



## SEARCH MARKETING FOR LAW FIRMS

### In This Guide:

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## 1. BIDDING ON COMPETITIVE KEYWORDS

Law firms must bid on some of the most competitive keywords in the search space, but these keywords are expensive for a reason: **clicks are valuable!** Here are some essential strategies for getting the best value from competitive keywords.

### Strategy: pay less for clicks.

Ad position is dependent on an algorithm called Quality Score. The Quality Score rewards advertisers who are providing a good experience for search engine users. This means you can get better prices on clicks by optimizing your campaign to provide a good experience.

The Quality Score is heavily focused on relevance. In order to get the best price on each click, you should focus on these factors:

- **keyword relevance to ads**
- **keyword relevance to landing pages**

### QUALITY SCORE RELEVANCE

To ensure that your keywords, ads and landing pages are relevant, follow these steps:

- 1** Create very small, thematic ad groups: 10 keywords or less.
- 2** Use your keywords in the display URL.
- 3** Ensure that each of your keywords is represented in every ad.
- 4** Include keywords in your landing page.



**Do not make the mistake of creating large ad groups with many keywords.**

This will almost always result in a low Quality Score!

### Strategy: increase conversions by writing compelling ads

There are a lot of ads on a results page, and a searcher will click on the ad that captures his attention, clearly states what he will get, and provides a compelling offer.

#### Write the most compelling ads by following these guidelines:

1. Use all 70 Characters if possible.
2. Always include a call-to-action.
3. Use title casing in your ad.
4. Check your grammar and spelling.
5. Be conversational in your ad.  
Ask a question.
6. Always test. Create four ads with slight variations for each ad group, allow them to run, and then replace the two lowest-performing ads with new ones. Repeat every two weeks.

#### Use a Call to Action



##### [Divorce Lawyers in Colorado](#)

Click Now to Setup Your Free In-Office Consult. Professional and Fast.

[KaplanLaw.com/divorcelawyer](http://KaplanLaw.com/divorcelawyer)

#### Ask a Question



##### [Need a Divorce Lawyer?](#)

We're ready to help! Professional and Compassionate Legal Help.

[KaplanLaw.com/divorcelawyer](http://KaplanLaw.com/divorcelawyer)

### Strategy: drive traffic to the right landing page

Keep your eyes on the prize: the goal of your paid search efforts is usually the completion of a lead form on your website. Here are some landing page tips designed to increase conversions (lead form completions):

1. **Don't drive traffic to your homepage.** It's not likely to be optimized for conversions.
2. **Make sure there is a large, clear call-to-action.**
3. **Don't offer navigation to the rest of the site.** This might seem sneaky, but if you briefly offer the information needed to understand what you're offering and include a form to complete, you will increase conversions.

## 2. GEOTARGETING

As a law firm, you need to make sure that you are targeting the *right* clients with search marketing. Geotargeting is a simple and powerful tool that allows you to target where your ads are served by country, region, state, and city. There is also an option for choosing a custom location to target.

Don't be confused when you see visitors from outside the area you've targeted. The ad networks will serve ads in two ways: one, when a searcher enters a term *from your selected area* that does *not* specify a location. For example, if you target New York and a searcher enters 'business law' from New York, your ads could appear. But if a searcher lives in Atlanta and enters the search term 'New York business lawyer', your ad will also have the opportunity to be served.



You can build a custom polygon to target a specific area.

### 3. SEARCH ENGINES

Google AdWords is often the default search engine, and it does account for around 70% of the search traffic in the United States.

But if you are not running ads on the other major networks, there are potential clients who are searching for your legal services who can't find them.

We suggest advertising on the Yahoo/Bing search network in addition to Google. This will give you a more complete web presence, and can even save you a considerable amount of money: clicks from Yahoo/Bing are often dramatically less expensive.



### 4. CALCULATE THE LIFETIME ROI OF YOUR CLIENTS

The expense of competitive clicks can be hard to swallow, and it's important to calculate the full value of each converted client to determine where you should be focusing your marketing efforts.

**A client who comes to you through search marketing is worth more than just the fees you collect from a single service. Here is how to determine the true lifetime value:**

- 1 Identify and document your ideal client.
- 2 Estimate how much your ideal client will net you in his lifetime.
- 3 Estimate how much business your ideal client will refer to you in his lifetime.
- 4 Add these amounts together, and subtract costs. This is the lifetime value of an ideal client.

### 5. ONLINE BRANDING

If you are getting started with search marketing or looking to refresh your campaign, you can use data and messaging from the marketing you're already doing.

Build your search marketing campaign with messaging you've seen work well from other channels. Keep your brand consistent, and test by creating different offers and calls-to-action within each ad group.

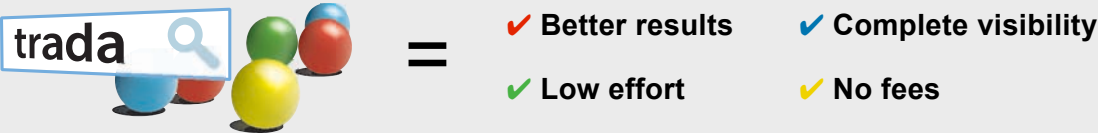
The data you'll produce from testing in this way is incredibly valuable: it's generated quickly, it doesn't require any extra setup, and you can use your results across channels.

For a thorough integrated marketing campaign, test messaging using search marketing and across channels, and use your results to inform future tests. The most successful law firms are constantly engaged in trying new things, generating content, doing data-centric testing, and responding to feedback.

## TRADA CAN HELP

When you run your search marketing campaign with Trada, you will have multiple experts working for you at the same time. They already know how to write and test compelling ad copy, structure ad groups for the best quality score, and constantly optimize for success. And because Trada's search marketing experts work together on your campaign, collectively they have the diversity of thinking and time to generate massive numbers of targeted long-tail keywords.

**And it costs the same amount to run campaigns in Trada as it would if you were to do it in-house.**



The graphic shows the Trada logo (a magnifying glass over the word 'trada') and several colorful spheres (blue, green, red, yellow). To the right of the logo is an equals sign, followed by four benefits listed in two columns:

- ✓ Better results
- ✓ Complete visibility
- ✓ Low effort
- ✓ No fees

Trada's Optimizers are paid strictly on performance. You simply state an ad spend budget and click/conversion price, and our experts work to optimize below those prices. They run campaigns on Google and Yahoo/Bing, and you approve everything from a high level.

To learn more about how Trada can completely revolutionize your search marketing, visit our website at [trada.com](http://trada.com) or call 877-871-1835 to speak to a Trada Marketplace Expert today.

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