

WIN 2021!

Build Your Awesome Legal Marketing Plan



Jay Berkowitz
TenGoldenRules.com

561-620-9121 x 100
Jay@TenGoldenRules.com

Copyrighted Material

The Ten Golden Rules of Online Marketing Workbook

NEW UPDATED EDITION 2.0

TURN YOUR WEBSITE INTO A PROFIT CENTER

Includes:

- Easy hands-on exercises to increase website traffic
- Tools to increase website conversions and sales
- 10 Action Steps
- 10 Case Studies
- Free CD

Copyrighted Material by Jay Berkowitz

Digital Future 2020

Jay Berkowitz
www.TenGoldenRules.com

MATT THE INTERN'S GUIDE TO DIGITAL MARKETING

What I learned during my summer internship at TenGoldenRules.com

MATTHEW KLIMEK and JAY BERKOWITZ

Copyrighted Material

10 FREE STRATEGIES FOR INTERNET MARKETING

- Easy strategies for getting ranked in Google and the Search Engines
- Competitive Analysis Tools
- How to convert website visitors into leads
- Social Media Strategies
- Build and Master your Personal Brand

By Jay Berkowitz
www.TenGoldenRules.com

Copyrighted Material

INTERNET MARKETING FOR LAW FIRMS

Triple Your Clients by Mastering Google, Search Marketing and Client Conversion

JAY BERKOWITZ

AUTHOR OF 5 BOOKS INCLUDING THE TEN GOLDEN RULES OF ONLINE MARKETING

TEN GOLDEN RULES

Internet Marketing for Law Firms

Get Serious.
Get Stewart.
Get Started.

CONTACT US NOW

GREENBERG & STEIN, PC

WE HAVE WON OVER
300 MILLION DOLLARS
FOR OUR CLIENTS

CONTACT US

CONRAD & SCHERER

Expertise Matters.

Conrad & Scherer
Attorney Partners

PUT OUR TENACITY, EXPERIENCE AND INSIGHT TO WORK FOR YOU

REACH OUT

SILVER SECURITIES

Securities Arbitration Attorneys

Our FINRA arbitration lawyers work with investors to recover losses caused by securities fraud, investment fraud, and other kinds of stockbroker misconduct.

CONTACT US NOW
For a Free Consultation

\$70 MILLION Recovery for Investment Fraud	\$44 MILLION Recovery for Ponzi Scheme Investing	\$25 MILLION Recovery Against Hedge Fund Brokerage Firm	\$9.1 MILLION Hedge Arbitration Award Against Hedge Fund	\$7.9 MILLION Securities Arbitration Award Against Hedge Fund	\$1 MILLION Securities Arbitration Award For Elder Financial Fraud
---	---	--	---	--	---

FLORIDA LAW FIRM FOR ESTATE & PROBATE LITIGATION

FREE CONSULTATION

CONTACT US

AGENDA

Set Goals for 2021 - how many leads to hit your target

Key Numbers and Competitive Analysis

MAXIMIZE lead flow

Core Strategies & trends for 2021

Develop Quarterly Priorities & Marketing Calendar



Lead Generation Target Planner

 Internet Marketing for Law Firms	
Lead Generation Target Planner	
Step 1: Total Clients & Cases Target	
Annual Revenue Goal / Target	
Monthly Revenue Target	
What is your average case value?	
How many signed would be required to hit your monthly goal?	
Step 2: # of leads required to hit target	
What is your average conversion rate from caller/lead to signed cases?	
# of leads needed per month to hit target	
Average cost per generated lead	
Budget required to hit target	

- Revenue goal 2021?
- Monthly revenue /12
- Average Case Value?
- # of new cases
- How many leads?
- % leads that convert to cases?
- Average cost per lead

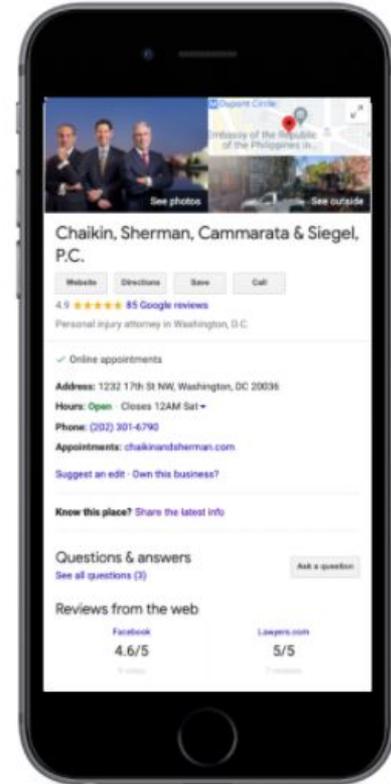
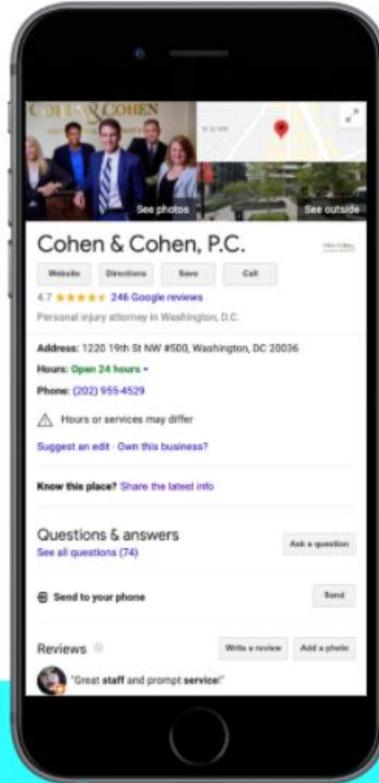
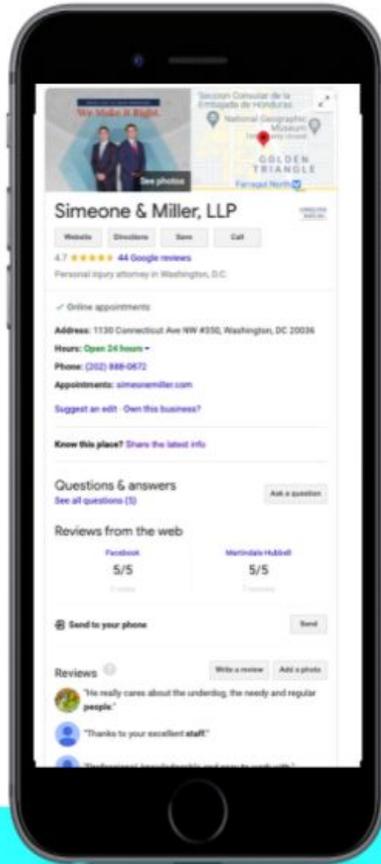
Competitive Analysis - SEO



Competitive Analysis - PPC



Competitive Analysis - Maps



Competitive Analysis - Social

Law Firm: _____		Social Media Baseline as of: _____		
	Followers	Reviews		
Facebook				
	Tweets	Following	Followers	Likes
Twitter				
	Subscribers			
YouTube				
	Reviews	Rating		
Google "Maps"				

Search Results

GOOGLE SCREENED

PAY PER CLICK ADS

GOOGLE MAPS “GMB”

10 ORGANIC “SEO”

The screenshot shows a Google search for "Washington DC car accident attorney". At the top, there are three sponsored ads (Pay Per Click) for law firms: "Attorneys For Car Injuries - Receive A Free Consultation", "Car Accident Injury Law Firm - No Fee Unless We Recover Money", and "Car Accident Lawyer Washington D.C. | Balkin & Mausner". Below the ads is a Google Maps section showing several law firms marked on a map of Washington, D.C. Below the map are three Google My Business (GMB) listings for "Price Bennett LLP", "Cohen & Cohen, P.C.", and "Mize Stromb Law Firm". At the bottom, there are ten organic search results (SEO) for "Washington DC Auto Accident Lawyer | DC Car Accident Law ...", "Best Washington, DC Car Accident Lawyers & Law Firms ...", and "DC Car Accident Lawyer | Auto Accident Attorneys | Price ...".

Competitive Analysis - LSA Google "Screened"

Google search results for "washington dc car accident attorney".

Google | All | News | Maps | Shopping | Images | More | Settings | Tools

About 25,200,000 results (0.61 seconds)

GOOGLE SCREENED | Personal Injury Lawyers nearby | Sponsored

 <p>Chaikin, Sherman, Cammarata &... 4.9 ★★★★★ (85) 45 years in business (202) 914-3502 · Open 24/7</p>	 <p>ChasenBoscolo Injury Lawyers 4.7 ★★★★★ (113) 34 years in business (888) 654-4961 · Open 24/7</p>	 <p>Lawfy Law, LLP 4.4 ★★★★★ (19) 7 years in business (202) 795-3913 · Closed now</p>
---	--	---

→ More Personal Injury Lawyers

Ad · www.simeonemiller.com/car-accidents · (202) 760-2742

Suffered Accident Injuries? - Get A Free Legal Consultation

We Offer A Track Record Of Success. When You've Been Wronged, We Make It Right. An Awarded Legal Team. Rated 10/10 On Avvo. Free Injury Consultations. Se Habla Español. Types: **Personal Injury, Car Accidents, Motorcycle Accidents, Truck Accidents.**

No Upfront Fee · Injury Lawyers - 1,000s Helped · About Us · Results · Contact Us

Ad · www.forthethepeople.com/ · (888) 846-5663

Morgan & Morgan Law Firm - Personal Injury Attorneys

500+ attorneys ready to fight for full and fair compensation in your injury case. A local law firm with major resources. Protecting families since 1988. Call us today.



Map data ©2020 Google

Rating - Hours -

<p>Price Benowitz LLP 4.9 ★★★★★ (296) · Personal injury attorney 409 7th St NW #100 Open 24 hours · (202) 600-9400 ✓ Online appointments</p> <p>WEBSITE DIRECTIONS</p>	<p>Cohen & Cohen, P.C. 4.7 ★★★★★ (246) · Personal injury attorney 1220 19th St NW #500 Open 24 hours · (202) 955-4529 Their website mentions car accident attorney</p> <p>WEBSITE DIRECTIONS</p>	<p>Koonz McKenney Johnson & DePaolis LLP 4.6 ★★★★★ (51) · Personal injury attorney 2001 Pennsylvania Avenue NW #450 Closed · Opens 9AM Fri · (202) 794-6126 Their website mentions auto accident attorneys</p> <p>WEBSITE DIRECTIONS</p>
---	---	---

→ View all

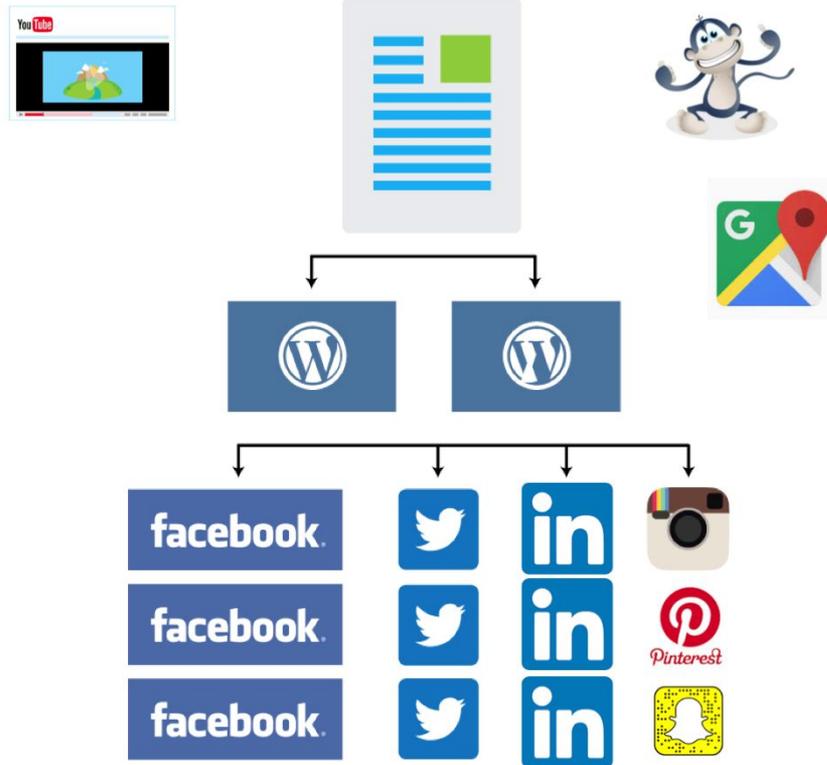
Sponsored

<p>Chaikin, Sherman, Cammarata & Siegel, P... 4.9 ★★★★★ (85) ✓ GOOGLE SCREENED Washington</p> <p>Open 24/7 -</p>	<p>BUSINESS BIO Evening appointment by request Free consultation</p> <p>(202) 914-3502</p> <p>Send request</p>
<p>ChasenBoscolo Injury Lawyers 4.7 ★★★★★ (113) ✓ GOOGLE SCREENED Greenbelt</p> <p>Open 24/7 -</p>	<p>BUSINESS BIO Evening appointment by request Free consultation</p> <p>(888) 654-4961</p>
<p>Lawfy Law, LLP 4.4 ★★★★★ (19) ✓ GOOGLE SCREENED Washington</p> <p>Closed now Opens Fri at 9 AM -</p>	<p>(202) 795-3913</p>
<p>Price Benowitz LLP 4.9 ★★★★★ (296) ✓ GOOGLE SCREENED Washington</p> <p>Open 24/7 -</p>	<p>BUSINESS BIO Evening appointment by request Free consultation</p> <p>(202) 795-4682</p>
<p>Malloy Law Offices, LLC 4.8 ★★★★★ (159) Bethesda</p> <p>Open 24/7 -</p>	<p>(202) 914-4046</p>
<p>Zukerberg & Halperin, PLLC 4.8 ★★★★★ (25) Washington</p> <p>Closed now Opens Fri at 8 AM -</p>	<p>(202) 795-5274</p> <p>Send request</p>
<p>Simeone & Miller, LLP 4.7 ★★★★★ (44) Washington</p> <p>Open 24/7 -</p>	<p>(202) 795-5139</p>
<p>Donahoe Kearney, LLP 5.0 ★★★★★ (91) Washington</p> <p>Open 24 hours Mon, Tue, Wed, Thu, and Fri -</p>	<p>(202) 795-5479</p>

The Internet Marketing Model



Cascading Content



Team Brainstorming

Strengths

Weaknesses

Trends

Team Brainstorming

Ongoing Projects

New Projects

Marketing Calendar

Q1

January

February

March

Q2

April

May

June

Q3

July

August

September

Q4

October

November

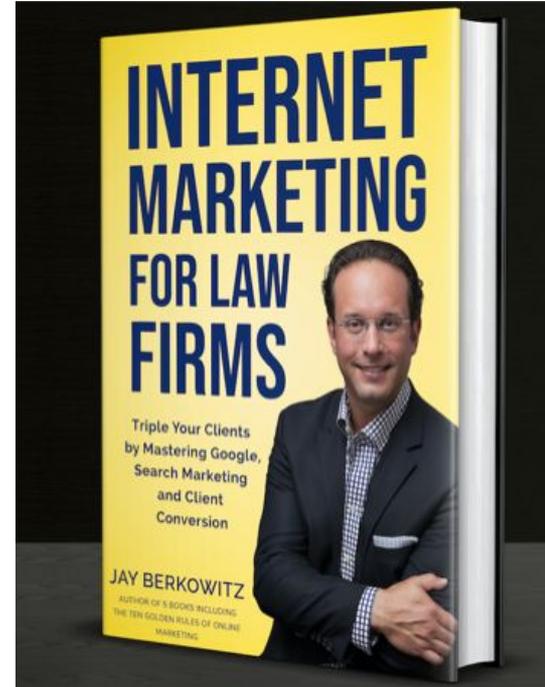
December

STRATEGY SESSION

<https://calendly.com/jay-tengoldenrules/strategy-session>

561-620-9121 X 100

www.TenGoldenRules.com



Jay Berkowitz
TenGoldenRules.com

561-620-9121 x 100
Jay@TenGoldenRules.com