

# THE ATTORNEY DIGITAL MARKETING GUIDE

SPECIAL GIFT INSIDE



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## WHY READ THIS GUIDE?

Many attorneys today have outdated websites and a limited online presence. This causes attorneys to unnecessarily lose cases to lower quality law firms with more internet knowledge, putting their future in jeopardy.

We have developed a proven legal marketing system that consistently delivers high quality cases to our attorneys. It took us several years to refine this system.

Please take a few minutes to learn some of our attorney marketing secrets.

### This Guide Will Teach You 3 Things!

1. How to enhance your online presence and tell your story better online.
  2. How to attract and convert more quality legal cases online.
  3. How to track your website's return on investment.
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## WHAT ATTORNEYS ARE SAYING

"I was confused in how to find a marketing company because so many marketing companies find me. I sought out a company that had the highest rating websites of their region. I wanted to be one of those high ranking websites.

I chose Accelerate Now because they had an actual marketing plan that involved redoing my website's design, creating apps for mobile phones, putting together videos, and actual visits with me to discuss the websites' return. I'm getting more calls, more emails, and more chats. All of that has happened in a relatively short period of time. I'm very satisfied with their attention to me and my business."



**CARL SPECTOR**

**Criminal Defense Attorney**

[www.nyc-criminal-attorneys.com](http://www.nyc-criminal-attorneys.com)



"For over 14 years we tried websites made by Lexus and Westlaw. Our website was essentially just an electronic business card. If somebody knew my name, they could find my website, but no one ever Googled for a personal injury attorney and found me.

Our business at Morgenstern and Herd has grown substantially since Accelerate Now took over our website. Never did we have the results we've had since we obtained the services of Accelerate Now. We couldn't be happier with our website or the results."

**BETSEY HERD**

**Personal Injury Attorney**

[www.morgensternandherd.com](http://www.morgensternandherd.com)



"We had a website that was built by one of the major media publishers in the area. This supposedly came with a very high price tag. When it was built, there were errors and issues with functionality and appearance.

Accelerate Now took us from being relatively obscure in web searches to being on the first page for almost all search terms that we consider important. New clients are calling all the time and we're also getting good name recognition from those people that we have helped before."

**RICHARD NICOTRA**

**Personal Injury Attorney**

[www.wnyinjurylawyers.com](http://www.wnyinjurylawyers.com)



"I have worked with other providers in the past, and I don't want to name names, two major providers, and I have been sorely disappointed over the years that I was working with them.

Right from the beginning, Accelerate Now has over-performed and exceeded all my expectations. My experience has been over-the-top. I think anyone who does not engage in a business relationship with them to host your website and support you with SEO is making a serious mistake. These guys are awesome, and I'm serious!"

**SUSAN W. SCHEER**

**Immigration Attorney**

[www.susanscheerimmigrationlaw.com](http://www.susanscheerimmigrationlaw.com)



"My old website was pretty static and was not user friendly. There was no way for potential clients to instantly speak to my office and there was no in-depth content.

Since I started working with Accelerate Now, my business has really improved. My client leads have gone from referrals from other attorneys in the community, to almost 100% online. There is absolutely a return on your investment."

**TANYA FREEMAN**

**Family Law Attorney**

[www.tanyafreemanesq.com](http://www.tanyafreemanesq.com)



"Partnering with Accelerate Now was the best thing I ever did. They have been very professional, and have lived up to their word to keep me at the top of the Google rankings. I couldn't have asked for better results, and it was pretty quick!

Accelerate now is very responsive to my needs. I can pick up the phone and speak to someone directly, and they handle any concerns that I have. I would highly recommend them."

**ARTHUR PRESSMAN**

**Criminal Defense Attorney**

[www.arthurpressmanlaw.com](http://www.arthurpressmanlaw.com)



"The program we have with Accelerate Now is working very well. I really wanted a program that would bring qualified leads into my office, and that has happened for sure.

The work that has been done on behalf of my firm has been professional and exceptional. I'm very happy with the services provided."

**JEAN MAHSERJIAN**

**Family Law Attorney**

[www.jeanmahserjian.com](http://www.jeanmahserjian.com)

# LAW FIRM WEBSITES

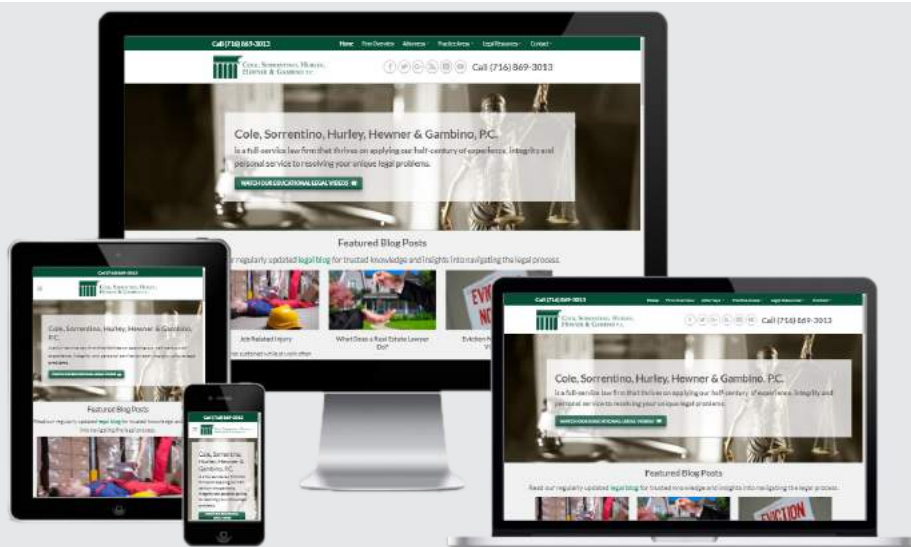
Many attorneys are frustrated because their law firm website marketing isn't working. They have an out-of-date website and they are worried, because their website is consistently out-ranked online by lower quality attorneys with better digital marketing help.

If this sounds like you, the very first step in turning this around is to find a law firm website marketing provider you trust. You want to make sure they have a lot of documented success and they are willing to share it with you.

If you contact Accelerate Now | Law Firm Marketing, we can quickly build your law firm a professionally designed, content-rich legal website that consistently delivers the high value legal cases you want, so you can relax more.

**Pricing:** Our SEO clients get a free content-rich website with unlimited practice area video production and eBook publishing, mobile apps, and our 24/7 live chat service at no additional cost. Stand-alone websites are \$10,000. Fast, secure web hosting is also available.





1

## Practice Area Content

Comprehensive and informative practice area content curated specifically for your law firm.

2

## 24/7 Live Chat Service

Get more cases with live chat. Our live operators monitor your website 24/7 and engage your web visitors instantly.

3

## Legal Videos & eBooks

Informational videos and eBooks will educate prospects and generate more interest in your firm.

4

## Automated Nurturing

Stop losing new cases. Our custom nurturing campaigns keep your firm top of mind.

5

## Legal Mobile Apps

Over 50% of all search engine traffic comes from mobile devices. Our mobile apps put you in the palm of your clients' hands.

6

## Lead Tracking & ROI

We track your website and provide you with real-time lead tracking and return on investment reporting 24/7.

# SEARCH ENGINE OPTIMIZATION (SEO)

Prior to talking with us, many of our attorney clients have struggled for years and have had horrible experiences with other SEO providers.

The goal of search engine optimization (SEO) is to get top organic listings on search engines (Google, Yahoo!, Bing) when someone types in keywords that are important to your law practice. An example might be Buffalo construction injury lawyer, New York divorce guide, or Jersey City divorce lawyer.

The top SEO position gets about 42% of the traffic. The second organic position gets about 24%, and the percentages really start to drop off as you go down the page. Therefore, the goal has to be to get the top spots. There is very limited business value to being on the bottom of page 1.

To get top SEO rankings consistently, you need a lot of high-quality, educational web content. We make this easy for you.







Google


buffalo construction injury lawyer

All News Maps Shopping Images More Settings Tools

About 337,000 results (0.44 seconds)

Rating ▾ Hours ▾

<b>Small Law Firm</b> 5.0 ★★★★★ (1) · Personal Injury Attorney 424 Main St #1904 · (716) 427-6899 Open · Closes 6PM	 <a href="#">WEBSITE</a>	 <a href="#">DIRECTIONS</a>
<b>Andrews, Bernstein, Maranto &amp; Nicotra, PLLC</b> 4.3 ★★★★★ (9) · Personal Injury Attorney 420 Franklin St · (716) 333-5525 Open · Closes 5PM	 <a href="#">WEBSITE</a>	 <a href="#">DIRECTIONS</a>
<b>Peter M. Jasen, P.C.</b> 5.0 ★★★★★ (2) · Personal Injury Attorney 69 Delaware Ave Ste 111 · (716) 848-9500 Open 24 hours	 <a href="#">WEBSITE</a>	 <a href="#">DIRECTIONS</a>

 [More places](#)

**Buffalo Construction Accident Attorneys | Construction Injury Lawyers**  
<https://www.wnyinjurylawyers.com/buffalo-construction-accident-attorneys/> ▾  
 ★★★★★ Rating: 5 - 1 review  
 If you or a loved one has been injured as a result of a construction accident, please contact our experienced Buffalo construction accident attorneys for a free consultation. We have extensive experience in helping clients recover compensation for their construction accident injuries, and can guide you every step of the way.

# PRACTICE AREA VIDEOS

Richard Nicotra



Personal Injury Partner  
Andrews, Bernstein, Maranto & Nicotra, PLLC

**Showcase your legal expertise and build your brand.**

You may be wondering what law firm practice area videos are, and why they are so important. A practice area video is basically a video answer to commonly asked legal questions. Practice area videos help people understand their legal issue more, help people get to know the attorneys at a firm better and help people find law firms online.

We offer unlimited practice area video production to all our SEO clients at no additional cost, because these videos help us ensure our clients will be successful online. The idea of unlimited video production all started back in 2013.

In 2013, we went to our very first client, Andrews, Bernstein, Maranto, & Nicotra, PLLC and said "Google really wants your website to produce more useful content, so our SEO program is going to offer unlimited practice area video production. Would you like to give this a try with us?"

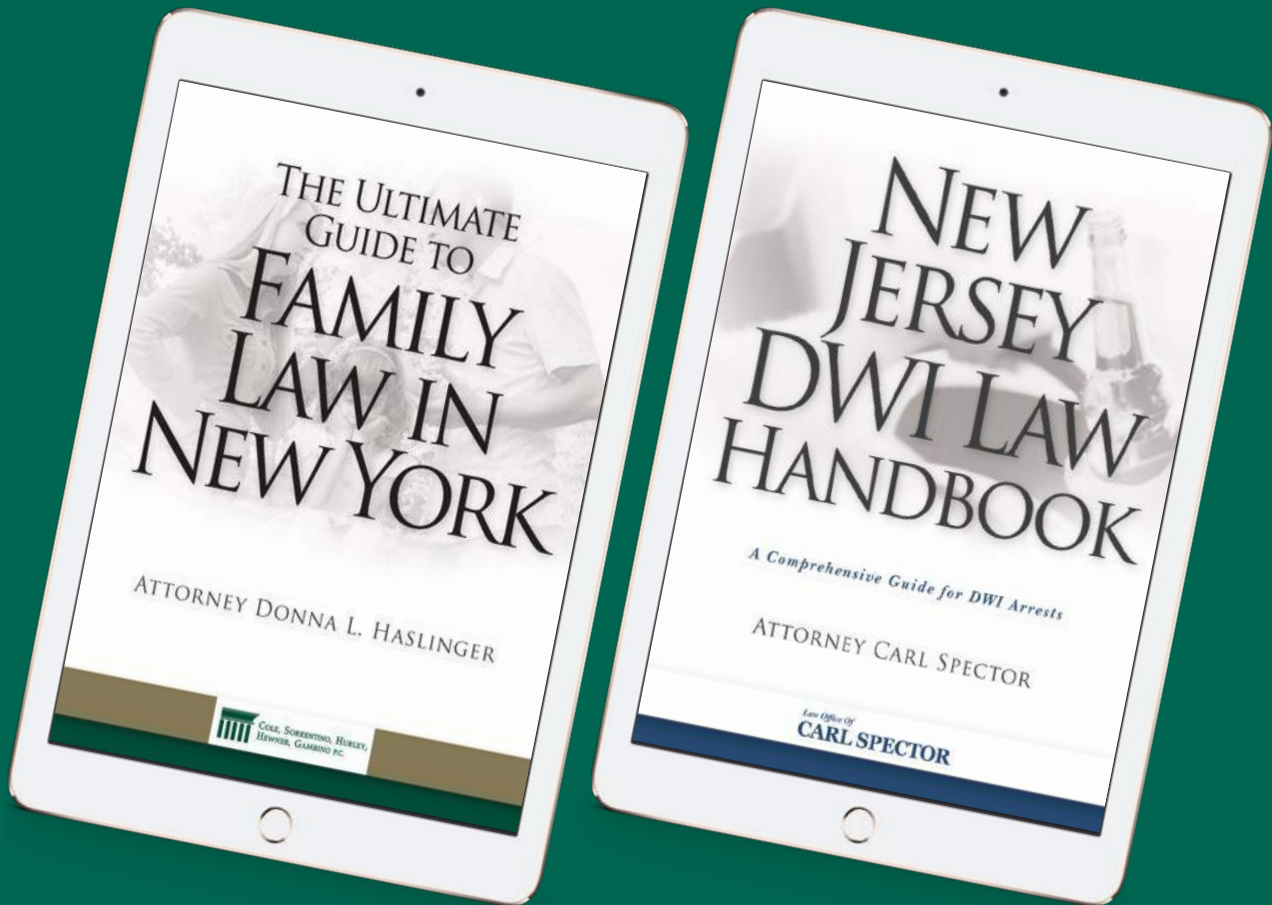
As soon as we launched their new website, they started getting cases. Their website went from delivering zero cases a month, to delivering 4 cases a month, then 8 cases a month. Today, they close approximately 25 cases a month and 60% of their personal injury cases come from our website marketing program.

The key to success online is to always keep an eye on what Google loves. If you do what Google loves, they will reward you with more top rankings and you will get more cases online.

**Pricing:** Our SEO Clients receive unlimited on-site practice area video production at no additional cost. Individual attorney videos can be purchased at a cost of \$150 per video.

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# PRACTICE AREA EBOOKS



Google has always loved good content, but today Google really loves comprehensive, educational content.

One of the things we have done to improve our web marketing program over the years has to do with the addition of deep, definitive guide blog posts and eBooks.

Basically, we create definitive guide blog posts and eBooks that rank extremely well for everything covered in the books!

The practice area eBooks are added to the law firm's website. Potential clients then have the opportunity to submit their email to get a free copy, along with related practice area videos. This is all done automatically and the content is delivered via email over time, constantly driving potential clients back to the website. This frees up a lot of time for our attorneys, because the initial prospect information gathering is all done automatically for them.

Due to this automation, when their clients do schedule their initial consultation, they have a much more educated and happy client.

The results have been truly amazing.

**Pricing:** Our SEO clients receive eBook design and publishing, as well as the automated follow up system at no additional charge. If you want individual practice area eBooks created for your law firm with automated nurturing and follow up, please give us a call.

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# AUTOMATED PROSPECT NURTURING AND FOLLOW-UP

First, your website visitors sign up to receive some free practice area information.

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Then our system automatically sends these potential new clients content (eBooks, videos, blogs, etc.) at pre-set intervals, continuously driving them back to your website.

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Through the educational process, they learn more about their legal issue, are introduced to the attorneys, and begin to understand how you would approach their specific legal matter.

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This nurturing process keeps prospects engaged and drives more interest in your firm, leading to more cases.





**Continuously drive prospects back to your website.**



**Pricing:** Our SEO clients receive our automated prospect nurturing system at no additional charge. If you want individual practice area eBooks created for your firm with automated nurturing and follow-up, please give us a call.

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# ATTORNEY MOBILE APPS



**Many attorneys are losing cases to competitors because they don't understand the importance of having law firm mobile apps.**

**Today, over 50% of all web traffic comes from mobile devices.**

**Is your law firm missing out on the opportunity to connect with potential clients on their smart phone devices?**

**Mobile apps create immediate access to you and your firm, literally putting you in the palm of your clients' hands.**

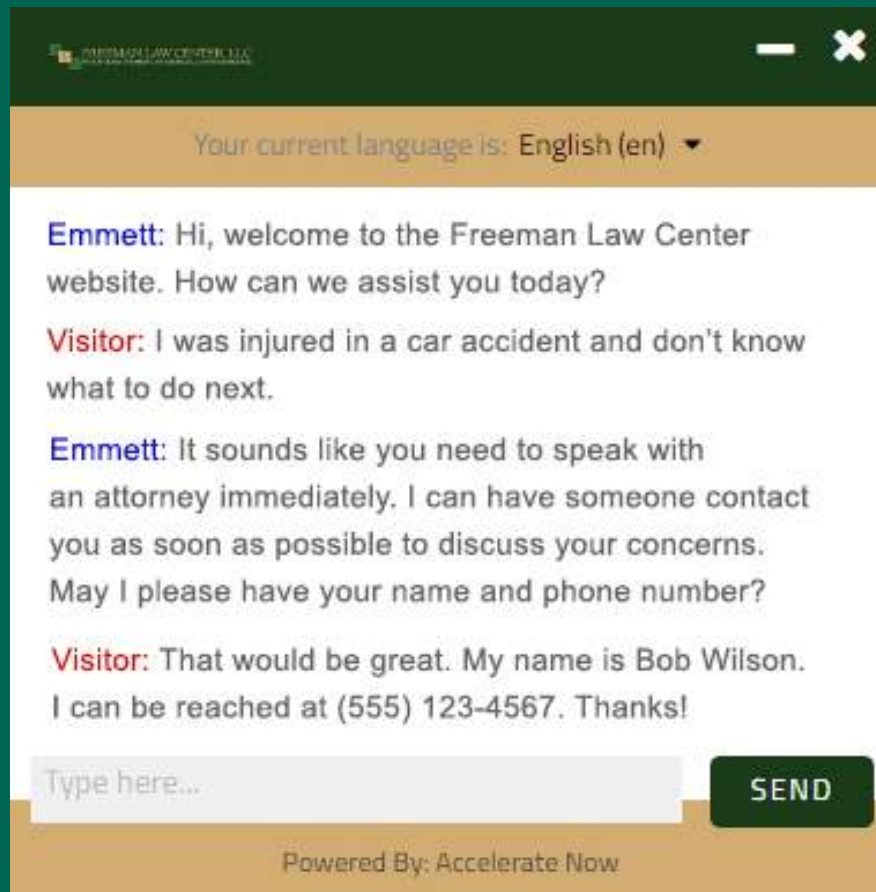
**Mobile apps act as a dynamic and interactive online business card that promotes client retention, and new referrals.**

**Our custom mobile apps include practice area videos, informative eBooks, click-to-call functionality, built in GPS directions to your office, access to your firm's social media channels, and more.**

**Pricing: Our SEO clients get individual mobile apps for all practice areas and attorneys at no additional cost. If you would like to purchase individual attorney or practice area mobile apps for your firm, please contact our office for a quote.**

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# LEGAL WEBSITE LIVE CHAT OPERATORS



Freeman Law Center, LLC

Your current language is: English (en) ▼

**Emmett:** Hi, welcome to the Freeman Law Center website. How can we assist you today?

**Visitor:** I was injured in a car accident and don't know what to do next.

**Emmett:** It sounds like you need to speak with an attorney immediately. I can have someone contact you as soon as possible to discuss your concerns. May I please have your name and phone number?

**Visitor:** That would be great. My name is Bob Wilson. I can be reached at (555) 123-4567. Thanks!

Type here... **SEND**

Powered By: Accelerate Now

Many attorneys want their website to be more dynamic and productive. One easy way to make a legal website more dynamic is by adding a 24/7 live chat operator that engages your web visitors instantly.

Today, website visitors want instant gratification and engagement, regardless of the time of day. Research shows that many potential new referrals visit attorney websites after hours. So, you want a live chat operator that will monitor your website 24 hours a day.

The goal of website live chat service is to engage visitors, assist them quickly, and gather valuable information for you including:

- The visitor's name.
- Their contact information.
- A brief description of the legal issue they are facing.

Immediately following each live chat session, we send you an entire transcript of the conversation for quick follow-up and appointment scheduling.

Adding a live chat operator to your website can improve your lead capture rate by as much as 20%.

**Pricing:** Our SEO clients receive our 24/7 live chat service at no additional cost. If you want to add a live chat operator to your website as a stand-alone service, pricing starts at \$200/month.

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# LOCAL DIRECTORIES & CITATION MANAGEMENT

Many law firms are frustrated because they don't appear more prominently in the local online search results. The frustration is heightened even more when they see lower quality attorneys appear instead of them.



Search engines are all about confidence. They want to ensure the results they are displaying to users are accurate and relevant. It is critical that the search engines understand exactly who you are, what you do, and where you are located. Local directories and citation sites help search engines verify your law firm's information. This helps your law firm establish trust and authority, and helps give you increased rank in local online search results.

### What are local directories?

Local directory sites specialize in indexing law firms based on practice area categories and geography. Some of the most common sites include Google Local, Yelp, Yahoo!, Bing, Yellow Pages, Manta, etc.

### Why are they important for local SEO?

Today, over 60% of internet searches come from mobile devices. Due to this trend, search engines are changing the way they are displaying results, putting more emphasis on providing "geo-targeted" local results.

### How can local citations help my law firm?

When your firm appears in our network of 70+ highly authoritative local directory sites, Google is more likely to display your law firm's listing in the local search results with your user ratings, map location, and other key information that will encourage people to contact your firm.

**Pricing:** Our SEO clients receive local directory and citation management at no additional cost. If you would like help claiming and maintaining your local directories and citations, our stand-alone services start at only \$99 per month.

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# SOCIAL MEDIA MARKETING





Many attorneys worry that other law firms are going to surpass them online because they don't know how to leverage the power of social media to increase brand awareness, and attract new clients.

We make social media easy for you and manage everything on behalf of your firm.

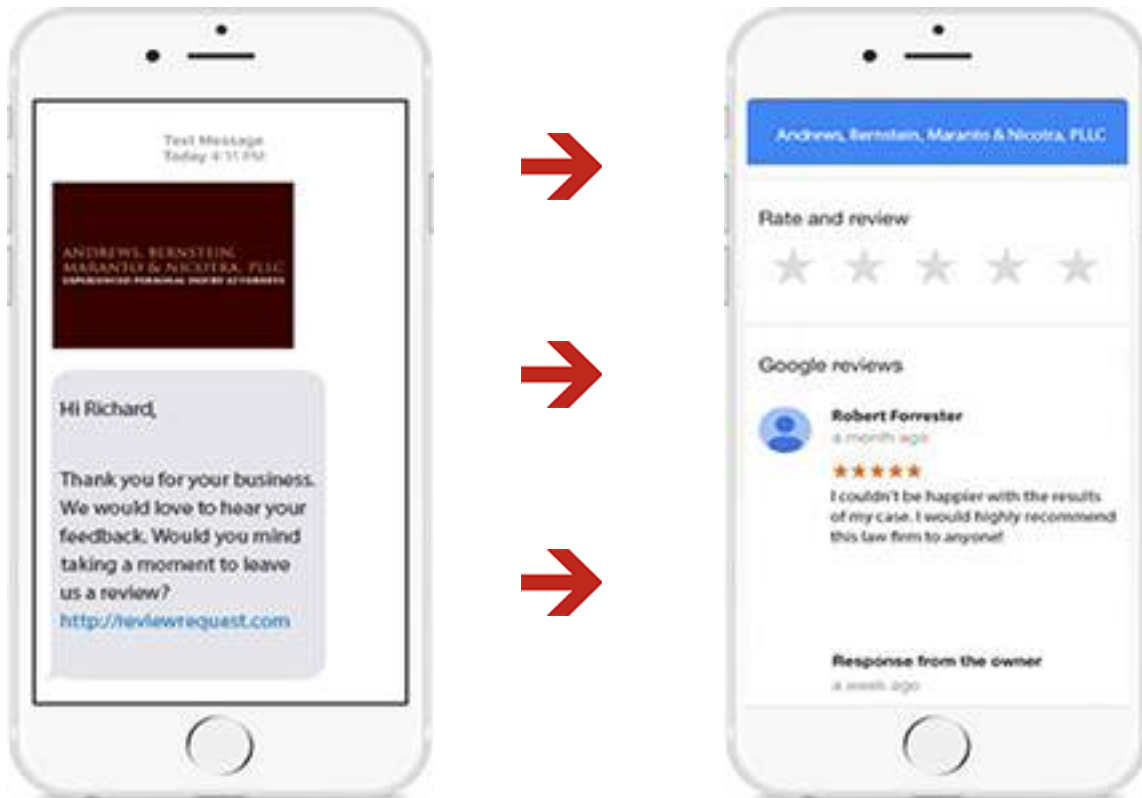
### **SOCIAL MEDIA MARKETING FACTS:**

- 62% of people in North America use Facebook, with over 1 billion users logging in on a daily basis.
- Google+ reaches 38% of the entire US population.
- People watch about one billion hours of videos on YouTube every single day.
- LinkedIn has quickly grown to over 467 million members.
- People send over 500 million tweets per day on Twitter.

**Pricing:** Our SEO clients receive social media marketing and content syndication services at no additional cost. If you would like help maintaining your social media channels as a stand-alone service, please contact us for pricing.

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# REVIEW GENERATION AND REPUTATION MANAGEMENT



Many attorneys today are worried about how they are perceived online. A proactive online review generation program can be extremely influential in ensuring your firm is perceived positively online. Plus, Google's search engine algorithm prioritizes legal websites with positive reviews across a variety of platforms, placing legal websites with more reviews higher in the search results.



**90% of consumers read online reviews before visiting or contacting a law firm.**



**84% of consumers say they trust online reviews as much as personal recommendations.**

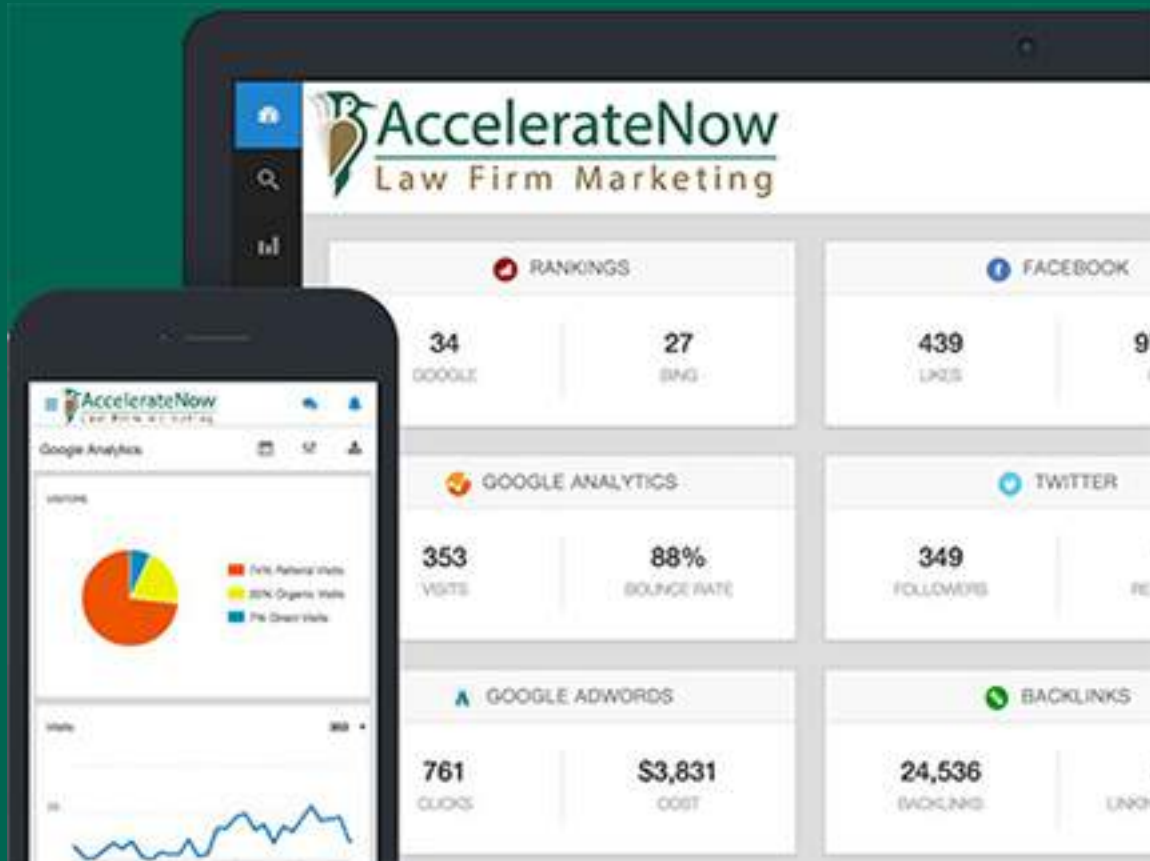


**74% of consumers say that positive reviews make them trust a local law firm more.**

**Pricing:** Our SEO clients receive review generation and reputation management at no additional cost. If you would like help with review generation, our standalone services start at only \$99 per month.

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# TRACKING LEADS & MEASURING YOUR RETURN ON INVESTMENT



Many attorneys are frustrated because they don't have a good handle on how much money their website is making or costing them.

To understand your web marketing program's return on investment, you need a robust lead tracking system. Your tracking system should show you where your top cases are coming from, and how much money your program is making you.

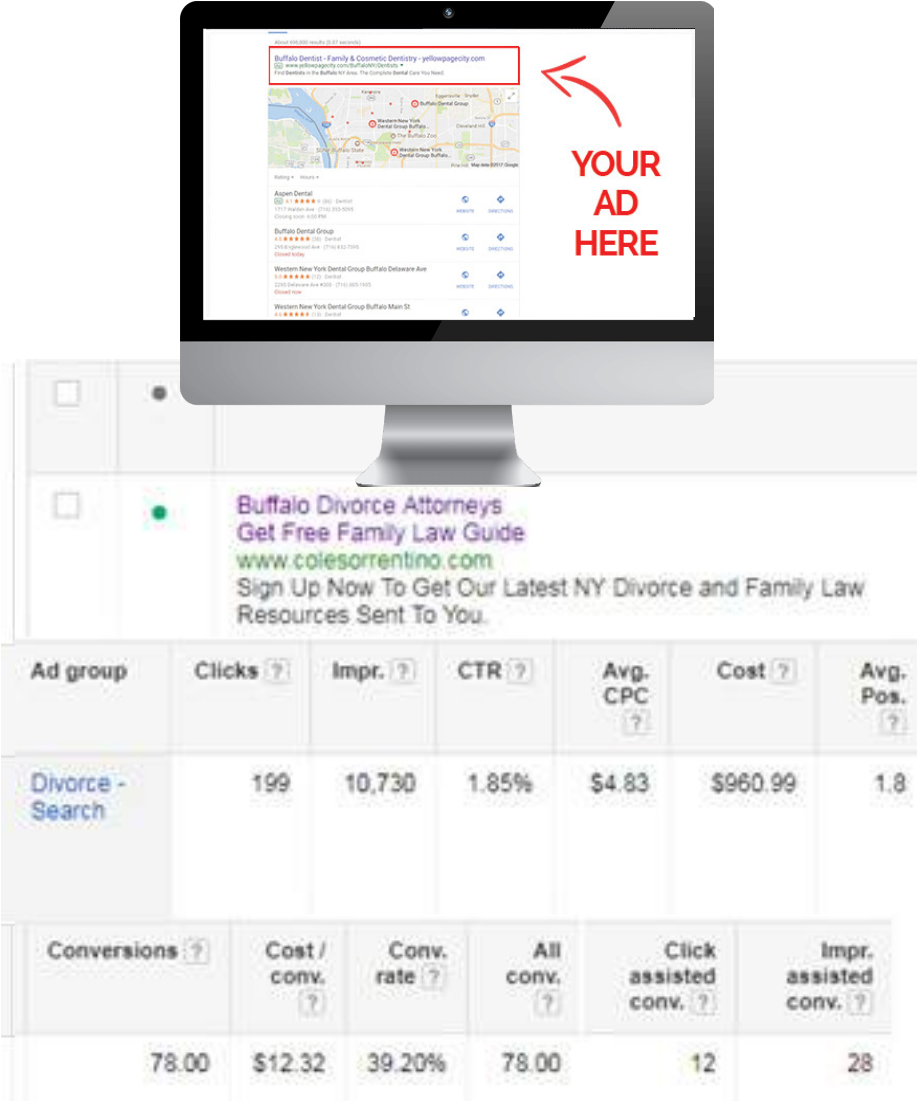
### **Our Real-Time Online Reporting Portal Shows You Everything:**

- How many phone calls, live chats, and online form submissions your website generates each month.
- Which clients came from your website and internet marketing program.
- Where your clients are originating from online (i.e. Google, Bing, Yahoo, Facebook, etc.)
- How your paid online advertising (PPC) program performing.
- How your search engine optimization (SEO) program is performing.

**Pricing:** Our SEO clients receive 24/7 access to our robust lead tracking and ROI reporting portal at no additional cost. If you would like help setting up and managing a stand-alone system, pricing starts at \$99/Month.

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# PAID ONLINE ADVERTISING (PPC)



The key benefit of paid online advertising (PPC) is that your firm is able to attract a good number of cases quickly and can cover any geographic area with ads, driving interested people directly to educational practice area resources on your website.

Many attorneys we work with have tried online paid advertising (PPC) unsuccessfully in the past and are apprehensive about trying it again. There are many reasons for this. That said, you shouldn't let bad past experiences deter you. This is a very profitable legal advertising strategy that should be leveraged as much as possible.

The key is to use a PPC partner that has a lot of documented success managing local legal marketing campaigns.

An experienced legal PPC manager will ensure your success and save you a lot of valuable time and money. Our PPC managers will continually optimize your program and get you the best return on investment.

Over the years, we have learned the best ways to set up and optimize legal marketing PPC campaigns and our success is documented. We highly recommend driving targeted traffic directly to your educational practice area content. Allow us to show you why.

**Pricing:** A strong PPC program requires a minimum monthly budget of \$1000 to start. We typically start clients on a 3-month flight.

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# INFORMATIONAL PRACTICE AREA CONTENT IS KEY TO SEO AND YOUR FUTURE SUCCESS!

It all starts with your website. If your website produces high quality informational practice area content, you will win with SEO and get more quality cases online.

Website  
Content

Blogs

Mobile  
Apps

Videos

eBooks



To get consistent top search engine (SEO) rankings, you need to have a high quality website that provides a lot of useful information to visitors.

Google actually assigns a quality score to your website.

When your website's quality score exceeds your competition, you out-rank them online and increase your firms visibility, thereby attracting more cases.

**Google looks at the following metrics to determine your website's quality:**

- How long do visitors stay on your site?
- How many pages do visitors view per visit?
- Do visitors come back to view different pieces of information?
- Do visitors interact with your content?

Your law firm website must be built with these things in mind.

This might sound difficult, but all you really need is the right web marketing partner. Let's talk...

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# LETS TALK...

We are determined to make a law firm in  
your area grow.

Our only question is, will it be yours?



Shawn Grant  
(718) 866-3036

[shawn.grant@acceleratenow.com](mailto:shawn.grant@acceleratenow.com)



**Schedule a talk and receive  
a free tablet.**

