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Introduction

An overall marketing plan has many parts, but it doesn't have to be overwhelming. Finding suitable sources and tools can help you manage and optimize all of your efforts.

Before you dive into more specific topics like SEO, lead generation, and legal technology, here are a few blog posts to get you up to speed. If you're ready to get started on specific marketing tactics, check out the table of contents (with clickable links!).



What You Need to Know About Marketing Automation

Whether you're tackling your firm's marketing alone or simply want to make the most of your time, marketing automation can be the solution. Building a framework allows you to advertise, follow up with leads, and stay connected with the press of a button.



How to Put a Small Budget to Work With Digital Advertising

A well-rounded digital campaign can help your firm attract new leads. But finding the budget for advertising can be a roadblock. We'll tell you how to level up your intake with these cost-friendly solutions.



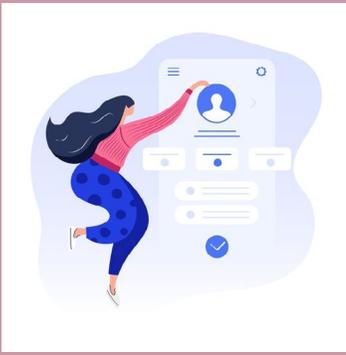
Moneyball for Lawyers: How Tracking Data Can Help Your Practice

Is your firm making data-driven marketing decisions? Tracking essential metrics can save you time and money. From client feedback and social media impact to lead intake data, let your data fuel your strategy.

Websites

There are many considerations when it comes to your website. Do you have a new and modern design? Is your website optimized for search engines? Is there relevant contact and up-to-date information to help legal consumers feel confident about choosing to reach out to you? Does your website contain multiple ways for consumers to contact you?

We have insights and recommendations to help you navigate this important step of marketing your firm. From Google Analytics to mobile optimization, here's what your firm needs to have a website that attracts and converts.



What Matters More: Your Website or Attorney Profile?

Your online presence is a crucial part of generating leads and signing clients. Setting up profiles on several legal directories can help expand your reach. Once consumers find you online, show them a modern and well-optimized website to inspire them to reach out.



7 Signs Your Website Needs to be Updated

Is your website mobile-friendly? Do your pages load quickly enough? If you answered no to either, it might be time to update your site. Ensure that legal consumers find a modern site that's easy to navigate.



Turn Your Website Into a Workhorse With Google Analytics

Google Analytics helps you evaluate your marketing efforts and website performance. Locate your audience and determine which pages are getting the most traffic. If you're not using analytics to your advantage, you'll want to start after reading this blog.

Ratings and Reviews

Managing client reviews is tricky. Sometimes it can be challenging to keep a steady stream of new ones coming in; other times, it might be hard to keep up with your responses. And what about negative reviews? How do you handle those?

We've written extensively about client reviews (we even have a [whole guide](#) on it). In this section, you'll find the answers you need to create a review strategy that generates new business.



What's Positive About Negative Reviews?

Negative reviews are inevitable, but with the proper response, they can help your online reputation. Don't let the fear of an unhappy client stop you from soliciting reviews online. Learn how to use the feedback to improve your business and possibly make it right with the reviewer.



How to Effectively Address Client Reviews

Developing a strategy for how you'll respond to reviews can help you gain new leads. When you provide timely and empathic responses, it helps instill confidence in legal consumers.



Client Reviews Guide for Lawyers

Learn about factors that affect reviews, how to get and maintain a steady stream of reviews, how to respond, and how to promote your reviews to attract new business. This guide is essential for building a successful reputation strategy as an attorney.

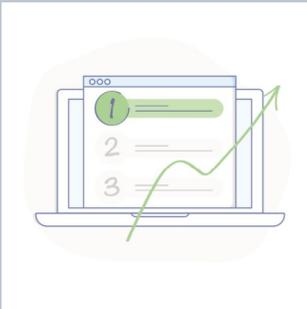
SEO

A well-implemented SEO strategy separates the successful law firm websites from the ones on page two or three of search engine results. Optimizing your website for search engines is a layered and sometimes technical process. Familiarizing yourself with the basics will help you identify the people or companies you can employ to help you with this crucial marketing tactic.



How to Optimize Your Firm's Site for Better Search Rankings

Having a modern website optimized for mobile is a great start. Now for the next step: SEO. Answering questions and using keywords in your website copy are just a couple of ways to rank higher on search engines.



The Simple SEO Guide for Your Law Firm

Want to rank higher on Google? While we can't guarantee you'll appear on page one, here are a few proven ways to help you make serious strides. We break down local SEO, keyword research, social sharing, and more.



How to Use Google to Improve Your SEO

Sometimes the solution to an SEO roadblock can come directly from Google. Here's how you can use features such as Google Trends, related search, and result pages to build your strategy and gain more traffic.

Lead Generation

Finding prospective clients for your firm involves many steps. You'll need the right tools, like social media and various forms of marketing, to attract new leads. Software solutions will allow you to follow up, manage, and convert those high-quality leads. These blog posts walk you through the steps to ensure that you don't let revenue walk out the door.



Checklist: 10 Questions to Consider When Evaluating Pay Per Lead Programs

Pay per lead programs provide a viable way to bring in new leads quickly. How do you choose the right provider? We created this checklist to help you make the right decision for your firm.



Cultivating Excellence in Solo Law: Customer Service Skills that Help the Sales Funnel

How can solo practitioners stand out in a sea of large-sized firms? From capitalizing on more personal service to transparent pricing and community outreach, grow your practice with a solid foundation.



7 Ways to Get Better Client Referrals on LinkedIn

If you're not using social media for lead generation, you might be missing out. LinkedIn allows you to join groups, post long-form content, and create an online networking community. See how to gain new clients on this platform for professionals.



5 Tools and Tips to Increase Your Lead Intake

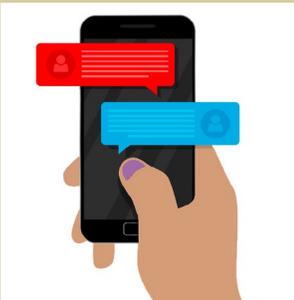
Are you using modern legal technology to generate new business for your firm? Discover how to automate your review strategy, schedule appointments online, and build credibility online with top-notch technology.

Technology



What Is a Marketing Tech Stack and Do You Need One?

A marketing tech stack is a collection of different technologies and tools to analyze, assess, and improve your marketing strategy. Map your legal tech strategy to fuel your growth.



Law Firms Are Missing the Boat on Text Messaging

Recipients read 90% of texts within 3 minutes. Using text messaging to connect with leads and clients is an easy and immediate way to communicate important matters. Is your firm missing out?



How to Choose a Legal Lead Management System

An effective lead management system can help you nurture and close leads without breaking a sweat. Find out how to automate your follow-up strategy and oversee prospective clients in real-time.

Social Media

There are plenty of questions when you choose to use social media to grow your practice. Are organic posts enough to reach new leads or build a referral program? How much should you invest in advertising? To be successful, it will take time, effort, and a bit of a budget.



Paid Social Media For Law Firms on Facebook

While there are benefits to organic social content, a paid strategy allows you to target your message to high-quality prospects. Our social media manager walks you through how to get started.



How to Stay Professional on Social Media

It can be challenging to find the line between your personal and professional life on social media. But having a plan for how you engage on each platform will help you use it to your advantage.



Which Social Media Metrics Matter?

Eighty percent of lawyers reported their firm maintains a social media presence — but are they tracking metrics to achieve their goals? Get past vanity metrics to find what's working and where you can improve your approach.



4 Inventive Ways to Use Social Media for Your Law Firm

Are you taking full advantage of your social media profiles? Showcase your knowledge and resources for potential clients through video, meaningful interactions, and more.

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Exposure to 25 million
consumers monthly

Architects of more than
40,000 law firm websites

Opportunities with 850,000
leads per month

Double your website's
conversion rates

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