



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



613M total searches in a 12-month period
51M total monthly searches on average

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



5.1M searches for "attorneys and law firms"
4.6M searches for "accident and personal injury law"
2.9M searches for "family law"
1.5M searches for "legal aid"

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



73% are between the ages of 25-64
46% have a household income of \$75K or more
58% have an associates degree or higher

1. Bing Ads Campaign Planner, US. Includes Bing, AOL, Yahoo search and syndicated sites. Data range: April 2016 - March 2017. 2. Bing Ads Campaign Planner, US. Includes Bing, AOL, Yahoo search and syndicated sites. February 2017. 3. comScore Plan Metrix, U.S., August 2017, custom measure created using comScore indices and duplication. The Bing Network represents unduplicated visitors to Bing Web, Yahoo U.S. Web Search and AOL.COM Web Search. Yahoo U.S. Web Search is at least 50% powered by Bing. 4. comScore qSearch, Explicit Core Search (custom), September 2017. The Bing Network includes Microsoft Sites Core Search Explicit, Yahoo Sites Core Search Explicit (searches powered by Bing) and AOL Inc. Core Search Explicit in the United States. 5. Microsoft internal data, 2014. 6. Compared to ads without Enhanced Sitelinks. Microsoft internal data analysis, 2015.



With one ad buy through Bing Ads, you are able to reach **136M unique searchers** who represent:⁴



5B monthly searches



33.7% of the search market, or more than 1/3 of all queries



An audience that **spends 19%** 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.

Visit the [Bing Ads Agency Hub](#) for more resources.

