Legal services and search advertising
Reach more clients through Bing Ads

Search is typically the first step for those looking for legal information and the services available to them. Bing Ads can help connect you with a Bing Network audience that is ready to take action.

Search volume for the legal vertical on the Bing Network is significant:¹

665M total searches in the past 12 months
55M total monthly searches on average

Monthly search volume for specific legal keywords is also strong:²

4.7M searches for “attorneys and law firms”
4M searches for “accident and personal injury law”
1.9M searches for “family law”
1.2M searches for “legal aid”

Our high-quality audience is sophisticated, educated and financially secure:³

72% are age 35+
46% have a household income of $75K+
51% have graduated college

With one ad buy through Bing Ads, you are able to reach 160M unique searchers who represent:⁴

5B monthly searches
31.3% of the search market, or nearly 1/3 of all queries
An audience that spends 25% more online than the average Internet searcher

Best practices

Call Extensions make it easier to find your business by displaying your address, phone number and a link to directions.

Location Extensions drive more in-store traffic. Add a directions link to make it even easier to find your business.

Sitelink Extensions add multiple links to your ad so searchers can go directly to pages they’re interested in, offering a 25-35% higher click-through rate on average.⁵

Enhanced Sitelinks have helped advertisers achieve a 22% higher average click-through rate by adding two lines of text below each sitelink.⁶

Remarketing in Paid Search gives you a chance to re-engage with return site visitors.

¹. Microsoft internal data, April 2015 - March 2016. Bing Network includes Bing, AOL, Yahoo Search and partner sites. ². Microsoft internal data, March 2016. Bing Network includes Bing, AOL, Yahoo Search and partner sites. ³. comScore Plan Metrix, U.S., April 2016, custom measure created using comScore indices and duplication. ⁴. comScore Explicit Core Search (custom), January 2016; includes Microsoft Core Search sites, Yahoo (Bing Powered) sites and AOL Core Search sites in the U.S. ⁵. comScore qSearch, Explicit Core Search (custom), June 2016; includes Microsoft sites, Yahoo sites (searches powered by Bing), and AOL sites in the United States.