

Is Your Website Just a Swiss Army Knife or a True Marketing Tool? Five Must-Haves When Marketing for Trucking Cases

The Swiss Army knife was a sought after "tool" when growing up. It had a knife, tweezers, bottle opener, and then fancier ones came with magnifying glasses and a Phillips-head screwdriver. The flaw was that each tool did a mediocre job at best, often resulting in the need to seek out a "real" tool.

When it comes to your website and marketing for trucking accident cases, law firms must use a real tool. But, while most lawyers handle multiple types of litigations, so having the website dedicated to only trucking accidents leaves the firm in a "website conundrum." Below we'll cover the must-haves that will turn your Swiss Army knife of a website into a trucking accident marketing tool, without sacrificing its overall scope of your law firm.

#1 - Create a video for the trucking page, and any other pages related to trucking accidents, including blog posts. Only discuss trucking matters, carriers, and differences with trucking accidents such as the ECM module, drug testing, and how its expert analysis is critical to winning a trucking lawsuit.

#2 - If there is a designated lawyer at the firm who handles trucking accidents, go beyond briefly mentioning it on the bio - plaster it. Make the biography lean more than 50% towards trucking accidents, their complexities, and be sure to include victories. Attorney bios are rare chances to say what the lawyer can do for the client; take advantage of this brief opportunity. Then add a link to the biography of the firm's "Lead Trucking Litigator" on all web pages associated with trucking (including blogs), as data shows that lawyer biographies are frequently a Top 10 page of any website and are commonly included in the Top 5. This will give the website proper coverage when a visitor arrives at any page.

#3 - The firm must have a "responsive" website. If you have upgraded to a responsive website in the past two years, we celebrate you becoming an early adopter! Responsive websites adjust and fit better on screens from 4 inches (mobile) to 34 inches. Google publicly acknowledged a preference for "responsive" designs so the firm is most likely getting more traffic from this technical advantage, especially since mobile web surfing will overtake desktop searches now that budget phone carriers offer plans to lower-income Americans.

#4 - If you do a Google Image search for "truck accidents" you will see hundreds of tragic photos from tractor-trailers colliding with vehicles. If you click any one of the images there is 90% chance you will be brought to a law firm website when they have used this image on a related content page. These images can be revolting to the family or client, and are not what they want to see, or a jury for that matter. You are in the business of helping the family get back on track and moving on with their lives in the best capacity you can offer through the court system. If you need to use a picture, feel free to use one of the "lead trucking lawyer" presenting to a mock (or real) jury. Show a picture of the team investigating a piece of tire, ECM, or other forensic effort.



#5 - Most people do not know another that has gone through a catastrophe such as trucking accident. Sharing of a story, via testimonial or thank you letter, effectively states from a previous client that you have achieved victories in previous accidents, and also helps the family to understand that something can be done. These 3rd party accounts are effective and can not be duplicated by your competition - and you can bet, nearly every prospective client will view one of your competitors too.



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