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:

- **613M** total searches in the past 12 months
- **51M** total monthly searches on average

Monthly search volume for specific legal keywords is also strong:

- **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:

- **56%** are between the ages of 25-64
- **52%** have a household income of $75K or more
- **51%** have a college degree or higher

With one ad buy through Bing Ads, you are able to reach **137M unique searchers** who represent:

- **5.4B** monthly searches
- **32.9%** of the search market, or nearly **1/3** of all queries
- An audience that spends **17%** 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.
- **Enhanced Sitelinks** have helped advertisers achieve a 22% higher average click-through rate by adding two lines of text below each sitelink.
- **Remarketing in Paid Search** gives you a chance to re-engage with return site visitors.

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