

Law Firm Marketing Practice Test Questions and Answers

1. Your law firm website must be:

- A) Accessible and easy to use
- B) Mobile responsive
- C) Optimized for SEO
- D) All of the above

2. What does a law firm's 'brand voice' refer to?

- A) The volume of television advertisements
- B) The consistent tone, personality, and communication style used across all marketing
- C) The number of attorneys who speak publicly
- D) The firm's audio jingle or radio ad

3. SEO fundamentals to rank in search engine results

- A) Targeting local keywords
- B) Categorize your website
- C) Optimizing your pages
- D) All of the above

4. What is 'personal branding' for law firm attorneys?

- A) Creating personal merchandise with attorney names
- B) Building an individual attorney's reputation and visibility as an expert
- C) Filing for a personal trademark on one's name
- D) Creating personal social media accounts separate from the firm

Answers: 1-D 2-B 3-D 4-B

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