

Standing out



Strategic search engine optimisation could make the difference for your law firm, says Scott Brown

With the new digital era in full force, perhaps now is the time to ask yourself: How much is our website and digital branding contributing to the overall goal of standing out in a saturated legal market and providing that all-important client experience?

Take a moment to imagine your client's journey, from the moment they realise they need help with legal services to the moment their case begins. The first thing that a person will do is search for a firm that can offer them help in their specific area.

How easy do you think it would be for the prospect to find your firm? Remember, many firms are offering the same services as you, so what exactly puts your website at the top of the list and entices someone to visit.

Search engine optimisation (SEO) plays an important role in ensuring your firm is visible to anyone who may be looking. Without an effective SEO strategy on your side, countless opportunities may be missed and any resources that have gone into your website could become void as visits to your website are few and far between. Imagine it like this, you've planned an amazing party without sending out any invitations – how will people know to show up?

One thing to keep in mind – SEO is a very delicate tool, and all too often firms find themselves unknowingly doing their website a disservice by assuming a full page of content. This may rank highly on search engines, when in reality it could be the downfall of firms.

Many popular search engines have become more sophisticated and capable of detecting websites that simply house lots of buzzwords without any meaningful content. Your SEO strategy must be concise, informative, and constantly revisited.

Consider partnering up with a legal marketing specialist, as the level of ongoing maintenance and research may become too much for an already busy firm to take on. The right marketing specialist can truly benefit your firm by developing smart goals to be achieved for the long run, allowing your firm to see dramatic improvements in the amount of traffic going to your site, the target audience being reached, and the chances of a prospect being turned into a client.

The next thing to consider is the fact that as consumers are faced with a range of options, the decision making that goes into staying on a website or leaving now happens much faster. [Learn more about search engine optimisation on the LPM website.](#) **LPM**

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