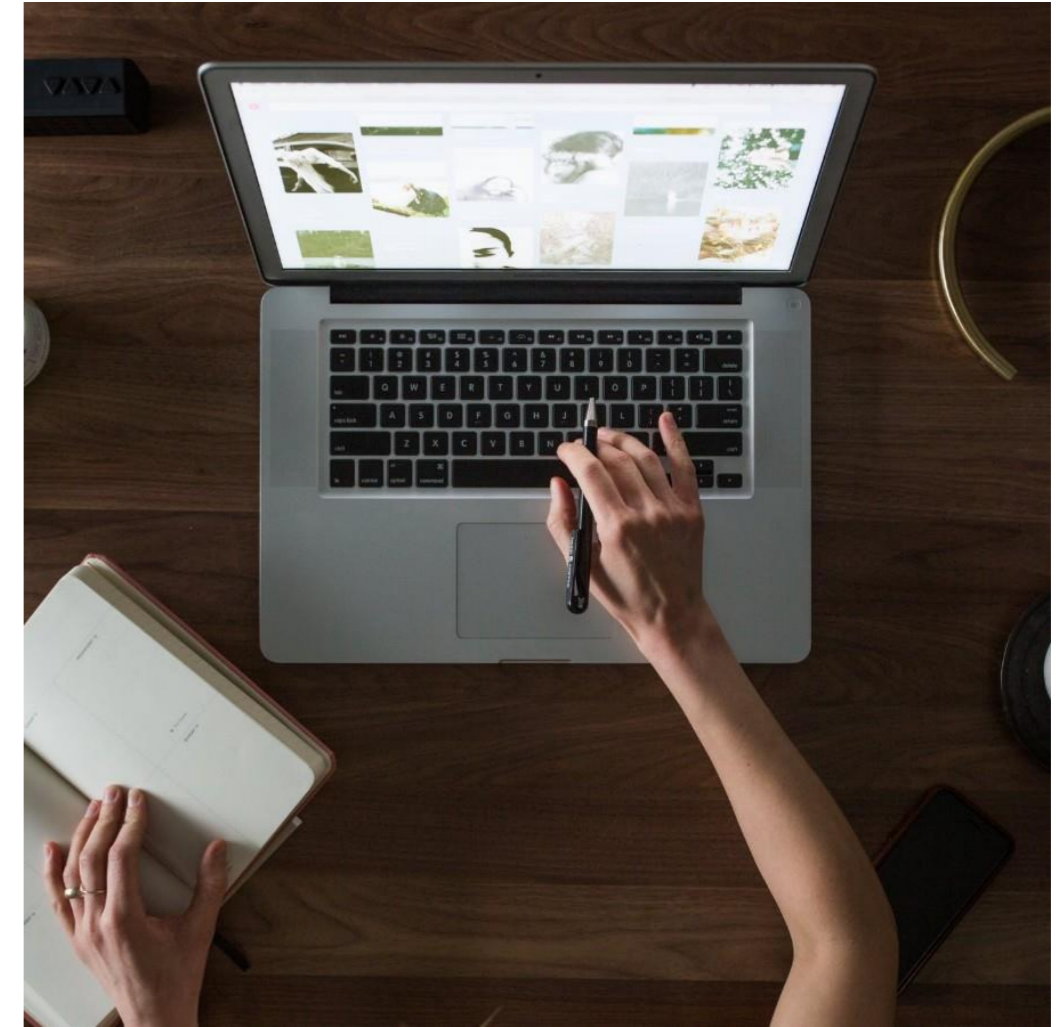


# Effective Websites and Online Strategies for Solicitors That Actually Attract New Clients And Generate New Business



# Today

- Marketing fundamentals
- Website fundamentals
- Website reviews
- Your resources



# Who Am I?

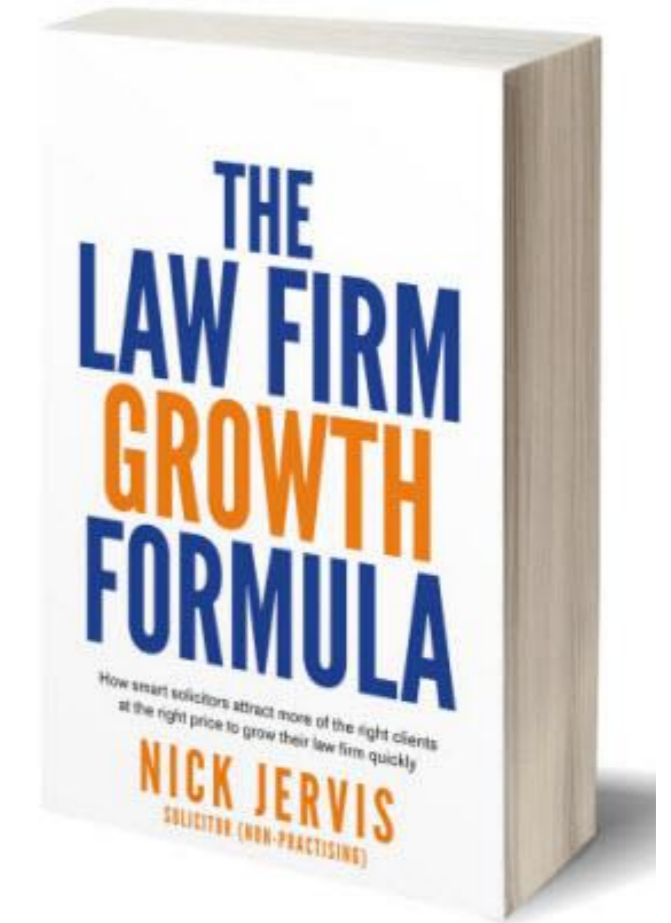
- 1991 – 2003 Solicitor
- 2003 – ongoing....



*Nick Jervis*  
*Solicitor (non-practising)*

# Who Am I?

- > £250,000 own marketing budget
- > £2 million per annum marketing spend
- Consistent results for clients
- The Law Firm Growth Formula



**amazon**

#1 Best Seller

# Marketing Fundamentals

- Easy life marketing
- Clients find you at the precise moment in time that they are ready to engage your services

# Marketing Fundamentals

- 'Easy life' marketing
  - Interruption
  - Attraction



# Website Fundamentals

- Why bother with a website?

# Website Fundamentals



solicitor



All

Maps

News

Images

Videos

More

Settings

Tools

About 90,000,000 results (0.66 seconds)



# Website Fundamentals

26,563 keywords Total volume: 255K

<input type="checkbox"/> Keyword	Volume ▼	Global
<input type="checkbox"/> + solicitor	28K	89K
<input type="checkbox"/> ✓ find a solicitor	15K	16K
<input type="checkbox"/> + law society find a solicitor	9.6K	9.9K
<input type="checkbox"/> ✓ solicitor near me	8.0K	9.6K

# Website Fundamentals

Keyword	Volume ▼	Global
+ conveyancing solicitor	1.3K	1.7K
+ solicitor conveyancing	250	300
✓ conveyancing solicitor near me	250	250
+ find a conveyancing solicitor	60	80
+ solicitor negligence conveyancing	40	60

# Website Fundamentals

Keyword	Volume ▼
+ divorce solicitor	600
+ divorce solicitor near me	150
+ divorce solicitor london	100
+ divorce without solicitor	70
+ solicitor divorce	70
+ divorce solicitor middlesbrough	70

# Website Fundamentals

Keyword	Volume ▼	Global
+ commercial property solicitor	200	350
+ commercial property solicitor jobs	60	60

# Website

- Your website's sole purpose?
  - Get your prospects contact details
- How? Build trust....
  - Depth of expertise
  - Proof of expertise



# Website Fundamentals

- Design
- Content vs Design

# Website Fundamentals

- Design
  - Content vs Design
  - Website designers

# Website Fundamentals

- Design
  - Content vs Design
  - Website designers
  - Content management



# Website Fundamentals

- Design
  - Content vs Design
  - Website designers
  - Content management
  - Speed
    - Of page loading
    - Of changes to content

# Website Fundamentals

- Design
  - Content vs Design
  - Website designers
  - Content management
  - Speed
    - Of page loading
    - Of changes to content
  - Mobile & Desktop

# Website Fundamentals

- Content
  - Solicitors?
  - All about me?
  - Reviews
  - Calls to action

# Website Fundamentals

- Common misconceptions/problems
  - Website redesign process
  - Friends' opinions
  - Not knowing what you want/need
  - Allowing your designer to take over
  - Not making your website your most powerful marketing asset!

# Website Marketing Plan

- Know your numbers
- Improve those numbers
  - Monthly visits
  - Enquiries from visits
  - Conversions from visits (i.e. instructions)

# Website Marketing Plan

- How to improve them?
  - Instant – Google Ads

# Website Marketing Plan



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# Website Marketing Plan

- How to improve them?
  - Instant – Google Ads
  - Slow & Steady
    - Add content that answers your ideal prospects questions consistently.
    - Use the SEO tools like Rank Math or Yoast



# Resources

- Website design brief
- Website copywriting precedent
- Slide deck
- [www.samsonconsulting.co.uk/solicitors-growth](http://www.samsonconsulting.co.uk/solicitors-growth)
- Website reviews