

Keywords for lawyers: 3 different ways to reach clients and control spend

Keywords can make (or break) your legal marketing strategy. Legal keywords for pay-per-click (PPC) ads are historically the [most expensive](#) of any industry. Almost all of the top 25 keywords are legal-related and 20% of the top 5000. So, the wrong choice will cost you a lot. But the right keywords can boost your PPC performance and help lower the overall cost per lead.

Here's a quick look at how to leverage your call data to find keywords that drive better PPC, improve search engine optimization (SEO), and help you pinpoint the most in-demand legal services.



1. PPC Keyword Strategy

Leverage keyword insights to lower PPC campaign costs

[Over half of law firms](#) consider PPC an essential part of their marketing strategy. With limited budgets, though, it pays to be thoughtful about keyword selection. It's also critical to track campaign performance closely and continuously refine your approach.



Hone your keyword strategy with call data

It's important to listen to how leads talk about their needs to understand what keywords will resonate. While you can do this by manually reviewing every call transcript, you can also use AI-powered software that can analyze and summarize your inbound calls to find premium keywords: [long-tail](#), practice-specific, and location-specific.

Validate your strategy with evidence

Track where your calls are coming from – whether that's a bus bench or online digital ads – and then evaluate which keywords and ads are driving the most calls. [Call Tracking](#) makes this simple, by showing you which calls, ads and keywords are working so you can focus your spend, reduce your cost per lead, and boost ROI.

Continuously improve your strategy

Keywords evolve, and your ads should too, so it's important to review your calls for emerging keywords or trends and adapt your keyword and ad strategy accordingly. With [call summaries](#) and [call highlights](#), popular keywords and phrases are called out for you without having to read the entire transcript.



“With CallRail we can identify which campaigns are more efficient. Last month, we dropped 2 campaigns that did not bring in any leads.”

–K Altman Law,
Gary Day, Administrator

61%

20%

JC Law [lowered ad spend by 20%](#) while retaining [61% more clients](#) by connecting CallRail to their CRM to analyze PPC performance.

2. SEO Keyword Strategy

Harness keywords to improve SEO performance

The potential payoff for organic search, or [SEO](#), is huge – the top organic results click-through-rate averages [39.8%, compared to 2.9%](#) for the top ad. But SEO success takes time, and it requires marketing skills that most law firms don't have in-house. Additionally, since the arrival of Google's search generative experience (SGE), which uses generative AI to break down the top SERP content into a single snippet at the top of the page, it's even more important to get SEO right. Yet, many firms end up floundering with generic keywords or wasting money on AI fixes that don't deliver.



Understand what SEO can do

SEO and content marketing hold incredible promise for building trust. Your website is the primary way in which you can build trust with potential clients, and SEO is key to driving traffic to your website. While the ROI takes time – and SEO is a long-term strategy – getting clients to trust you plays a big role in whether they decide to hire you or not, so it's worth the effort and the investment.

Identify highly specific keywords

To get to the top, target unique, long-tail keywords relevant to your firm and location. By analyzing all your calls, all the time, and surfacing common keywords and phrases, Conversation Intelligence can help you discover them.

Scale your strategy with AI

Call Tracking analyzes PPC ad results to determine which keywords perform best for your firm. You can repurpose the proven keywords in AI prompts to generate SEO content outlines.



“CallRail sheds light on where the marketing dollars are effective for the practice, and that helps me make decisions on what I should do as far as SEO.”

–Shawn Hamp, Managing Partner at
The Hamp Law Offices

81%

[81% of law firms](#) plan to use their website and SEO to reach more leads in 2024.

3. Keyword Strategy

Use keywords to enhance your services

The keywords people use when interacting with your firm can help you succeed with PPC and SEO. But you can also think of keywords as the topics your clients are talking about. Those topics often reveal valuable information about prospective client's desires, expectations, and experiences that can inform your strategic decisions, like what services to offer and how to advertise them.



Refine your services and strategies

Topics that clients frequently mention in calls could reveal lucrative new practice areas or gaps in your marketing strategy. You can surface those topics with Premium Conversation Intelligence.

Improve your processes

Track the questions that arise during intake. Then, use that knowledge to coach and train your intake staff. You can do this either by having staff take notes on calls or using software, like Premium Conversation Intelligence which creates [a brief summary](#) of each of your calls.

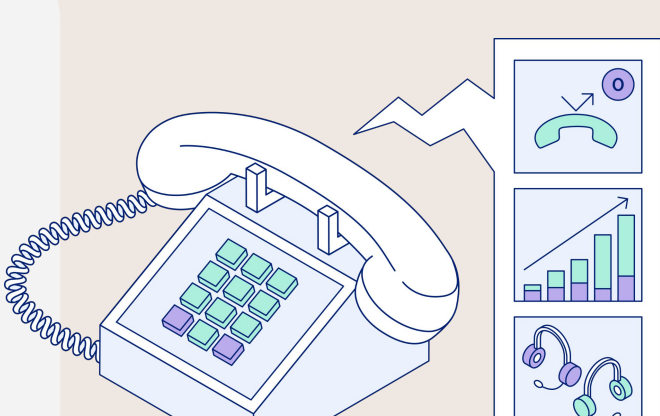
Stay two steps ahead

Negative keywords can be an early warning sign for churn, so be on the lookout for words like “dissatisfied,” “unresolved,” or a request to speak to “someone else in charge” in your call transcripts. Premium Conversation Intelligence makes identifying and responding to these negative keywords even faster and easier with real-time [call sentiments](#) that enable you to intervene instantly, even while calls are happening.



“We use the missed call report to analyze efficiencies in call staffing. We replaced **3 screeners** who were not performing well and as a result, our unanswered call rate went from **30% to 21%.**”

–Gary Day, Administrator at K Altman Law



Unlock the power of keywords with CallRail

Start your free 14-day trial today. No credit card required.

[Start my free trial](#)