



# Partner

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## Digital Marketing System

Law  Firm  
MARKETING PROS

MORE LEADS • MORE CLIENTS • MORE PROFITS

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## Worry Free Website

New & Best in Class Website - Up to 35 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

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## 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

1 Keyword Bundle (Case Type) for up to 10 Cities (Add more now and as you grow)

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## 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**

Bring them Back with a Hyper-focused Re-Targeting campaign with 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

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*"You guys are authentic. You don't promise something that you can't deliver, you're going to do what you say you're going to do, and you're going to do it at the highest level."*  
- Greg McCollum, Esq. 2020

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## 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

## Social Media Marketing

Facebook, Twitter, LinkedIn & GMB Posts  
3 Weekly Customized Posts to FB & Twitter (Weekly to GMB)  
LinkedIn Customization (Ensure LinkedIn account is optimized for maximum connectivity)

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## 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

## 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

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## Hyper Optimized Hosting

### Enhanced Website Hosting, Monitoring & Maintenance

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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

## Detailed Reporting & Analytics

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

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

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## Semi - Exclusivity

Maximum of 2 Law Firms per Market per Specialty

One Time  
Onboarding

\$1995

Investment to be a  
Market Leader

\$3750/Month

### WHAT YOU DON'T GET

NO Enhanced Social Media  
NO Expanded Organic SEO (Only 1 Case Type Bundle)  
NO Digital Lead Funnels  
NO Agency Level CRM with HighLevel Client Accelerator

## 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  
Highly Customized for your  
brand.**

**\$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 Term & 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*