

Click to Win (More Business): Six Ways to Increase Your Website ROI

YOUR WEBSITE IS YOUR TOP MARKETING TOOL

Two recent surveys conclude your firm website is your most important marketing tool. The statistics are American, so consider them persuasive, not binding, but don't ignore them.

A 2005 survey of nearly 1000 small law firms (20 lawyers or less) by LexisNexis Martindale-Hubbell found websites are the number one marketing tool. 89 percent of respondents considered them valuable.

A 2006 survey of 119 U.S. corporate, transactional and defense firms of varying size conducted by Alyn-Weiss & Associates arrived at a similar conclusion – websites are now considered the single most effective marketing tool, surpassing seminars and presentations/speeches for the first time. This makes sense considering your website's many roles:

- Strangers use it to find you;
- Prospects use it to verify you;
- Clients use it to validate both you and their own decision to retain you;
- Prospective students and lateral hires use it to assess you; and
- Other counsel use it to size you up

OKAY, IT'S IMPORTANT. NOW MAKE IT MORE PROFITABLE.

Here are six relatively simple steps you can take to increase your site's return on investment (ROI):

1. BEEF UP YOUR BIO

Most clients hire individual lawyers, not law firms, so don't skimp on bio content. Update your transactions, cases, and other accomplishments regularly.

2. LOAD IMPORTANT CONTENT NEAR THE TOP OF THE PAGE



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Google's ranking formula gives greater weight to text appearing near the top of the page than to that lower down.

3. CREATE A PRACTICE GROUP BLOG

Search engines – and clients – like targeted content, updated regularly. That's what blogs provide. Most Canadian firms still aren't on board, so get ahead of the curve.

4. INCLUDE KEYWORDS IN YOUR TITLE TAGS

Title tags appear at the very top of your website browser window. Search engines consider them important. You should too. Most

potential clients will type "Victoria family lawyers" into Google, not your firm name.

5. ADD DIRECTORY LISTINGS

Online directory listings include both free and paid varieties and benefit your site in two ways: they provide additional "front doors" to your site, and they improve your search engine rankings. It's a judgement call on how many constitute "enough", but they are growing in importance.

6. RUN A GOOGLE ADWORDS CAMPAIGN

99 percent of Google's US \$6 billion in 2005 revenues came from "Adwords." Smart marketers understand their effectiveness. AdWords are listings that appear down the right hand side of the page when you perform a Google search. As an advertiser, you only pay when someone clicks on your ad. You can choose the search terms you want, and tightly control costs. Want to cap spending at \$1 a day? You can.

That's six potential ways to generate more business. Pick one and initiate it today. **BT**