

Pay-per-click keyword insights for lawyers to improve lead generation



Keywords can make (or break) your legal marketing strategy. The legal industry dominates the list of **most expensive pay-per-click (PPC) keywords**. It's often a high-risk, high-reward channel. Our **2025 Marketing Outlook** revealed that 42% of law firms want to spend more on PPC, but 50% believe they lack the budget to compete with larger law firms. With the right keyword strategy, your firm can boost campaign performance and lower your cost per lead.

Let's dive into three keyword strategies that can improve lead gen for your firm.

1. PPC keyword strategy

Leverage keyword insights to level up your approach

As more law firms make PPC ads the centerpiece of their marketing strategy and keywords cost hundreds of dollars per click, keyword selection and performance become more important than ever. It's expensive because it works, but it takes close tracking and refinement to make sure it works for your firm.



Hone your keyword strategy with call data



Use AI-powered software to analyze calls and uncover premium keywords—**long-tail**, practice-specific, and location-specific. This helps tailor your PPC landing pages to the way leads express their needs, ensuring messages resonate effectively.

Validate your strategy with evidence



Use **Call Tracking** to see 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, so you can focus your spend, reduce your cost per lead, and boost ROI.

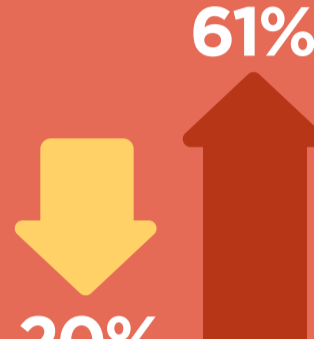
Continuously improve your strategy



Our data revealed dozens of keywords related to personal injury law. Use **call summaries** and **call highlights** to see what phrases your clients are using so you can identify keyword trends. Then, be sure to review your **keyword match type** to refine how broad or precise your ads are on Google.

Including branded keywords — like the name of your firm — in your PPC keyword strategy helps ensure your firm gets the top spot instead of competitors when clients search for you.

JC Law **lowered ad spend by 20% while retaining 61% more clients** by connecting CallRail to their CRM to analyze PPC performance.

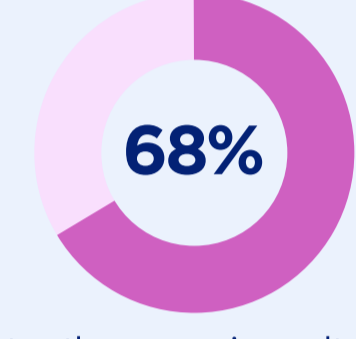


2. SEO keyword strategy

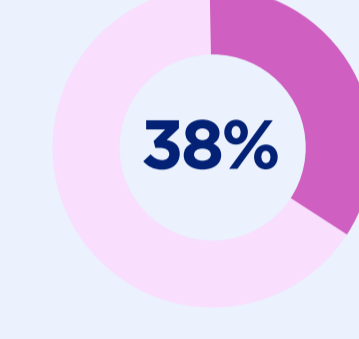
Harness keywords to improve SEO performance

Great content for the right keywords can help your firm dominate organic search results. The top three organic results net **68.7% of all clicks** on the Google Search page — while the top ad gets a paltry **2.1%** of clicks. With more people relying on AI summaries through ChatGPT or Google's AI Overview, the right keyword can get you featured there, where source links get **38.9% of clicks**.

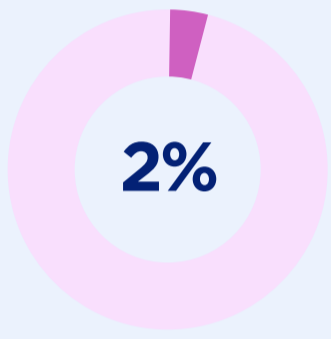
Earning top spots with organic **SEO** takes time and marketing skills most law firms don't have in-house. Yet, many firms end up floundering with generic keywords or wasting money on AI fixes that don't deliver.



top three organic results net 68.7% of all clicks



source links in AI summaries net 38.9% of clicks



while top ads only get 2% of clicks

Understand what SEO can do



SEO drives traffic and builds trust. While PPC thrives on generic keywords like "personal injury lawyer", it'll be much harder to rank highly for it organically. SEO is a long-term strategy that requires keyword diversity and valuable content to attract and win in search engines.

Identify highly specific keywords



Target long-tail keywords like **"best personal injury attorney near me"** or **phrases from client calls**. These unique terms boost your visibility in search results and paid ads, helping your firm stand out.

Scale your strategy with AI



Consistency is key for SEO. Use Call Tracking to identify top-performing PPC keywords, then repurpose them in AI tools to generate SEO content outlines and quickly create content that engages clients and attracts prospects.

"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

Top legal keywords based on insights from CallRail's research

- Injury lawyer
- Injury attorney
- Personal injuries lawyer
- Car accident lawyer
- Personal injury law firm
- Immigration lawyer
- Accident lawyer
- Real estate lawyer
- Personal injury lawyer
- Car accident attorney

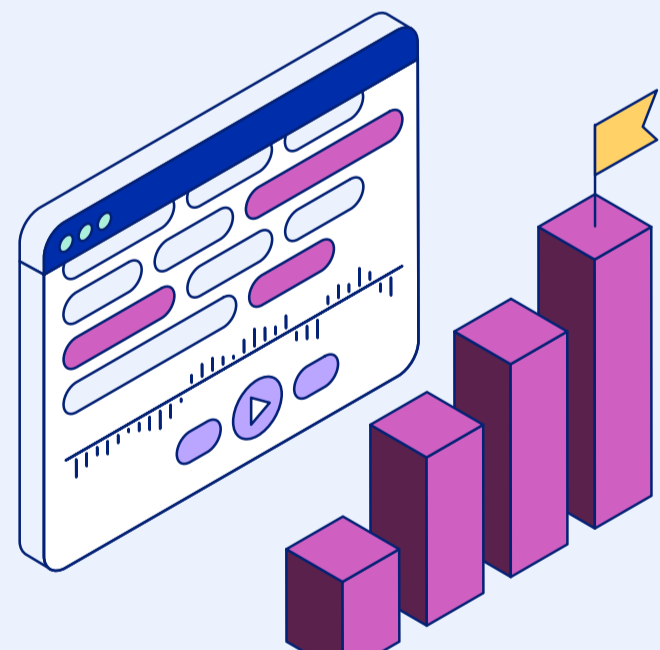
SEO is the most common law firm lead gen strategy, with only 4% of firms not spending any budget on it.



3. Keyword strategy insights

Use keyword insights to enhance your practice

The keywords people use when interacting with your firm can help you succeed with PPC and SEO. The keyword topics often reveal valuable information that can inform your client's desires, expectations, and experiences that can influence your strategic decisions, like what services to offer and how to advertise them.



Localize your strategy and refine your services



Keywords like "near me," "car accident," and "slip and fall" dominate legal searches. Use local SEO strategies and **Premium Conversation Intelligence™** to analyze calls, target regions, and refine your services and advertising strategy.

Key into other ways to improve

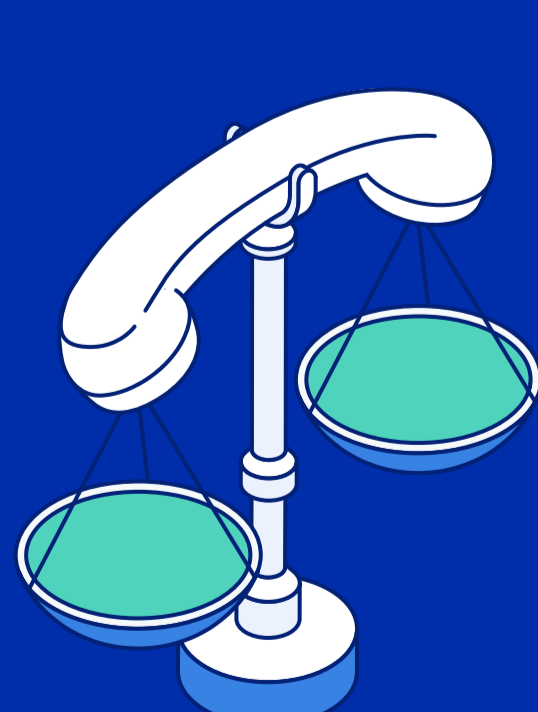


CallRail reveals more than keyword trends. Uncover client intake questions to help train staff and use AI-powered **Convert Assist** to generate to-do lists and responses after calls, freeing up time to focus on generating more leads.

Stay two steps ahead



Negative keywords like "dissatisfied" or "unresolved" signal churn risks. Premium Conversation Intelligence detects **real-time sentiments**, enabling instant intervention during calls to address issues and improve client retention.



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

-Gary Day
Administrator at K Altman Law

Unleash the power of keywords with CallRail

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

Start my free trial

