



Health Care Law Marketing Strategies

49,500 Internet Marketing Reasons

By Margaret Grisdela

Health care lawyers are frantically studying the new **Patient Protection and Affordable Care Act** in an effort to counsel existing clients, while also attracting new prospects for healthcare legal services.

This may come as a surprise to some law firms, but thousands of Google searches are being conducted every month on keywords related to health care law. Here are some search statistics:

- 49,500 Google searches in March on "health care attorney"
- 22,200 Google searches in March on "healthcare attorney"
- 2,000-3,000 Google searches per month on "health care lawyer"

While advertiser competition is strong on many of these keywords, it is surprisingly (but perhaps not unexpectedly) not as intense as for more personal injury-oriented terms.

Prospects looking for a "health care attorney" online may be consumers, but it is quite likely that many of these searchers represent hospitals, doctors, clinics, pharmaceutical companies, and other professional health care providers.

If you are a health care lawyer, will these searchers find YOU online while searching for health care-related keywords? You must be present to win in today's competitive search engine marketing environment. If your firm's name does not appear in response to these valuable search terms, you are giving business to the competition.

How to Use Google Keywords on Health Care Law

Here are a few ways you can attract qualified prospects with the right set of keywords:

- Test a Google AdWords campaign
- Optimize one or more pages on your website with health care keywords
- Include selected keywords in the meta tags on your health care web pages
- Write articles with healthcare law keywords in the headline and opening paragraphs
- Consider keywords when selecting a title for health care law white papers

Wondering where to find these keyword statistics? Contact the author for details. Remember, never stop marketing!

Legal Marketing Strategies

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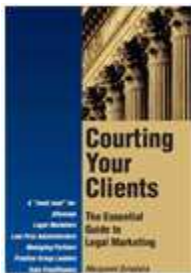
Legal Expert Connections, Inc.

100 East Linton Boulevard, Suite 404B
Delray Beach, FL 33483
1-866-417-7025

www.LegalExpertConnections.com

Margaret Grisdela, President

MG@LegalExpertConnections.com



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