



SECRETS OF ATTORNEY MARKETING

Published by [Speakeasy Authority Marketing, Inc.](#) · January 2nd, 2023

The team at Speakeasy Authority Marketing is testing a groundbreaking new service...

Each month, our marketing experts conduct research in the top practice areas so that we can position your firm at the cutting edge of the market.

Then it dawned on us: *Why keep all of this insider information to ourselves when it could benefit you?*

So, we're introducing something new...

Now, you can get even more insight into what we're seeing on the frontlines of the legal world and stay yet another step ahead of the competition by:

- Knowing what's latest and greatest,
- Analyzing the data on behalf of your potential clients,
- Showing that you are ready to use this new info to help them get more favorable outcomes for their cases.

This month in Family law, we're kicking things off here...

New Statistics Show That The Leading Group Of Divorce Filers May Surprise You

Divorce rates in the U.S. have been on a steady decline in recent years, but although the frequency of divorce is going down, specific demographics are seeing an increased number of folks looking to "untie the knot".

Recent studies have shown that the largest population of divorcing couples are those over the age of 50 – and women are leading the pack. Over 70% of divorces today are filed by women.

So what can you do?

Overall, the family law industry has slowed down. This is in part because more and more people are turning to online filing services – and then there's the overall decline in the divorce rate.

This makes it even more important to target demographics that are searching online with keywords like, “divorcing when older” or “what to know when divorcing your husband”.

Now is a great time to focus on making sure that your website has blog content and practice area pages that are directed right to these groups. That way, when they find you online – they'll immediately know that you're the right attorney for them.

What do you think?

With a world that's changing as quickly as ours, it can be challenging to keep up with trends that change on a seemingly daily basis. Are you noticing that a greater percentage of your clients tend to skew older? Why do you think more women are initiating divorces these days?

Something to consider this month...

If you want to read more, take a look at our sources:

**[4 Divorce Trends That Might Surprise You — Proffitt & Associates
\(proffittfamilylaw.com\)](http://proffittfamilylaw.com)**

[COVID-Related Divorce Trends: Which Ones Are Here to Stay? | Offit Kurman](#)

[Pandemic splits getting nastier as divorce trends hold steady | Advisor's Edge](#)

[What You May Not Know About Divorce Statistics And Trends \(wiselieberman.com\)](#)