



# Market Leader

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## Digital Marketing System

Law  Firm  
MARKETING PROS

MORE LEADS • MORE CLIENTS • MORE PROFITS

1

## Worry Free Website

New & Best in Class Website - Up to 50 Pages - PLUS a New Website every 24 months!

Never worry about your website again... We do it all for you over and over again.

## Local SEO/Google My Business - Dominate Google Maps

1 Google My Business listing - Google Local SEO "Maps"

Google My Business Creation, Optimization & Maintenance  
Continuous Link Building & Perpetual Citation Development & Maintenance

2

3

## Automated Review Acquisition System

Establish the Best Online Reputation in Your Market

Passively Create, Market & Syndicate YOUR Positive Reviews Online

Continuous Online Reputation Monitoring

Receive Instant Alerts when clients leave a review - Know when and how to respond!

## Google Organic Search (Below Maps)

Dominate & Control Page 1 in other Markets using our Proprietary  
Local Search Supremacy (LSS) Program

Expanded & Enhanced Geographical Digital Footprint for Organic SEO  
2 Keyword Bundles (Case Types) for up to 10 Cities (Add more now and as you grow)

4

5

## Google Ads

Highly Effective & Efficient - Pay-Per-Click \*\*

Get there fast! Get results by being on the Top of Page 1 with our ultra-efficient Click  
Ads Campaign - **Includes: Google, Bing & Retargeting**

Retargeting in Hyper-Focused and brings Browsers Back using Google Ads Network  
or Traffic Fuel

## Engaging Digital Content

Monthly Blog & Quarterly Press Release

Content Rich and SEO Amplified

Focused on Valuable Keywords and or Relevant News and "Money Keywords"  
Syndicated via High Domain Authority (DA) Website Sources, Leveraging High DA Backlinks

6

7

## E-Mail Newsletter Marketing (Monthly E-mail Newsletter)

Nurture Leads until they Convert to Clients  
Keep Past & Current with Clients and Stay Top of Mind  
Get Recurring No-Cost Referrals

8

## Enhanced Social Media Marketing

Facebook, Twitter, LinkedIn & GMB Posts

Daily Customized Posts to FB & Twitter (Weekly to GMB)

LinkedIn Customization (Ensure LinkedIn account is optimized for maximum connectivity)

9

## Digital Lead Funnels with Facebook Ads

Facebook Ads Creation and Monitoring, including A/B Testing of Ads  
Entice Potential Clients with Click Bait - "FREE Guide" or "FREE Report"  
1 Professionally Produced 45 second Attractive Character Video  
Follow-up Email Drip Nurturing Campaign  
New Ads Creation Every 6 months

10

## Website Optimization with Google Best Practices

Continuously Improve How Google Sees Your Website

Implementing and Leveraging Google Search Console "GSC" to Achieve Maximum Search Efficiency

Constant Troubleshooting of Your Website Presence in Google Search Results

Rapid & Efficient Correcting of Faults & Breakages

Ensuring Website Continues to Adhere to Google Best Practices

Refining and Improving Meta-Data to Maximize Search Rank Signals

11

## Conversion Optimization

Monitor Conversions Using Google Analytics & Adjust Accordingly  
Mobile Ready, Mobile Friendly & Mobile Optimized  
Monitoring & Modifying for Mobile Friendly Google Best Practices  
ADA Compliance - Latest ADA Compliance Plug-in Technology Applied to Your Website

## Pre-Client CRM with HighLevel Client Accelerator Aggressive Lead Management & Conversion System

12

Minimize Lost Conversion Opportunities

Capture more Clients with our Automated Lead Nurture Program

Multi-channel follow up campaigns

Connect with your leads through Phone Connect, V-mail Drops, SMS/MMS, Emails, and FB Messenger

## Hyper Optimized Hosting

### Enhanced Website Hosting, Monitoring & Maintenance

Site Crash Prevention - 100% Uptime Using Automatic Failover Servers  
Security - So Secure we offer a Hack Promise- If the site is ever hacked we fix it for free

Page Speed Score Guarantee - GTMetrix Speed Score Guaranteed to be 90+ or Higher

Website Backup Management - Daily Offsite Backup

Emergency Support - 24/7 Support

Servers Strategically Placed Nearest to YOUR Location

Unlimited Website Edits Including Content Changes, Page Edits, Basic Customization

13

## Detailed Reporting & Analytics

24/7 Access to Your Customized LFMP Reporting Dashboard +  
Monthly Reports Emailed to You

14

Ranking Reports for Google, GMB (Maps) and Mobile

Google Insights & Ranking Reports for Google, GMB (Maps) and Mobile

Google Analytics - Tracks & Reports Website Traffic from all Devices  
Lead Source Attribution with Granular Call Tracking

## Semi - Exclusivity

Maximum of 2 Law Firms per Market per Specialty

15

One Time  
Onboarding

\$2495

Investment to be a  
Market Leader

\$5997/Month

## Crush your Competition with a Bigger & Better Digital Footprint

**\*Additional GMB Locations  
may be available**

**\$595/mo. per city**

**Practitioner GMB Listings  
available for Partners &  
Associates**

**\$495/mo. each**

**Additional LSS Keyword  
Bundles and Cities**

**\$397/mo. each**  
1 Keyword Bundle - 10 Cities

**Branded Content Package**

**\$995/mo.**

**Ask about how Your Firm can have Market Exclusivity  
with Law Firm Marketing Pros**

**\*\* - Does not include click budget for ads  
Minimum spend varies by market & area of law practiced**

### **Summary Terms & Conditions**

*Onboarding & First Month Due at Inception  
Term is 12 months then auto renews month to month  
Cancellable at anytime after 12 months  
Google My Business Locations are By City or Municipality*