

# How one law firm increased qualified leads while consolidating monthly web marketing costs.

A CASE STUDY EXAMPLE



First Draft Marketing helped William Todd Law realize a seven-fold increase in **qualified** “new client inquiries” with a new, optimized website and a focused digital marketing effort for relevant practice areas.

## The Challenge

- Qualified consultation leads from the website were sporadic
- New traffic/clients were difficult to trace back to any marketing source and marketing efforts + expenditures weren't being monitored for ROI
- Client paid for bad leads, from online attorney directories, that fell under legal issues outside the practice's scope, due to being listed in irrelevant practice areas
- Their well-known “online attorney directory and website marketer” also aggressively marketed their competitors with no differentiation
- Criminal and Family Law caseloads were stagnant despite extensive experience and desire to take on more varied cases
- Website was not compatible with mobile devices and could not be found for relevant search terms
- Fraudulent, negative Google reviews accumulated without response or request for removal, resulting in an unfavorable “online reputation”
- Client was overpaying for website hosting and antiquated phone book ads

## Our Solution

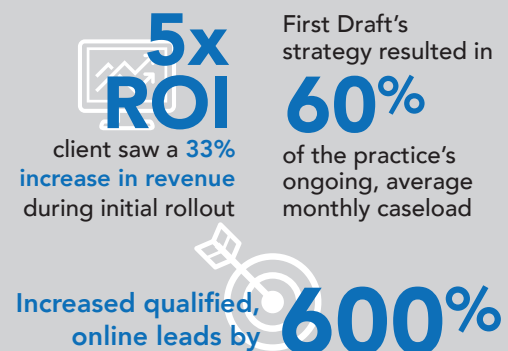
- Built a responsive, architecturally-sound website optimized for mobile devices, with optimized CTA's to increase conversions
- Verified website to search engines, like Google, Yahoo!, and Bing
- Created, claimed and verified social media pages and relevant directories
- Created and Optimized Pay-Per-Click Campaigns
- Consolidated several ongoing services and monthly bills
- Created new content for website pertaining to services offered by firm
- Optimized content for legal services with higher ROI
- Incorporated more search terms related to law firm services
- Update social media pages - Google My Business & Facebook
- Manage online reviews and handle reputation management (Google)
- Optimize SEO and PPC campaigns to increase reach



## In Their Words

I have been working with First Draft Marketing for over two years. They worked hard to develop my website to communicate my message, and then came up with a plan to market my law office's services in a manner that increased my business, but within a budget I could afford. I would estimate that I get at least 60 percent or more of my business from their SEO and PPC efforts. My family practice has increased, and in recent months my criminal law practice has also grown through contacts made through First Draft Marketing.

## Measured Results



New, Responsive website with additional CTA's and Contact forms



SEO + Social Media Updates



Pay-per-click (PPC or SEM)



Online Reputation Management (Google)



Contact us today for your free evaluation.  
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