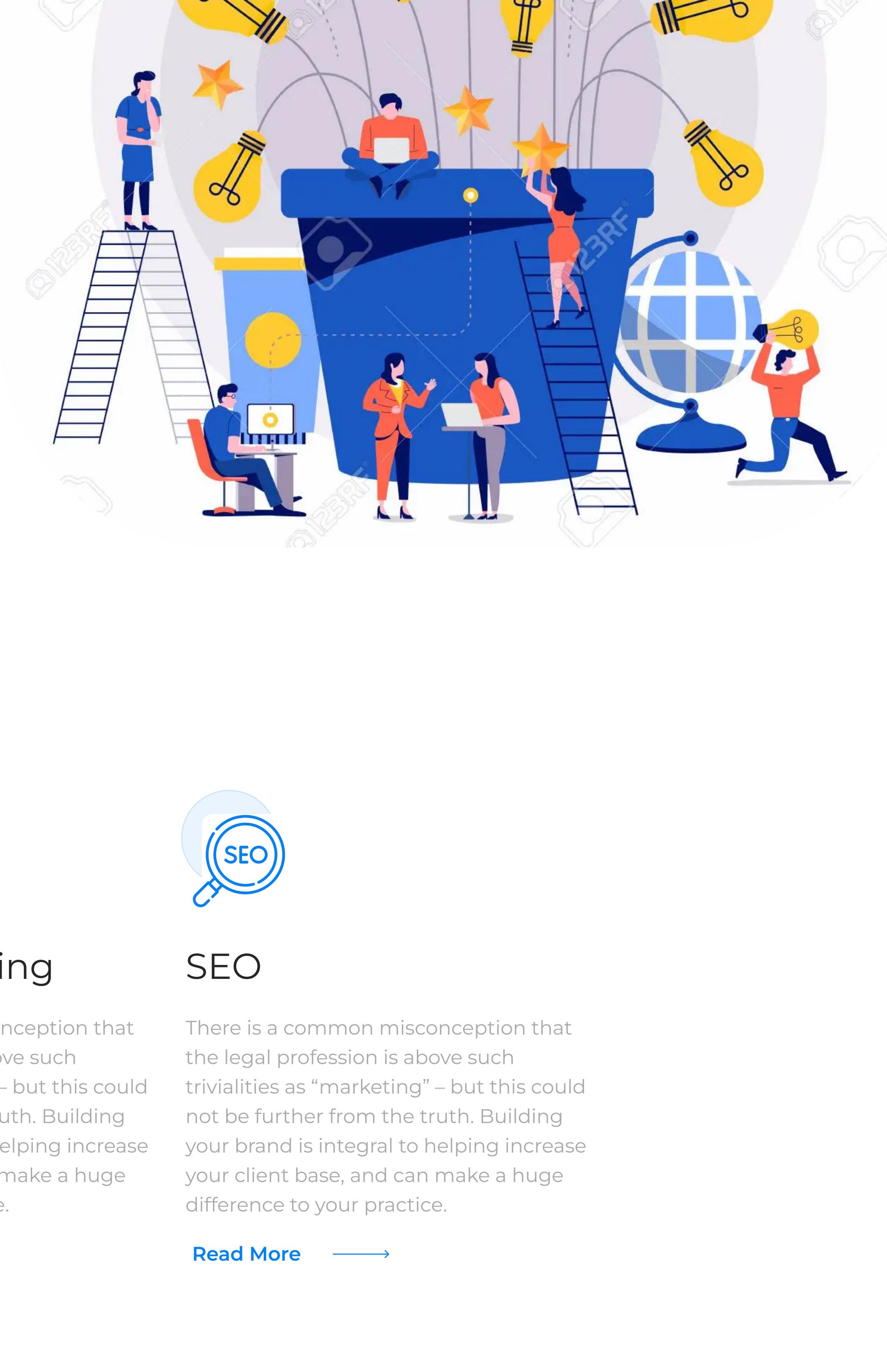


# Great Companies Are Made On Great Products!

There is a common perception that the law is serious, staid, and steers well clear of flashy PR or marketing campaigns. While there is no denying that attorneys take their positions and responsibilities seriously, neglecting your marketing strategy can have a hugely detrimental impact on the longevity and accessibility of your law firm.

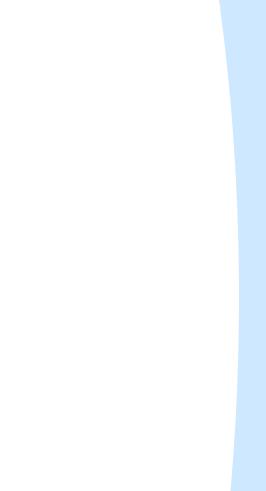
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## Services We Provide



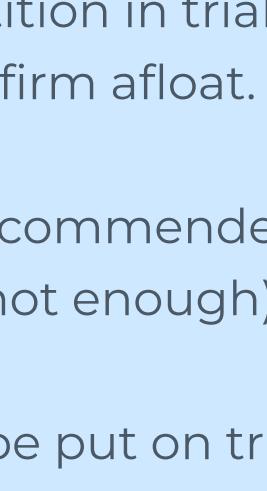
### Website Development

There is a common misconception that the legal profession is above such trivialities as "marketing" – but this could not be further from the truth. Building your brand is integral to helping increase your client base, and can make a huge difference to your practice.

[Read More](#)

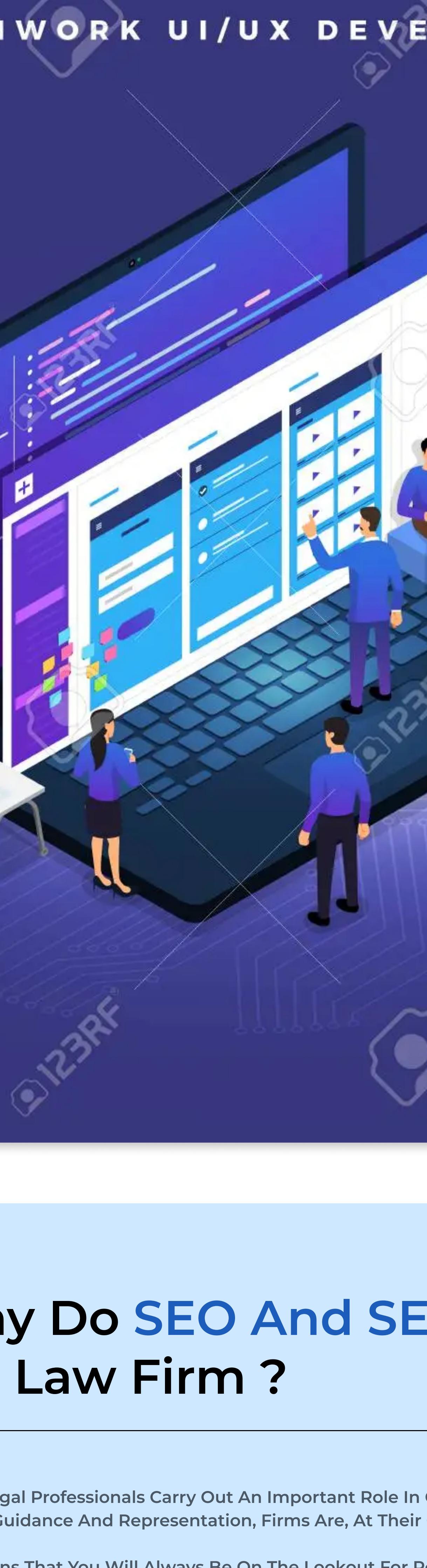
### Media Marketing

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### SEO

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## About Lawyers Secret Marketing

Lawyer Secrets company was founded and is currently being managed by Joseph W. Frick, a lawyer successfully servicing Idaho, Montana, Wyoming, North Dakota and Kansas.

After years of running his law-firm, Joe noticed that, although he was way more skilled than his competition in trials and settlements; he wasn't getting enough business to keep his firm afloat.

In fact, clients only came if recommended (and in a world as competitive as ours, recommendations are not enough).

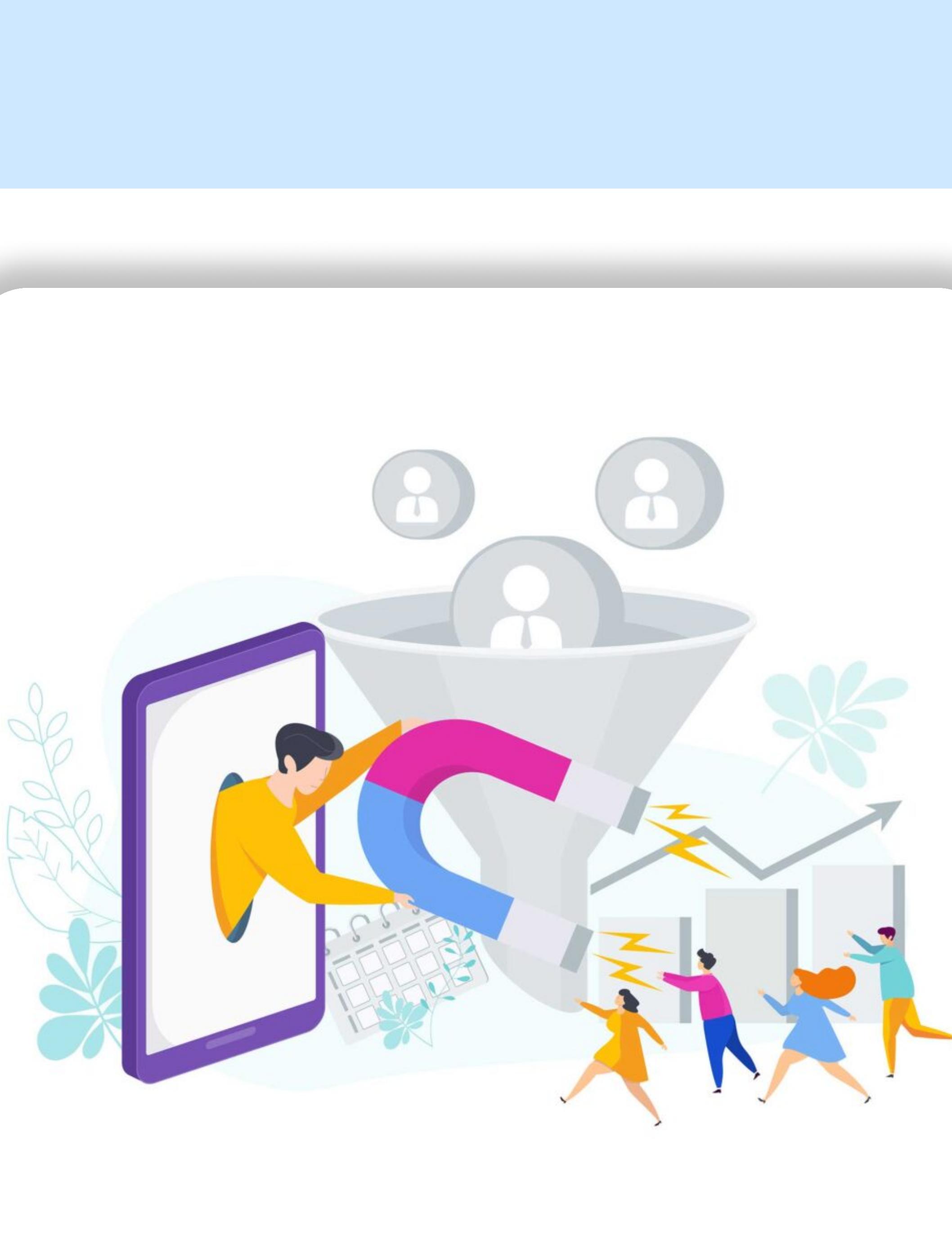
His reputation was about to be put on trial!

And that's when he decided to devote all his time and resources to finding a winning attorney marketing strategy for his firm.

Throughout the years of refining his law firm marketing techniques, he is now one of the best-known attorneys in his area.

That's when he decided to build a law firm marketing agency and bring all the power of digital marketing to other outstanding legal firms that are doing great in court... but business-wise, they're not where they'd like to be.

## TEAMWORK UI/UX DEVELOPER



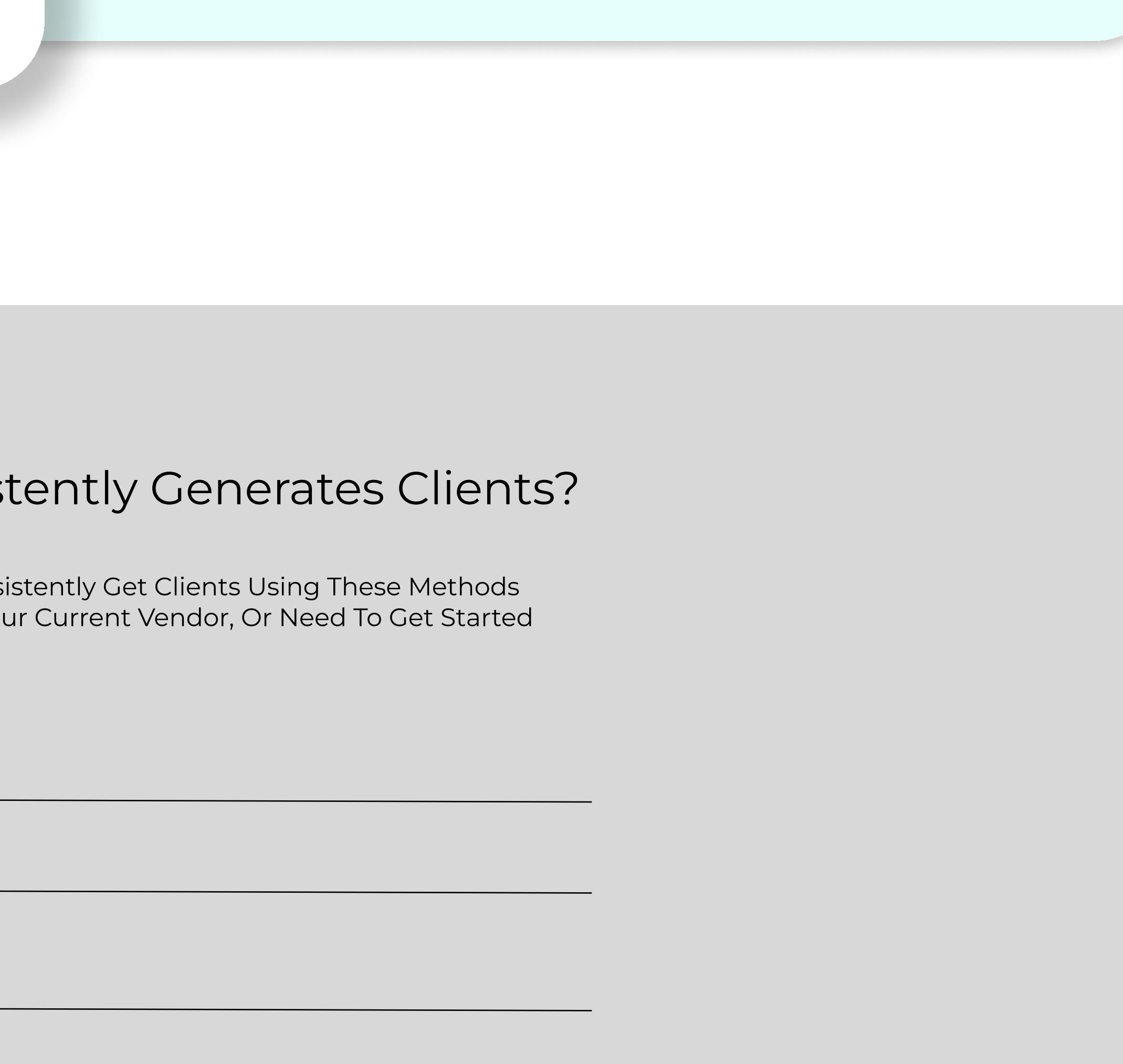
## Legal Marketing : Why Does It Matter?

There Is A Common Perception That The Law Is Serious, Staid, And Steers Well Clear Of Flashy PR Or Marketing Campaigns.

While There Is No Denying That Attorneys Take Their Positions And Responsibilities Seriously, Neglecting Your Marketing Strategy Can Have A Hugely Detrimental Impact On The Longevity And Accessibility Of Your Law Firm.

The World As We Know It Is Changing And Evolving, With A Record Number Of Businesses Harnessing The Power Of The Internet To Launch Headfirst Into The Digital Space, Striving To Offer Something Different From Their Competitors, And To Stand Out For All The Right Reasons.

Law Firms Are No Exception, And As A Growing Number Of Attorneys Reach Their Qualification Stage, Existing Attorneys Need To Explore New Options To Help Them Stay Ahead And Establish Their Reputation – And This Is Where Legal Marketing Comes Into Its Own.

[Read More](#)

## Contact Us

Need A Marketing Plan That Consistently Generates Clients?

Lawyer Secrets Marketing Is Run By Attorneys. We Use And Consistently Get Clients Using These Methods Everyday On A Consistent Basis. If You Are Underwhelmed By Your Current Vendor, Or Need To Get Started With A Website, We Are Here To Help.

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Message

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# Search engine optimization

SEO

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## What Are SEO And SEM ?



SEO And SEM Are Both Digital Marketing Techniques Which Are Focused On Driving Traffic To Your Website.

SEO (Search Engine Optimization) Works By Optimizing Your Website, In An Effort To Maximize Traffic From Organic Search Results – That Is, Driving Visitors Who Are Already Searching For Your Business To Your Particular Site.

In The Case Of Law Firms, SEO Makes Sure That Every Aspect Of Your Website Is Optimized To Ensure That Visitors Looking For A Specific Attorney In Your Area Discover Your Firm, Rather Than One Of The Hundreds Of Competitors On The Market.

SEM (Search Engine Marketing), On The Other Hand, Aims To Drive Traffic And Visibility From Both Paid Searches, Such As PPC, As Well As Organic Searches – In A Sense, It Is A Blend Of Both Techniques.

## What Are Types Of SEO ?

### On-Page SEO

One Of The Most Commonly Understood Types Of SEO Is On-Page SEO; As The Name Suggests, This Optimizes Your On-Page Content On The Website, Around Specific Keywords, Which Are Used By Your Target Customers To Search – For Example, “Lawyers In Virginia.” Typically, Good On-Page SEO Practice Is To Make Sure That Your Main Keyword Is Included In Your Title Tag, Webpage URL And Meta Description.

### Off-Page SEO

Off-Page SEO Involves Building A Catalogue Of High-Quality Backlinks To Your Site – This Helps To Boost Your Site As A Trusted Authority, And Allows You To Climb The Rankings. Google In Particular Uses A Number Of Off-Page Signals To Help Determine The Authority Of Your Site, Such As Social Media Sharing. Google Also Uses A Concept Known As E-A-T (Expertise, Authority, Trustworthiness); These Are The Three Features Every Page Will Be Judged On With Regards To Authority And Trust. For Law Firms, These Attributes Are Even More Crucial.

### Technical SEO

Technical SEO Is Useful For Making Sure That The Architecture Of Your Site Is Smooth And Accessible, That Your Overall Website Is Fast And Smooth To Load, And That The Pages Can Be Found And Crawled By Any Search Engine. Clients Accessing Legal Advice Are Often Under A Lot Of Stress And Pressure, And So A Smooth, Relaxing Interaction Helps Set The Perfect First Impression For Your Firm.



## Get Seen

It Doesn't Matter How Great Your Law Firm Is – You Need Potential Clients To Be Able To See It.

Using SEO And SEM Can Help To Boost Your Visibility, And Increase The Organic And Paid Traffic To Your Site. This, In Turn, Means A Higher Number Of Potential Clients.



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# Social Media Marketing: Bring Your Law Firm Into 2022

There is a common perception that the law is serious, staid, and steers well clear of flashy PR or marketing campaigns. While there is no denying that attorneys take their positions and responsibilities seriously, neglecting your marketing strategy can have a hugely detrimental impact on the longevity and accessibility of your law firm.

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## Ratings And Tops



Love It Or Loathe It, There Is One Thing You Cannot Deny: Social Media Has Well And Truly Taken Over The World. As Well As Acting As The Perfect Way To Sneakily Check Up On Your Ex Or Gawk At Old School Friends, Social Media Also Offers An Incredible Way For Businesses To Boost Their Brand, Connect With Their Clients, And Stay Up To Date On Major Changes And Developments Within Their Industry.

Many Law Firms Are Fairly New To The World Of Social Media Marketing, And Many Are Still Failing To Take Full Advantage Of The Perk Of Each Platform – And This Means They Are Missing Out On Some Serious Potential Profit, And The Chance To Grow Their Client Base. Make Sure You Are One Step Ahead Of The Game, And Get Ready To Transform The Potential Of Your Firm With The Top Social Media Tips And Tricks.



## Why Use Social Media Marketing ?

### You Can Connect Your Platforms

Cross Platform Content Is A Major Advantage Of Social Media Marketing; You Can Upload A Blog Post To Your Site, And Send A Preview To Facebook, Instagram And LinkedIn – All At The Touch Of A Button. This Means That Your Social Media Presence Is Coherent And Slick, And Helps You To Present Your Firm As Real Professionals.

### Receive Real Time Feedback

Social Media Marketing Also Allows You To Receive Real-Time Testimonials From Your Satisfied Clients, And In A Field As Competitive As Law, This Can Be The Difference Between Landing Work, And Losing Out To A Sleeker Competitor.

## How To Use Different Platforms ?

### LinkedIn

Often Touted As The 'professional Facebook,' LinkedIn Is The Largest Online Professional Network In The World, And Boasted Around 5 Million Members In The UK Alone At Last Count. It Can Be Used To Make New Connections, And Really Engage With A Professional Audience And Build A Strong Network.

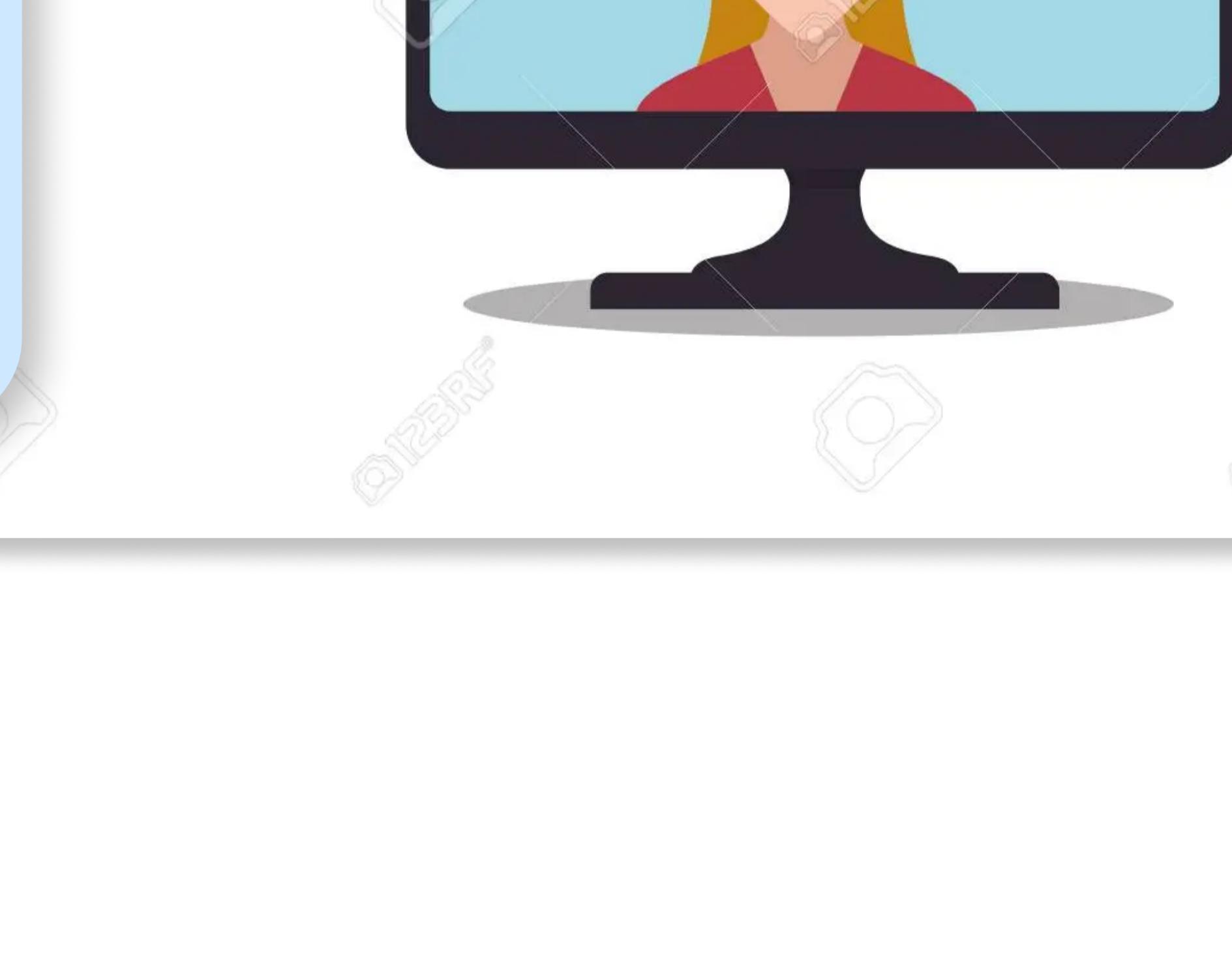
To Make The Most Of LinkedIn, You Should Be Posting Branded Articles To Raise Brand Awareness, List Your Skills And Include A Photo.

### Facebook

Facebook Is Accessible, Familiar And Easy To Use, And Allows You To Connect With Your Visitors On A More Personal Level. It Is Also One Of The Most Popular Sites, Offering A Wide Range Of Potential Clients. Whitepapers And Blog Posts Are The Best Things To Share Here, As Well As Ongoing Engagement.

### Instagram

As A Visual Platform, Instagram Can Be Very Useful For Making A Bold Statement, And Setting The "Vibe" Of Your Firm Through Inside Looks. The Recent Addition Of The "Reels" Feature Has Also Proven Very Popular, And Can Be A Great Way For Law Firms To Feel More Approachable And Relatable, Closing The Distance Between Client And Lawyer, And Building A More Authentic Relationship.



## Get Social

Embracing Social Media Marketing Is A Great Way To Bring Your Brand Into The Public Eye, As Well As Banish The Stereotype Of Stuffy, Distant Law Firms.

Establishing A Real Connection With Your Potential Clients Is Crucial, And Social Media Gets You In Front Of Thousands Of Eager Eyes.



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# How Can Website Development Boost Your Law Firm?

here is a common misconception that the legal profession is above such trivialities as "marketing" – but this could not be further from the truth. Building your brand is integral to helping increase your client base, and can make a huge difference to your practice. The core of this is to ensure that you have a solid, reliable and top-quality website – this will be the first port of call for many of your customers and, as the old adage goes, you only get one chance to make a first impression.

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PROGRAMMING



App Development

## Why Do You Need Website ?

Many Lawyers May Begin By Wondering Whether Or Not A Website Is Strictly Necessary For Their Practice, And The Answer Is Always A Resounding Yes.

A Website Gives Your Customers Somewhere Concrete To Go, Rather Than Simply Relying On A Telephone Call Or Email, As Well As Vital Information About Your Services And Offerings – This Tells The Prospective Client Whether Or Not You Are Worth Working With, And Whether You Offer What They Need.

It Offers Time To Breathe And Explore The Services Of Your Firm, As Well As Get An Idea Of Your Ethos, Attitude, And Way Of Working. In Many Cases, The Quality Of Your Site Can Make Or Break A Client's Decision To Contact You For Legal Assistance And Representation.

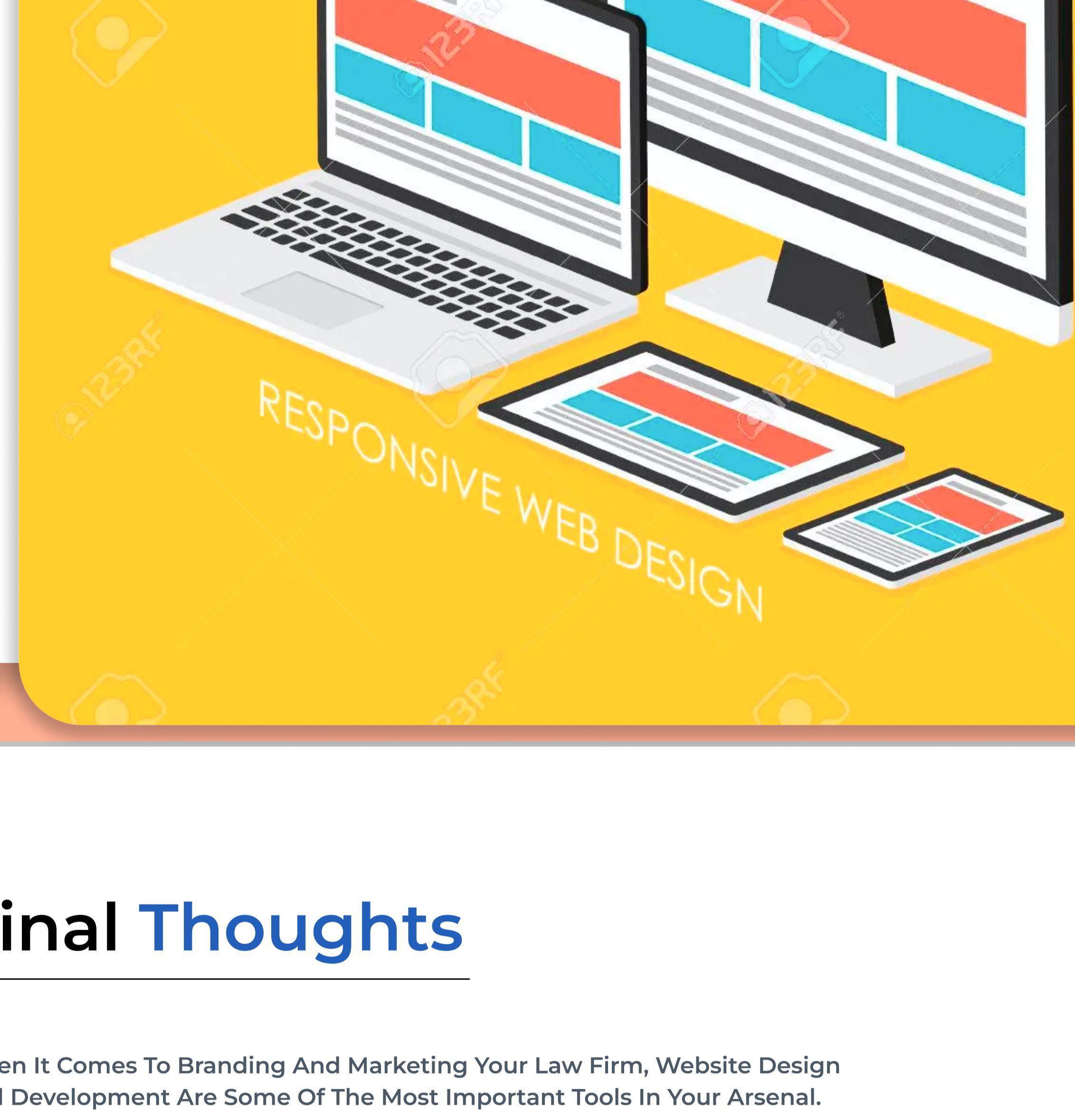
## What To Include

### What You Offer

When Clients Are Searching For Your Firm, They Will Be Looking For Fast, Concise Answers To Their Problems – Make Sure That They Can Find The Information They Need Clearly. Your Homepage Should Be Clear About What You Offer, Your Areas Of Speciality And Expertise, And Your Previous Strengths And Successes.

### Where You Are Based

In Our Digital Age, Remote Working Has Become Increasingly Common, And So Geographical Location Is Not Necessarily As Important As It Once Was. Despite This, The Sometimes Sensitive And Delicate Nature Of Law Means That Many Clients Will Prefer Face To Face Interaction – Particularly If You Will Be Seeing Their Case Through To Court. Your Website Should Clearly Display The Location Or Locations Of Your Office, And The Areas In Which You Practice.



## Final Thoughts

When It Comes To Branding And Marketing Your Law Firm, Website Design And Development Are Some Of The Most Important Tools In Your Arsenal.

You Need To Be Approachable And Accessible, While Still Conveying A Sense Of Professionalism And Authority.

Help Your Clients To Find You, Understand You And Contact You With Minimal Effort – This Can Be Vital In Helping You To Stand Out From The Competition, And Ensure That Your Firm Is Remembered And Noticed For All The Right Reasons.



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