

# THE ULTIMATE DIGITAL MARKETING CHECKLIST FOR LAW FIRMS



*HOW TO WIN ONLINE & MAXIMIZE YOUR  
LEAD FLOW VIA THE INTERNET*

## START WITH STRATEGY

- Define your target market
- Prioritize Practice Areas to target
- Develop SMART Objectives
- Collect all existing data: web visits, leads, cost per lead

## IS YOUR WEBSITE OPTIMIZED FOR BEST PRACTICES?

- Clear communication of who you are and what you do
- Best web conventions: logo top left, phone number top right, clear call-to-action, chat & text
- Are you using authentic images and/or videos, photos of partners and staff?
- Is your website mobile friendly with a click-to-call button
- Do you have customer testimonials and industry accreditations?

## IS YOUR WEBSITE BUILT FOR GOOGLE SEARCH?

- Is your website fast loading on mobile & desktop (Google Speed Test)?
- Is your website ADA Compliant (The Americans with Disabilities Act)?
- Is your website https - secure?



## ARE YOU APPROVED FOR GOOGLE SCREENED - LOCAL SERVICE ADS?

- Go to <https://ads.google.com/local-services-ads> and proceed with the Sign-up process.
- Answer the phone within 15 sec, no missed calls!
- Immediately designate leads as booked or archived.
- Develop a strategy to get weekly reviews.

## FOLLOW THE A, B, Cs OF SEO (SEARCH ENGINE OPTIMIZATION)

- Does your website come up for the most important keywords? e.g. "your city PI Law Firm", "your city bankruptcy lawyer"?
- Is your website Architected for the Google Spiders
- Do you have a strategy for creating new inbound Backlinks to your website?
- Do you have a weekly Content Strategy and unique content on every page of your website?
- Do you have separate pages for each of your core areas of practice?
- Do you have a local search strategy and pages for each of the sub-cities that you service?
- Do you have your main keyword in the Title Tag on every page of your website? e.g. Chicago Family Law Attorney | Your Company Name



## IS YOUR COMPANY OPTIMIZED TO RANK ON GOOGLE MAPS?

- Have you claimed & verified your Google My Business (GMB) listing? Do you have the login?
- Have you properly optimized your Google My Business listing?
- Are you on all the major online directory listings with the exact same company Name, Address & Phone number? (NAP)
- How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every week?
- Are you posting to Google My Business weekly & responding to questions?

## ARE YOU TAKING ADVANTAGE OF PAID ONLINE ADS? (PPC)

- Are you running Google Ads?
- Do you have conversion tracking for calls, chats and form fills?
- Are you strategically targeting with specific ad groups, ad testing & landing pages?
- Are you running targeted Facebook + Instagram ads to your ideal prospect base?
- Are you running retargeting ads to people who visit your website?



## ARE YOU ACTIVE ON SOCIAL MEDIA?

- Do you have your business profiles set up on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- Are you getting high engagement on Facebook and Social Media channels?
- Are you updating your social media on a consistent basis?
- Do you have a Viral campaign?

## DO YOU HAVE THE TRACKING IN PLACE TO MEASURE ROI?

- Google Analytics
- Keyword ranking tracking
- Call tracking

## DO YOU HAVE A GOOD CLIENT CONVERSION RATE?

- How many calls did your business receive? How many of them convert into a client?
- Did you calculate your average case value and client acquisition cost?



## ARE YOU LEVERAGING EMAIL & MARKETING AUTOMATION?

- Do you have a database with your customers' email addresses?
- Are you sending out a regular email newsletter?
- Are you leveraging email to get online reviews & to draw customers into your social media profiles?

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If you have any questions about any of these strategies, please request a Free Audit with Ten Golden Rules now.

We can walk you through everything you need to know about performance-based digital marketing - and how you can start increasing your online leads today.