

Search Engine Optimisation: A Strong Case For Investment

Marketing in the legal services sector is incredibly challenging. Not only is the marketplace highly competitive but securing buy-in for digital marketing campaigns amongst senior partners can also be difficult.

Law firms have been relatively slow to adopt digital marketing and securing marketing investment relies on clear KPIs around cost-per-acquisition, return-on-investment and increased revenue and profit. The results are worth it though.

Whilst law firms benefit from a very short sales funnel as most searches are made because people need legal advice it is essential to develop carefully targeted campaign supported with well thought out keyword strategies to achieve the industry standard average 4.35% conversion from search results.

“The highly competitive UK legal sector grew by 8% last year. Firms need to make it easy for potential clients to find the services they require.”

75%

of clicks are made from the first page results of a Google search

97%

of all people seeking legal advice use Google

74%

of people visit a law firm’s website having decided to take action



CASE STUDY

SEO or Search Engine Optimisation is a mechanism to improve the position of a website within the search results from search engines such as Google.

SEO is particularly important for Google rankings because Google Bots, which search the internet for information, use complex algorithms to identify pages that are considered to be relevant and authoritative.

Nearly everyone looking for legal services looks online – for both self-help and professional advice. Effective SEO only happens when online content is regularly updated and organised into campaigns which focus on specific legal services in focused local areas.

For firms that master the art of SEO it is possible to increase revenues for lower than average conversion costs. This is why it is essential to work with an experienced SEO consultancy.

Good SEO isn't just about securing a first page position on Google:

1. Customers search for local businesses. Does your website appear on the front page for local searches?
2. Information online needs to be accurate and up to date.
3. Dedicated pages for different legal services provide an opportunity to further enhance SEO
4. Great online reviews help to enhance the impact of great SEO
5. SEO is great for brand affirmation and recognition
6. A well-optimized Google My Business Page can increase the chance of someone clicking through to your business
7. Effective SEO delivers new business and that means an increase in revenue
8. For Law Firms focussed campaign landing pages are essential
9. Strategic use of keywords for specific campaigns (injury, family law, contract disputes) are essential, given the range of legal services available

500 Factors determine keyword ranking!

65% of law firms spend most of their marketing budget online

40% of small law firms do not have websites

35% of small law firms have not updated their website for three years

Our Approach

Creating Better Content

For all our clients we focus on building content assets which support search engine optimisation activities. These include work on the core website pages, blog content and off-page content which includes inbound link building. Ensuring that the content is relevant for the target audience is essential.

Optimization: Creating Content for Two Audiences

As part of our initial review of a client's website we carry out an audit to assess coding, design, and page-load speed as these are all factors which negatively impact a domain's Google performance. We ensure that across an extensive range of measures that Google's bots are able to find and interpret client website content.

Building Authority and Trust

To ensure that a website is seen as a trustworthy and relevant site for Google's Bots it is essential to identify other high-performing sites with related content to be able to develop relationships with each publisher, providing content containing links back to our client's blogs pages and core content pages.

Measurable Results

It is essential that the results of our work can be measured. We achieve this through Google Analytics and Google Search console.

Atastic Makes You Appear On the Front Page of Google!

Atastic offers professional SEO services that help websites increase their organic search score drastically in order to compete for the highest rankings - even when it comes to highly competitive keywords.

With Atastic, you are in good hands. Our expertise and knowledge mean we can guarantee delivery of great results for our clients. Now, you don't need to worry about digital growth anymore. Our team is trustworthy and reliable and with our combined experience we can ensure you see an increase in visibility and make your digital marketing strive!



Email Marketing

Our custom Email Marketing services can help you save time and money.



Pay Per Click

Pay-Per-Click marketing is easy and cost-effective. We know everything about PPC!



Content Strategy

Engage with your audience through great, original content.



Social Media Marketing

Customers are interacting with brands through social media. If implemented correctly, SMM can bring remarkable success to your business.



Search Engine Optimization

Search Engine Optimization is fundamental. Our SEO strategies can grant you a high-ranking placement in search results.



Advanced Web Analytics

Our services cover all aspects of Google Analytics, from initial setup to training, advanced tracking solutions and custom features.