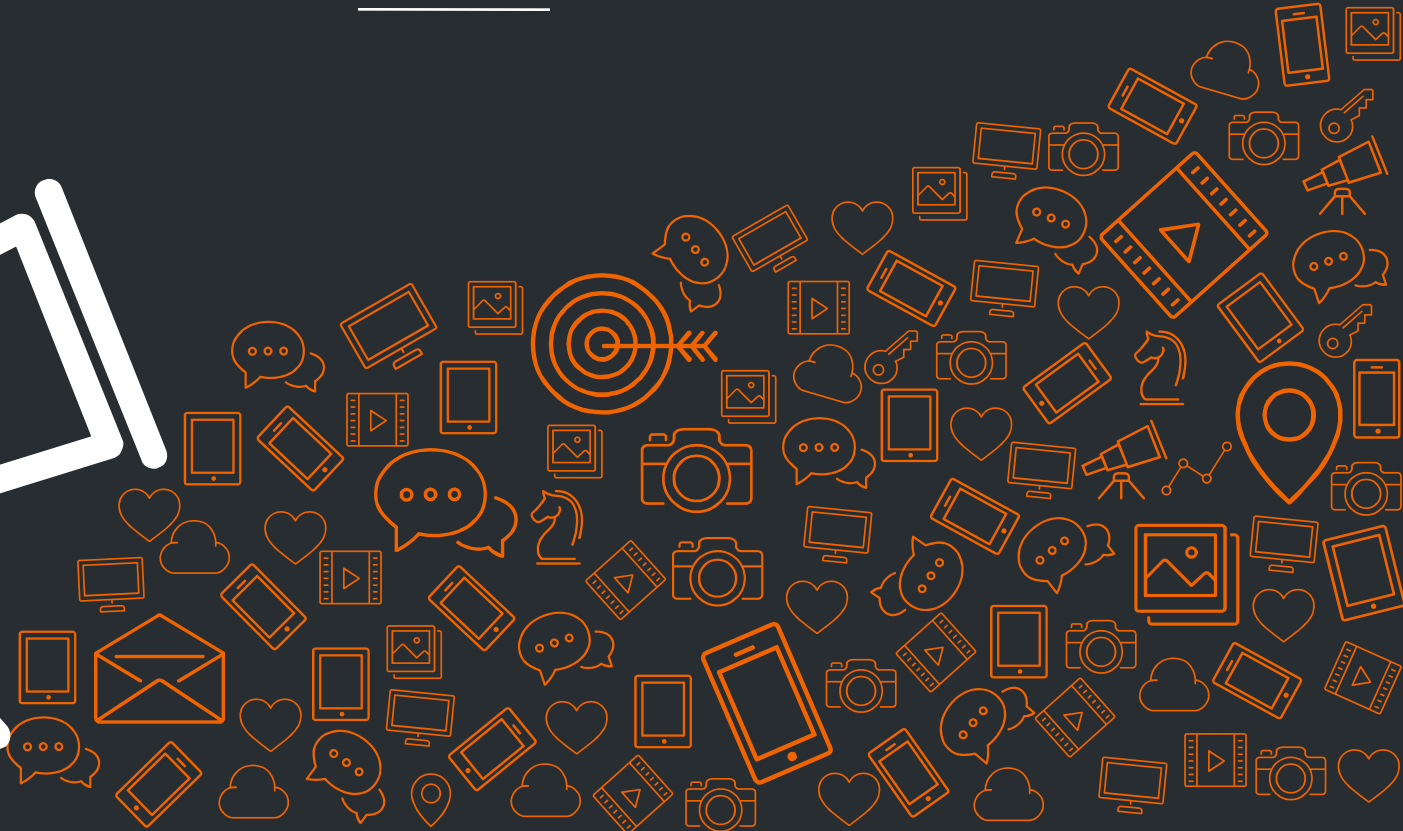


## When Researching and Deciding to Hire a Personal Injury Lawyer

## When Researching and Deciding to Hire a Personal Injury Lawyer



# SEO Leverages Internet Search

Your law firm can turn searches into paying clients.

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The internet has revolutionized how people search for and select personal injury lawyers. This eBook delves into the online behaviors of individuals seeking legal representation after an injury, examining their search habits, the resources they utilize, and the factors that influence their decisions.

Understanding these trends is crucial for legal professionals and marketers to effectively connect with potential clients in the digital age. Let's explore how people navigate the online landscape when looking for a personal injury lawyer.

# SEO: A Basic Understanding.

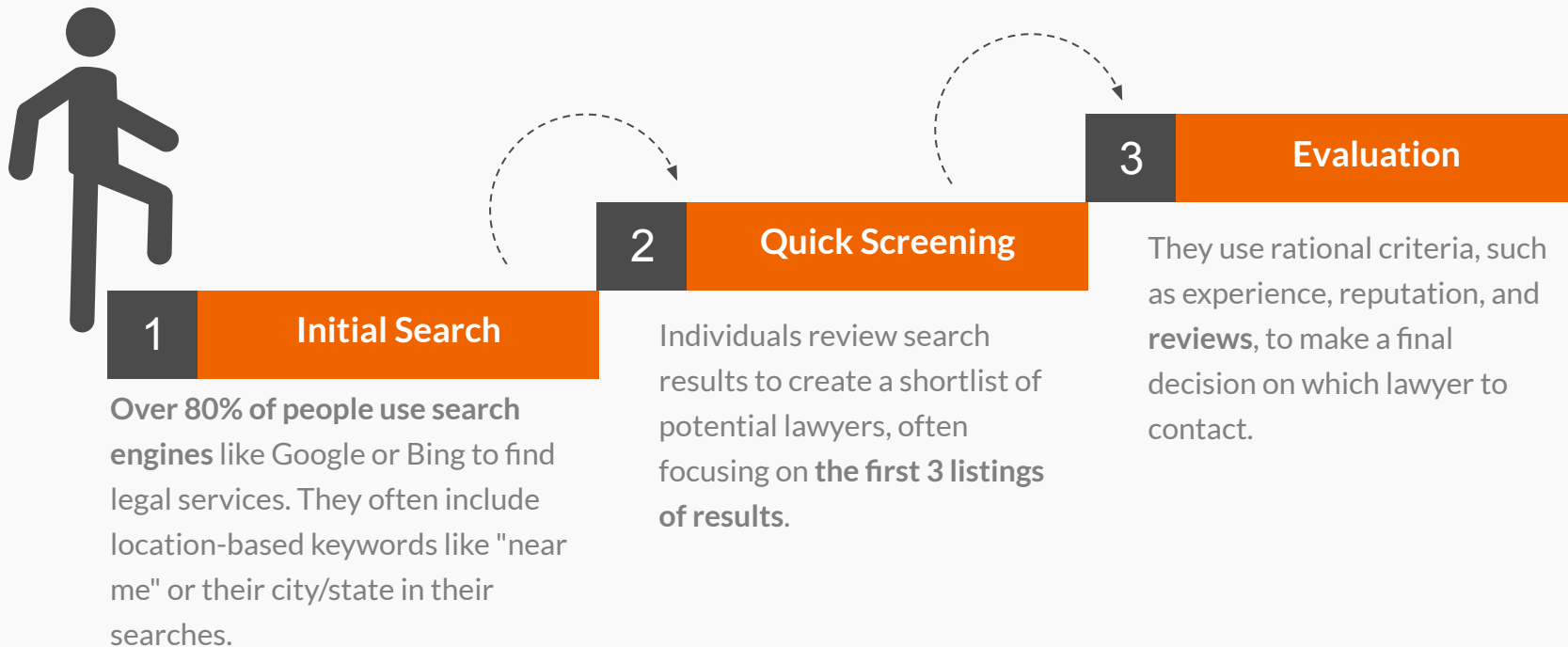
What is SEO? What Does It Do? How Will It Win My Firm Clients?

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- 1 SEO stands for search engine optimization. It's the discipline of creating and maintaining content that will show up in search results.
- 2 People use specific terms and phrases to search for a lawyer. Phrases like “personal injury lawyer” would be a phrase that matches your firm.
- 3 They click on search results and use the website information to decide whether to contact you.
- 4 AI-driven searches are more focused and specific. Content on your web page will need to provide the right information.

# The Search Process

Here's how potential clients use internet searches to find a lawyer.



# Common Legal Search Terms

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## Location-Based Terms

Variations of "personal injury lawyer" with modifiers like "near me," city or state names, or "best."

personal injury lawyer in Chicago

personal injury lawyer near me

best wrongful death lawyer in New York



## Specific Practice Areas

Keywords related to specific types of accidents, such as "car accident lawyer," "medical malpractice lawyer"

rear-end accident lawyer

truck accident lawyer

workers' comp attorney



## Long-Tail Keywords

Specific questions or needs, like "how to choose a mesothelioma lawyer"

Who is at fault in a multi-car accident?

What if the insurance offer doesn't cover my costs?

Will insurance cover my physical therapy expenses?



# Factors Influencing the Decision to Hire

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## Experience and Reputation

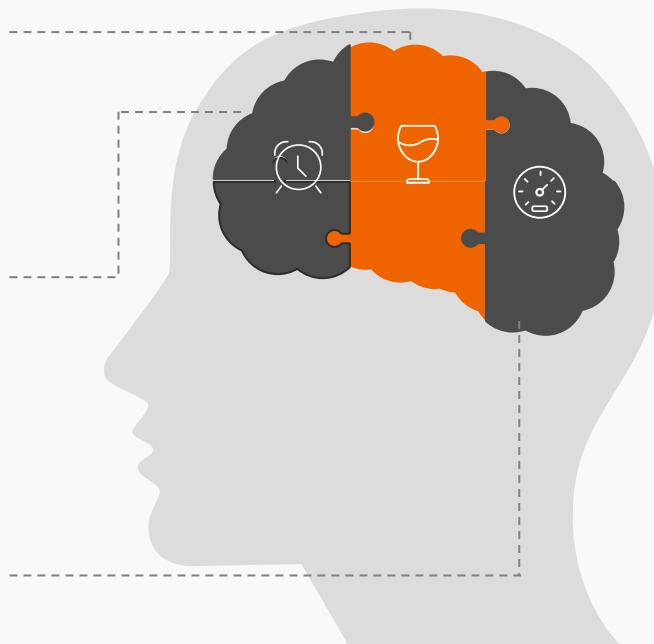
People often look for lawyers with a proven track record of success in cases similar to theirs. A lawyer's reputation in the legal community and online reviews from previous clients are important factors.

## Communication & Accessibility

35% of personal injury consumers consider how fast an attorney responds as an important factor in choosing a lawyer. People value lawyers who are responsive, communicative, and accessible.

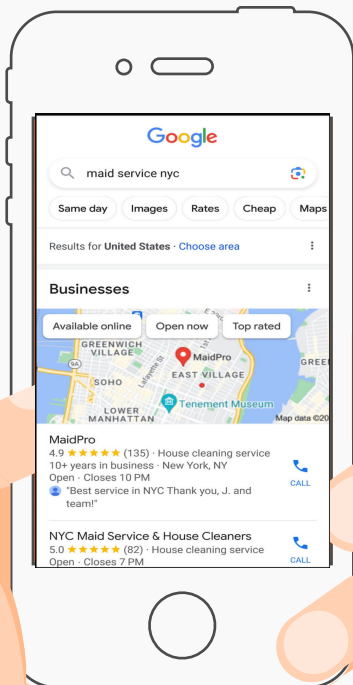
## Resources and Location

People may consider whether a lawyer has the financial and professional resources to handle their case effectively. Proximity to the lawyer's office can also be a factor, especially for in-person consultations.



# Mobile Device Usage

Mobile devices have had a big impact on how people search.



62%

## Mobile Searches

62% of people use their mobile device to search for legal needs related to personal injury, which is 10% higher than the average.

50%

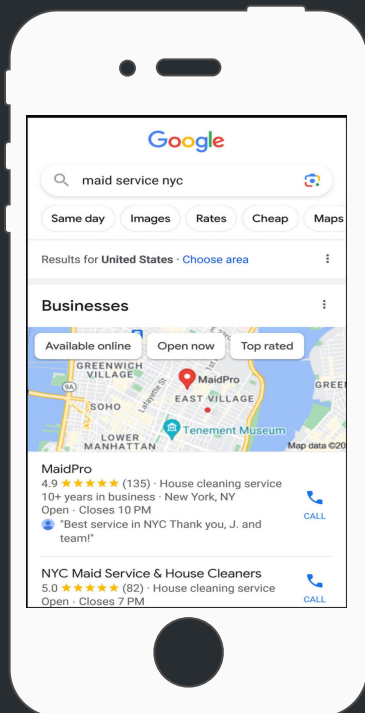
## Mobile Contact

Nearly half of those individuals also use their mobile phones to contact an attorney.

# Mobile First Indexing

Your search ranking relies greatly on mobile experiences.

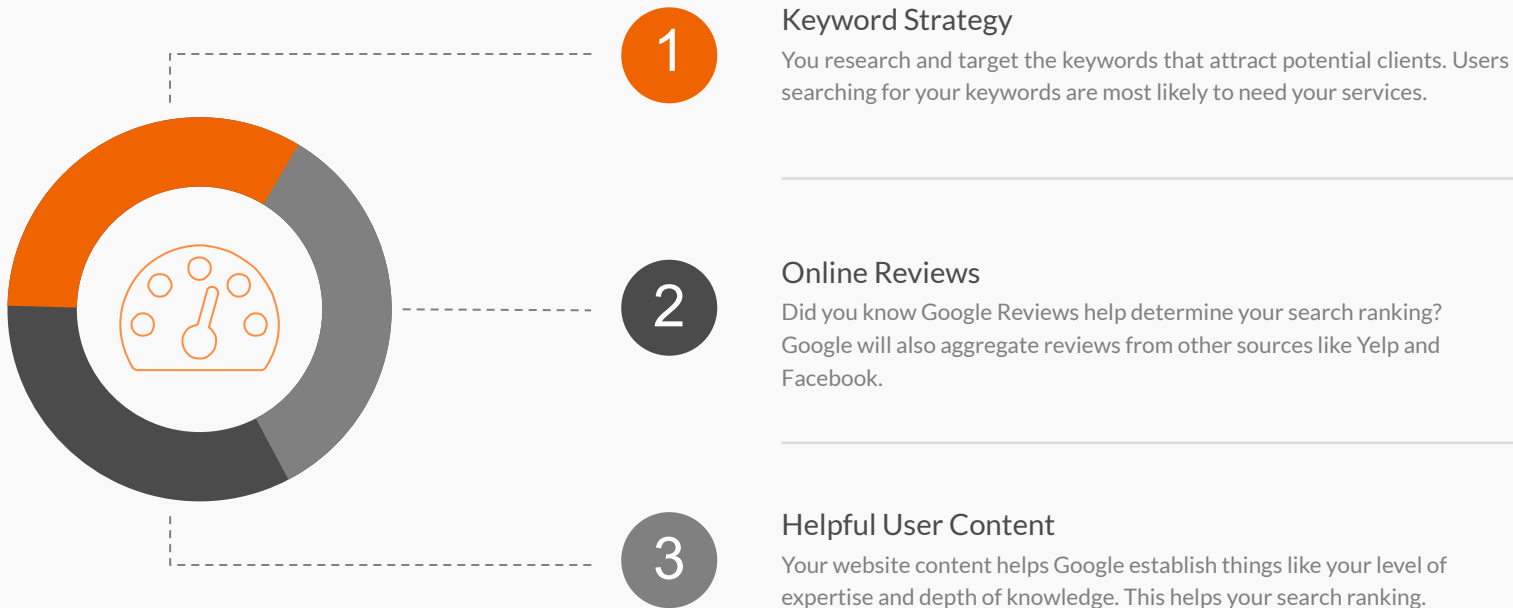
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In SEO, 'mobile-first indexing' means Google primarily uses the mobile version of a website's content for indexing and ranking, prioritizing the mobile experience over the desktop version. Websites not optimized for mobile may see lower search rankings, as Google relies heavily on the mobile version for indexing.

# SEO, Not Just About Keywords

## Is Keyword Targeting Enough for SEO?



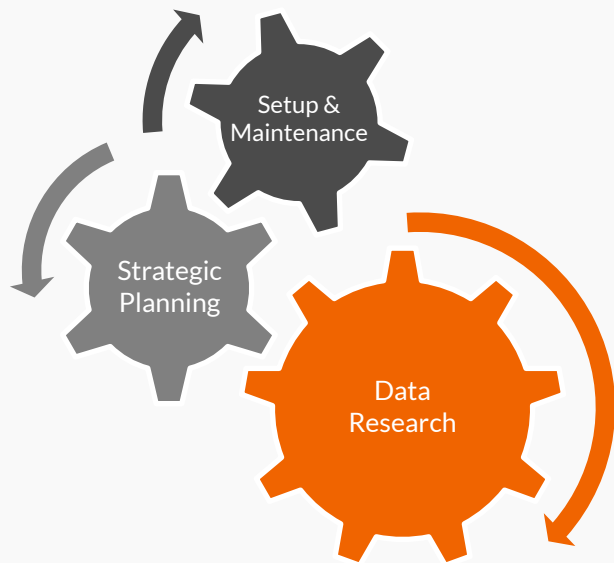
# The Secret to a Powerful SEO Strategy

## Unlocking SEO Success: 4 Key Areas



# Getting SEO Help for Your Firm

Let us help build your law firm's SEO strategy.



## Build the Foundation for Success

You can start with an SEO assessment. Learn what issues are holding back your website's search performance. Determine which keywords you need to dominate—and those to ignore.



## Build a Plan With a Budget

We understand the challenges facing small personal injury firms. We'll work with you to implement SEO improvements over time. You'll understand exactly why changes are being made. You get monthly reports that measure your website's performance.



## Implement and Improve

We can provide the knowledge and experience to implement measurement and lead generation into your environment. We've got experience with the most used CRM and Marketing Automation tools. We'll also continue to improve campaigns to improve outcomes.

# Thanks for Viewing

Learn more about the Acute Angle Marketing Digital Agency



Contact Us:



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