Proactive Law Firm Marketing Explains the Need for Law Firm Marketing and SEO for Lawyers Near Williamsburg VA

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Proactive Law Firm Marketing, a digital marketing agency specializing in helping law firm grow their online reputation, has emphasized the need for law marketing and SEO for lawyers near Williamsburg, VA. This is because digital marketing is one of the biggest ways to get more clients for a firm. Meanwhile, it has been observed by eMarketer that spending for digital marketing has surpassed traditional marketing channels for the first time in 2019. And this trend is expected to continue in 2020 and beyond because 50 percent of clients have indicated that they have now become more comfortable with technology compared to before the pandemic, according to a Legal Trends report.

James Pemberton, a spokesperson for Proactive Law Firm Marketing, says, ?Being visible when someone is looking for your service is vital to any business's success. SEO does take time but you will start seeing more and more traffic coming to your site month after month if you are working with a reputable SEO agency. We need to understand your goal and the areas in your business that make you the most money. We need to know which keywords in your local market are going to give you the best shot at landing clients. Generally, you should expect 9 to 12 months before you will be on page 1 of Google. SEO requires patience and an

understanding that you will not get new leads in the first few months. However, once we are on page 1 you will get unlimited clicks and your firm's phone will be ringing off the hook.?

It is important to note that people will usually buy from people they know, trust, and like. When people need the services of a law firm but don?t know any firm or lawyer, they will usually search online by using a search engine, such as Google. Google provides a list of results and those firms listed on the first page will likely be visited by the potential client and that is the time when they start to get to know the firm and start to trust and like a certain firm depending on what they saw on the site. This is what may motivate clients to call that particular firm.

Meanwhile, a Meley Colaw law firm marketing blog post has explained what lawyers need to know about law firm marketing. This article explained that law firms require a special type of marketing strategy and that using the typical marketing tactics to promote a firm online will not likely provide the best results and may even produce undesirable results. That is why it is important to find a marketing agency that is an expert in law firm marketing.

According to the above-mentioned article, there are a number of things needed for law firm online marketing. These include: a professional-looking website; presence of important information available on the site; importance of being brief because most people will not want to read a full resume; need to build a brand; use of social media marketing; application of email marketing; and the use of search engine optimization or SEO. SEO is a vital part of any online marketing strategy because it is vital for potential clients to be able to find the law firm.

Proactive Law Firm Marketing, which was previously known as WeRank, had discovered that they felt most fulfilled when they were providing their services to law firms. To date, the agency has already experienced working with over 40 law firms. They offer customized digital marketing strategies because they understand that every situation faced by a particular firm is unique. They are focused on developing the most suitable marketing solutions for each particular law firm, based on the firm?s goals, specific situation, and style. They only work with one law firm per market.

Those who are interested in learning more about the services provided by Proactive Law Firm Marketing for firms in and around Williamsburg, such as Akers & Cleator Law Group, PLLC, can visit their website, or contact them on the phone or through email.

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For more information about Proactive Law Firm Marketing, contact the company here:Proactive Law Firm MarketingJames Pemberton757-500-5642james@proactivesearchpartners.com

Proactive Law Firm Marketing

Proactive is Headquartered in Virginia Beach, VA. Founded by James Pemberton, CEO of Proactive Search Partners. Proactive Search Partners is a Digital Marketing & Recruitment Consulting Agency.

Website: https://www.proactivelawfirmmarketing.com/

Email: james@proactivesearchpartners.com

Phone: 757-500-5642

