



## [SEO for Lawyers: How to Make a Great First Impression on Google](#) by [Stephen Fairley](#)

First impressions are lasting ones, not just in person but also online. So how do you ensure that a prospective client or referral source that is Googling you likes what they see?

As the infographic below illustrates, **most people – 94% -- only look at the first page of search results** on Google. If they don't find you there, you automatically lose credibility.

See that stat that says **only 2% of people own their first page of results**? I happen to be one of those people. Google my name and you will find that the first page of results is made up of my websites and profiles, meaning that I am firmly in control of my brand online.

You want to own as much of the first page as possible, which means you not only need to have a website with relevant content and keywords, you also need to have profiles on LinkedIn, Twitter, Facebook and Google+ (the big 4), a blog, videos on Vimeo and YouTube and more:

# BREAKDOWN OF A PERSON'S GOOGLE RESULTS

How People Look in Google - And How to Look Better



## GOOGLE IS YOUR FIRST IMPRESSION

**1 billion** <sup>[1]</sup>

names are searched in Google every day. That means, like it or not, you've been Googled at some point - by an employer, client or even a first date.

**94%** <sup>[2]</sup>

of people only look at the first page of Google results. If you want to make a first impression, you need to make sure your first page looks good.

## BUT MOST PEOPLE DON'T HAVE POSITIVE CONTENT ON THEIR FIRST PAGE

 The data below is based on the Google results of 130,000 BrandYourself users.

Only 2% of people actually own their entire first page of Google.

**only half**

of people own their **first result**, which is the most important

**1 in 4**



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## Stop Wasting Precious Time and Money!

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our [Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan](#).

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

[Click here](#) to download, and start using these proven strategies today!



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 8,000 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 8,000 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 Please go to:

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

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

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