



How To *Get Clients Now!* 3 Most Common Mistakes AttorneyMarketingIdeas.com

Below I've listed the 3 biggest mistakes attorneys and business owners make when attempting to get results using online marketing techniques. These are by far the biggest problems. But the good news is, each one is easy to overcome if you zero in.

3 Biggest Mistakes Attorneys Make With Online Marketing

1. Failure to Focus On Keywords That Get Search Traffic

Apply online marketing techniques to targeted keywords that get a high enough value of search volume, and you almost can't go wrong.

There are two caveats here:

First, you need to analyze the competition. Obviously "Attorneys" gets millions of searches, but the competition is too tough. You'll never rank in a national search for "Attorneys," unless you somehow get on Oprah or something. (And even then, you'll only rank for a week or two.) Try "YourCity Attorney." Use Market Samurai to analyze the competition. If it appears penetrable, give it a shot. If not, use the keyword tool to find a lower traffic keyword with less competition.

Second, you need to make sure your keywords are targeted to your firm. Do a search of the keyword set you want to target, and see what comes up on page one. Is it law related? Good start. Can you envision a potential prospect typing in those words to find an attorney to hire? Even better.

This stuff might sound obvious, but believe me, most people spend all their time trying to get ranked for *their own name!* It's nice to rank for your own name, but anyone who already knows your name will find you regardless. You will get NO new business (that you wouldn't have gotten otherwise) by ranking on Google for your own name. **Focus on search volume.** Are you with me?

You can find the directions for exactly how to do keyword research in the Checklist at <http://AttorneyMarketingIdeas.com/toolkit>

2. Botching Phone Calls

If you want to get a a terrible conversion rate, simply don't answer the phone. OR, some attorneys like to have a voice prompter answer their phone for them. "Please dial the extension of the person you'd like to talk to...."

Listen to me right now. Your prospects need a hug. When they call your firm, give them a hug. Not literally, of course. Do it by having the most pleasant, most helpful, and brightest happy human being you can find answer all your phone calls.

Does this person need to be a lawyer? Hell no. She doesn't even have to be in the same state as you with today's technology. But please, I beg you. Have a real, friendly, happy person answer your phones. Compared to the alternative, it can mean a 10 fold increase in new client acquisition.

3. Failure to Stay Focused

Once the average person begins to "drink the Kool Aide' of the potential of online marketing, the world opens up into an infinite abyss of information. It's the Information Overload Superhighway. Take a casual drive, and get lost forever.

The secret is to stay focused on one or two things. If you try Adwords for two weeks and get mediocre results, there's a very high chance you will give up and move on. Big mistake. Particularly with Adwords, patience in the beginning stages will pay off if you stick with it. Think of it like you're building a valuable asset – your Adwords campaign with a high quality score, high Click-Through- Rate (CTR) and low cost per click can become your greatest marketing asset down the road.

So, focus, grasshopper. It will pay off in no time at all.

If you feel overwhelmed and you don't have time to mess with this stuff but you still want to bring in tons of new clients, watch this video: <http://www.attorneymarketingideas.com/toolkit>