

Video is the Killer App to Get Found in Google

By Larry Bodine

There is a "killer app" that will greatly improve the likelihood that potential clients will find you in a Google search. Research confirms that it is online video, and many lawyers have gotten the message.

Video is the No. 1 reason that people go online, according to Pew Internet Research. Clients and potential clients would rather watch to a two-minute verbal explanation than read a two-page article. "I don't want anything on paper. I don't have an in-box; if I did everything in it would go into trash. I want something that will catch my eye in 30 seconds or less, certainly not a long block of text. I'm more likely to look at a video," said MeMe Rasmussen, VP and Chief Privacy officer of Adobe Systems Inc.

Consider this:

More than 4 billion videos are viewed on YouTube every day

Video is the easiest way to a first-page ranking on Google. A website with video is 53 times more likely to be found on the first page of Google compared with a website without video, according to Forrester.

Statistics show that having a video on your law firm website increases the chances that a potential client will retain you, and increases the time a visitor spends on your website.

Therefore it is surprising that only 51% of lawyers in firms of 1-5 lawyers say they plan to use video in their online marketing, according to a LexisNexis/Vizibility survey of law firm use of social media. The lack of video on your law firm website is a marketing mistake.

"Lawyers should develop an introductory video that showcases their personality as well as expertise. Post the video on the Web, including YouTube. Our studies have shown that a well-produced video can be a primary factor in a consumer's decision to contact a firm," says my colleague Craig McGuire, Product Marketing Manager, Websites/SEO/SEM at LexisNexis.

A small firm that is harnessing video effectively is Tully Rinckey of Albany, New York. The firm's videos have been viewed more than 140,000 times - an outstanding result for a law firm. Many are clips from TV news reports in which a station interviewed a lawyer for comment about current events. Chief Marketing Officer Graig Cortelyou has cultivated good relations with local TV producers who give him these videos for free. The 33-lawyer firm also displays a video on its home page.

Tips for a good video

Recording a video is easy and can be done right in your office. An experienced videographer will have the camcorder, lights and lavalier microphones that are required. I recommend that you do not write a script and read it word-for-word from a teleprompter. All you need are a set of bullet points to follow, as you would use when making a presentation.

To create a video that generates new business, follow these tips:

Don't talk about yourself. Clients are more interested in their legal issue than your credentials. Instead, talk about the problems you solve for clients.

Keep your video short: 2-3 minutes tops. Any longer and you'll lose your viewers.

Get to the point in 8 seconds or else viewers will move on.

The more light the better. Do not rely on sunlight or office light, which will produce dark and off-color videos.

Move when you speak, because video is designed to capture action. Most lawyer videos show someone sitting at a desk, which is boring. Try standing up and gesturing when you speak, which is how you talk to people in person.

⌘;A truly client oriented and outstanding organization.⌘;

I highly recommend Anthony J. Kuhn and the Attorneys at Tully Rinckey for any military legal . I am extremely happy with the results since I got the best possible outcome out of my case. You can expect to be treated with great attention, care and respect. Anthony was my lawyer during my case and contacted me regularly and answered all my questions. This is the type of care and attention my case received through out the process. I was extremely excited when Anthony secured me a complete victory out of my case. To also give you the back ground on my case, I was recommended to be administratively separated under article 14-12c. The case turned out to be very complicated and frustrating. I am very grateful to have found this law firm to help me with my case. All of my calls, inquiries were returned competently and very quickly. I was always kept in the knowing of even if there hadn't been any new updates. It truly felt and is a law firm that puts the customer's satisfaction as his top priority. A truly client oriented and outstanding organization. Thanks for a magnificent job! D.R. on on Attorney Anthony Kuhn, Esq.

Prior results do not guarantee similar outcomes.

⌘;He took on this case with vigor and ZERO FEAR of the government!⌘;

"LITERALLY THE BEST MONEY I EVER SPENT!!!! The USAF charged my son with Article 92, Violate General Order and Article 128, Simple Assault. I spoke to many attorneys who said to me, "Your son will be convicted of the Simple Assault because putting lotion on someone's face is considered an assault as it is an unwanted touch." They all wanted me to work on a plea deal with the government that ended with my son being discharged, spending time in the brig and having a federal conviction for the rest of his life. Knowing that this just didn't warrant a federal conviction, bad conduct discharge and time in the brig, I was on a search to find an attorney who would look at this case for what it was: a couple of 19-21 year-old immature young men horse playing. I was looking for someone who would say something different; someone who would be able to look at the case from more than one view. When I spoke to Mr. Rinckey, I thought I was going to get the same ole speech, but to my surprise, I IMMEDIATELY felt at ease and I knew right then that he was going to be my attorney (not sure if he knew it at this time). He took on this case with vigor and ZERO FEAR of the government! He wanted them to know that this was NOT going to go away with any plea deal! And he went to work! Then, LITERALLY 2 DAYS BEFORE trail the government added an additional charge, which was Article 134, Unlawful Entry. Mr. Rinckey stayed focused, developed a plan, and off to trail we went. He was so prepared, calm and at ease. I remember him saying to me, "I am ready to try this case." And yesterday – 14 APR 2016 – my son was found NOT GUILTY on ALL CHARGES AND SPECIFICATIONS!!! Yesss!!! You know, it's always hard to find money for an attorney, but I learned one thing with this case. Although I thought we couldn't afford

an attorney, the truth of the matter was that we couldn't afford NOT TO HAVE an attorney. I only wish I had found Mr. Rinckey sooner, but that's okay. I have found my ATTORNEY for life," Y.W. on Founding Partner on Greg Rinckey, Esq.

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“He attacked my matter with the determination, attentiveness and professionalism that I would expect”

"Attorney Anthony Kuhn was able to negotiate the dismissal of involuntary administrative separation proceedings against me and arrange for me to voluntarily retire. After a second GOMOR was permanently filed in my personnel file, the Army informed me that I was facing involuntary separation. After missing my window to rebut the proceedings, I called Anthony Kuhn for assistance and he assured me that he would do everything in his power to negotiate a dismissal and voluntary retirement. He attacked my matter with the determination, attentiveness and professionalism that I would expect from a seasoned attorney and fellow combative Veteran. He made it clear from the start that he was personally vested in my matter. As a Sergeant Major and former client, I enthusiastically and unequivocally recommend Attorney and Veteran Anthony Kuhn to any fellow service member or Veteran with a pending Military Law matter," P.W. on Attorney Anthony Kuhn

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