

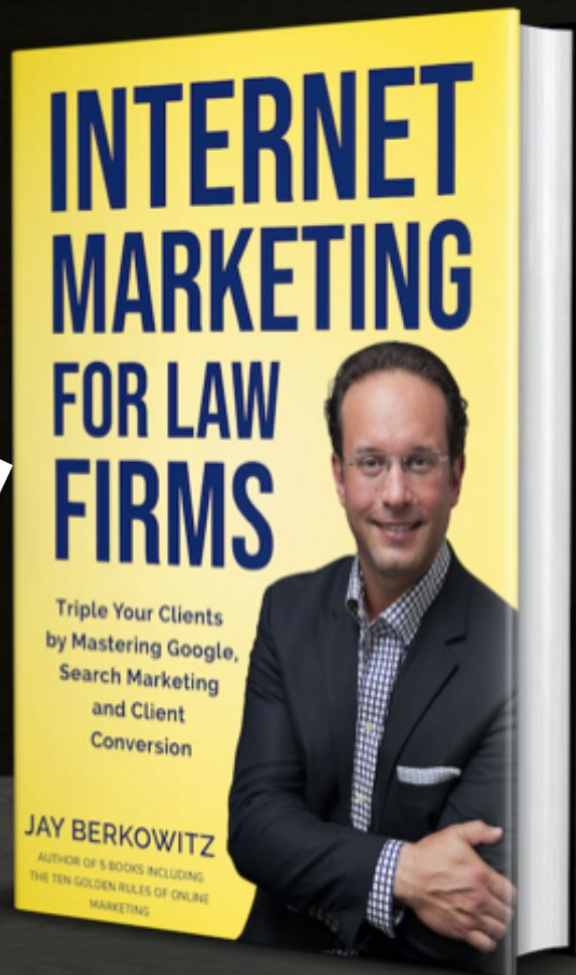
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FLORIDA LAW FIRM FOR ESTATES & PROBATE LITIGATION

FREE CONSULTATION

Name:

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What is the nature of your legal issue?

[SUBMIT](#)

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

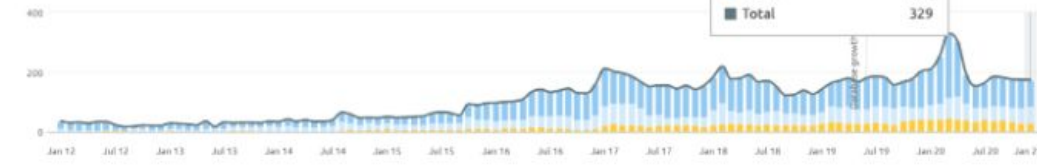
Organic Research: hauptman-obrien.net

US 1.2K CA 124 UK 123 Device: Desktop Date: Dec 5, 2020 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Organic Keywords Trend

Top 3 4-10 11-20 21-50 51-100 Total Notes



Organic Search Positions 1 - 100 (1,183)

+ To Keyword Manager

Manage columns 13/15

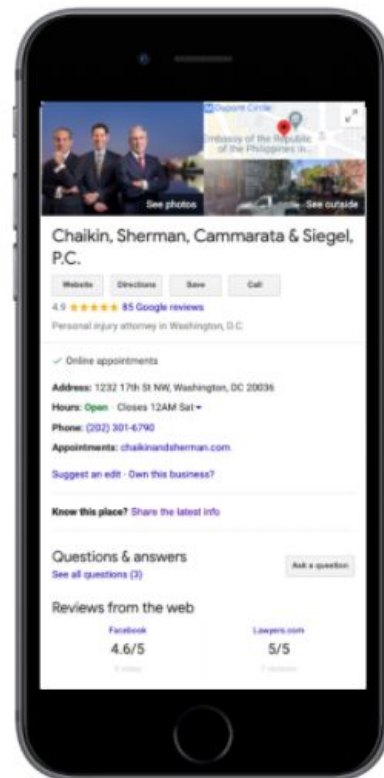
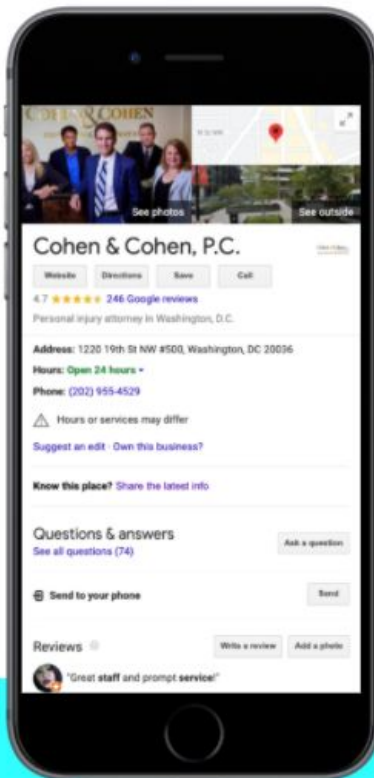
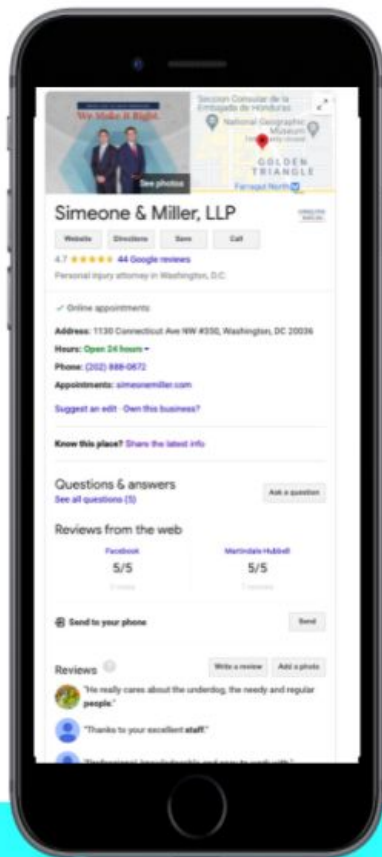
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Keyword	SERP Features	Pos. ↑	Diff. ↓	Traffic ↓	Traffic % ↓	Volume ↓	KD% ↓	CPC (USD) ↓	URL	Costs (USD) ↓	Com. ↓	Results ↓	SERP
permanent whiplash symptoms	🔍 📌 📌 📌	1 → 1	0	32	2.55	70	73.07	0.00	www.hauptman-obrien.net	0	0.19	481K	📌
free ride home omaha	🔍 📌 📌 📌	1 → 1	0	18	1.43	40	71.82	0.00	www.hauptman-obrien.net	0	0.00	11.1M	📌
hoffman obrien	🔍 📌 📌 📌	1 → 1	0	16	1.27	20	73.98	3.99	www.hauptman-obrien.net	63	0.18	18.5M	📌
netri nke workers compensation requirements	🔍 📌 📌 📌	1 → 1	0	32	2.55	70	68.08	7.43	www.hauptman-obrien.net	244	0.31	9.7M	📌
long term symptoms of whiplash injury	🔍 📌 📌 📌	1 → 1	0	42	3.34	90	67.28	0.00	www.hauptman-obrien.net	0	0.17	708K	📌
long term effects of whiplash	🔍 📌 📌 📌	1 → 1	0	150	11.96	320	60.79	2.82	www.hauptman-obrien.net	424	0.28	2.5M	📌
long term effects of whiplash injury	🔍 📌 📌 📌	1 → 1	0	18	1.43	40	61.23	2.93	www.hauptman-obrien.net	55	0.26	2.1M	📌
long term whiplash injury symptoms	🔍 📌 📌 📌	1 → 1	0	32	2.55	70	68.71	0.00	www.hauptman-obrien.net	0	0.14	719K	📌
whiplash years after accident	🔍 📌 📌 📌	1 → 1	0	18	1.43	40	70.64	0.00	www.hauptman-obrien.net	0	0.02	6M	📌

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"				

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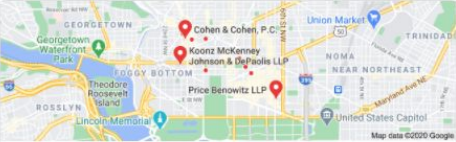
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Cascading Content



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

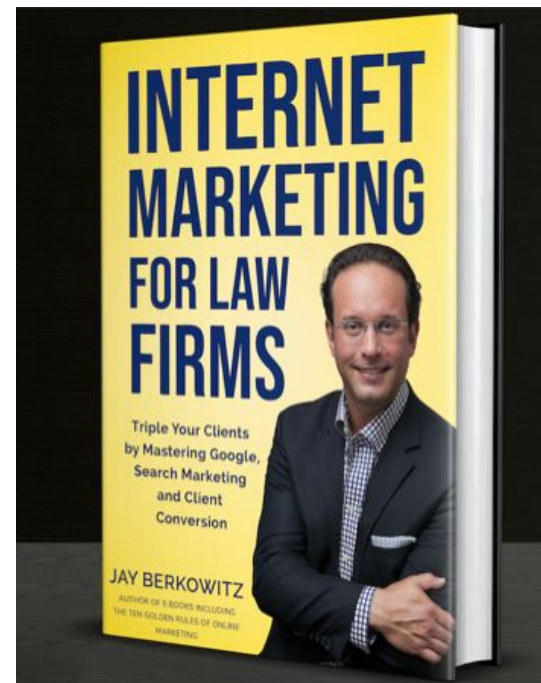
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