
<b>Race/Ethnicity</b>		
White	93	60
African American	91	57
Hispanic	87	48
<b>Age</b>		
18-29	96	66
30-49	91	64
50-64	91	52
65+	87	37
<b>Education</b>		
Some high school	81	29
High school	88	41
Some college	94	66
College graduate	96	75
<b>Household income</b>		
< \$30,000	90	38
\$30,000 - \$49,999	91	67
\$50,000 - \$74,999	93	66
\$75,000+	98	78

Source: The Pew Research Center's Internet & American Life Project, April 26-May 22, 2011 tracking survey. N=2,277 adults ages 18 and older. Interviews conducted in English and Spanish.

So what SEO tactics are the most effective? SEO research firm [MarketingSherpa](#) featured this chart from their latest [Search Marketing Benchmark Report-SEO Edition](#):

Chart: Three dimensional view of SEO tactics



Keyword research, title tags, meta descriptions and a good URL structure are the “low hanging fruit” of SEO and should be done first. Content creation has the most impact, but takes the most effort.

If you don't know how to integrate SEO tactics into your law firm marketing plan, then I invite you to attend a [Rainmaker Retreat](#), our two-day law firm marketing boot camp where you will leave with a comprehensive marketing plan for your practice. Here are the upcoming dates:

**October 7-8, 2011: San Francisco, CA**

**October 21-22, 2011: Livingston, NJ**

**November 11-12, 2011: Chicago, IL**

**December 2-3, 2011: Los Angeles, CA**

Registration information is available by visiting the Rainmaker Retreat website, [www.RainmakerRetreat.com](http://www.RainmakerRetreat.com) or by calling 888-588-5891.

**\*\*\*NOTE:** For those of you attending the State Bar of California Annual Meeting this week, drop by our booth (#504) to talk with us about your law firm marketing goals and challenges. We'll be giving out complimentary marketing materials that I guarantee you will find useful!

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- How to get referrals from other attorneys
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**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 7,000 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 7 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. Since that first event at the**

**State Bar of Wisconsin, Stephen has worked with over 7,000 attorneys from**

**virtually every state in the country and almost every practice area.**



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 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), 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](#)

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