**Top Reasons for Producing Legal Videos**

Video marketing has increased in demand by leaps and bounds over the past few years, and is one of the most effective forms of content marketing. It is evident from the fact that YouTube has secured the number two spot as the largest internet search engine, as people are consuming video content more than ever before. If used in the right way, videos can generate great results for solo practitioners and law firms, and become an integral component of your content marketing strategy.

Still skeptical whether you should produce legal videos for your law firm? Here are some great reasons that will change your mind.

1. **Video Content is More Personable**

Video allows you to establish an emotional connection with your potential clients. It allows you to demonstrate your skill level and knowledge and communicate your zeal and enthusiasm for the law, providing you a great opportunity to shape their perception about who you are and what you are capable of.

1. **Improved SEO**

Having a search engine optimized, well-edited video content can dramatically increase your search engine rankings of your law firm website. Google classifies videos to be high-quality content – this means that if your website is rich with video content, it has a higher chance to be in top rankings, allowing you to benefit from the increased visibility and organic traffic. However, this does not mean that you should only focus on creating videos and disregard other form of content, as each type has its own importance and should be part of your content marketing strategy

1. **Video Appeals to Visitors Who are not Interested in Reading Text Content**

Statistically speaking, a majority of people on the internet give preference to watching a video over reading text-based content. This gives you an invaluable opportunity to tap into a market segment that does not want to read lengthy paragraphs, but is interested in watching videos posted on your law firm website. Moreover, it provides you with a competitive advantage over law firms that are not utilizing this form of content marketing, allowing you to expand your client base.

1. **Creates a Lasting Impression**

Creating a video that leaves a memorable image in a consumer’s mind, increases the chances of them remembering the name of your law firm. Due to this, whenever someone talks about a legal issue or a law firm, your law firm’s name springs up on the consumer’s mind, opening a whole host of opportunities for getting new clients.

1. **Allows Lawyers to Highlight their Skill Set**

When looking for legal representation, clients search for law firms based on their reputation and narrow down their options by seeing whether the attorneys have the right skill set. When you have videos on your law firm website, you can provide insights into your skills to your new clients by stating your experience and answering a few frequently asked questions to hook their interest and establish your credibility.

Looking to [create a video](http://www.fwd-lawyermarketing.com/services/video-photography-for-lawyers/) for your law firm? Our team of video marketers can help. [Contact](http://www.fwd-lawyermarketing.com/contact/) FORWARD Marketing today at (888) 590-9687 for more information.