Website Design and Marketing Solutions for Personal Injury Attorneys to Improve Lead Generation
Personal Injury firms that do not aggressively invest in marketing will not grow. Firms must overcome several unique challenges to attain significant new business from the internet. These challenges include:

**Standing Out in a Competitive Market**

There are roughly 100,000 Personal Injury lawyers in the United States. Every market features multiple firms offering similar services, and many have established firms that have gobbled up the majority of the market. Getting noticed, let alone retained, is a difficult prospect for most firms.


**Inconsistent Flow of Quality Inbound Leads**

Generating leads online is both difficult and expensive. Popular Google searches return millions of results, with only those at the top receiving significant traffic. Most Personal Injury websites simply do not rank well enough to deliver enough leads to retain new clients on a monthly basis.

**Poor Conversion Rates from Your Website**

Bringing visitors to your site is only half the challenge. Convincing that audience to contact the firm is equally crucial to success. Without effectively communicating the firm’s unique value proposition and expertise, even those firms that successfully drive traffic will not collect the leads they need.

**Finding a Trusted Partner**

Most marketing agencies cannot deliver on their promises. Worse, many rely on techniques that fall outside of Google’s guidelines and can bring search engine penalties and other long term, negative ramifications for your firm online. Many firms have been burned in the past, so knowing who to trust is a challenge.
SOLUTIONS

Personal Injury firms can find success online despite these challenges. A digital marketing agency should offer the following solutions:

1. **Build a Strong Foundation**

   Effective website design is the foundation of your firm’s online presence. Far more people will see your website than will ever set foot in your office. Investing in compelling website design and engaging content will increase the likelihood visitors contact your firm. A comprehensive digital marketing strategy will amplify your message across search, social, and through effective placements on other websites and legal directories.

   Selecting an experienced partner with a strong track record of working with Personal Injury firms is crucial. In addition to designing a visually appealing website, an effective agency will understand the elements required for a high converting website and be able to successfully drive lead-generating traffic to your website.

2. **Get Found Everywhere Clients Search**

   Building a strong, multi-channel lead generation website requires a robust digital marketing strategy. Organic and paid search are likely to deliver the bulk of your leads, though strategies focused on lead generation through local search, display advertising, social media, referral traffic, and directory listings should not be overlooked. New channels such as voice search also continue to emerge and your strategy must be flexible enough to accommodate these opportunities as they present themselves.

   The agency you select should have a comprehensive strategy designed to drive leads through multiple channels. They should also have an experienced team able to handle a digital marketing landscape that is always in flux. An agency’s approach to recent changes like mobile-first indexing, the growth of voice search, and evolving search result pages will help identify strategies that are likely to be successful in the future.

3. **Effectively Convert Traffic into Revenue**

   Do not overlook conversion rate optimization, which is an ongoing process designed to improve the percentage of visitors that become leads. While most firms are aware that their website needs to be optimized for rankings, few put in the work to track and increase their conversion rate. Best practices for increasing conversion rates include decreasing page load times, displaying effective calls to action, adding relevant testimonials, showcasing your firm’s value proposition, and adding powerful graphics and video to your site. Proper tracking allows your site’s conversion rate to be monitored, tested, and improved over time.

   Be sure to discuss conversion rate optimization strategies with any potential partners. Agencies with a solid track record of working with Personal Injury firms are also more likely to understand your unique market, and what website elements are most compelling to visitors and are most effective at increasing conversion rates.
Work with a Partner You Can Trust

Finding the right partner for your firm is a straightforward process if you know what questions to ask. Potential partners should have extensive experience working with law firms and a strong track record of delivering leads from multiple online channels. Organic SEO should be based around original, high-quality content, and reputable links from relevant websites. They should also be able to detail strategies for other lead generation channels including paid search, social media, and referral traffic. Beware of any company that cannot offer a detailed description of services, sound reasoning for their strategies, and information on how they are adapting to an ever-changing digital marketing landscape.

It is also important to find a company that designs attractive websites for clients. These designs should be optimized for conversion, load quickly, and provide straightforward calls to action and easy methods for contacting the firm. It can also be helpful to speak with the marketing team in addition to a salesperson as you are likely to work with them closely in the months and years to come.

Zola Creative has worked with over 1,000 law firms over the past 11 years. We provide satisfied lawyers with results that will drive traffic to your website and generate new leads for your practice.
J&Y Law Firm is a premier Personal Injury firm in Los Angeles. Before working with our team, they struggled with their limited online visibility and poor lead generation results. We implemented many strategies including: improved website design, content writing and video creation, paid search with AdWords, website, analytics and conversion tracking, local SEO and coverage in legal directories/publications. As a result, J&Y Law Firm has received 400+ monthly website leads, over 84 first page ranking search terms and 1000+ monthly organic visitors to the website.

Read the full case study here