



Digital Done Right

The Case of Amourgis and
Associates, Attorneys at Law



Is Digital **Paying Off for firms?**

We'll cover the case of a bankruptcy and personal injury firm. Here are some highlights:

- + A rising number of firms are starting to invest in technology and marketing efforts.
- + With the help of SEO and LSAs, the firm is seeing their user traffic increase by 1,803%!
- + The firm is securing an average number of \approx 137 leads per month.

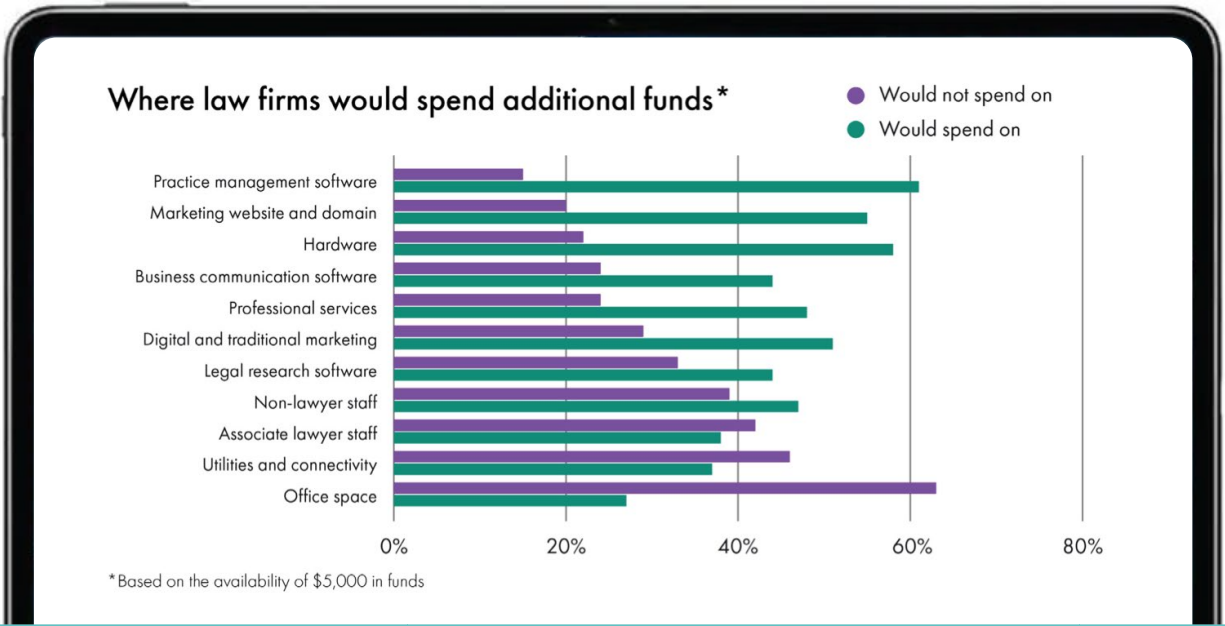
Nowadays, the most successful law firms invest capital in technology to enhance their digital capabilities.

Take a look at [the findings](#):





Although no two firms are alike, one thing's certain: if firms had the resources to do so, **most law firms would spend additional funds on technology, software, websites, and marketing.**



So, how are firms determining what's best for them? In the client-centered arena we find ourselves in today, the question has shifted to how firms determine what's best for their clients.

The client-centered framework is the future, and it requires a deep understanding of where the clients are, what they need, when they need it and how. With the help of a diverse number of digital services, firms are making their client intake less challenging and meeting clients where they are today: online.

To help you better understand the impact of law firms going digital, we'll cover a specific before and after case of a firm. Let's dive in.

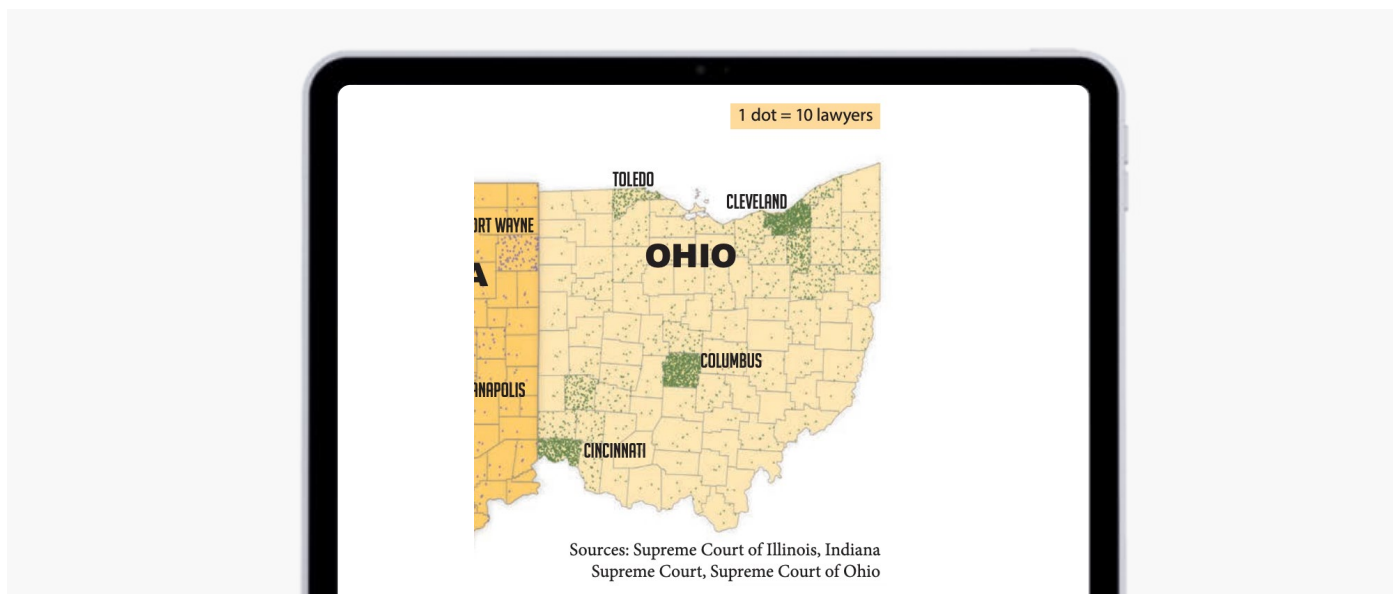


Finding the Best Digital Vendor

| The firm

Amourgis & Associates, Attorneys at Law, is a personal injury and bankruptcy firm with offices in Ohio, specifically in Cleveland, Akron, Canton, Toledo, Columbus, Cincinnati, and Dayton.

Although there's more competition for clients in states like California or Louisiana, they still find themselves in locations where most lawyers of the state practice. **In Ohio, for every 1,000 people, there's an average of 3.2 attorneys.**



| Problems the firm faced before joining Consultwebs

During a one-on-one chat with one of the firm's attorneys, **Francis Mackey**, we asked about their previous experiences, and he stated, "[With the first vendors] it was a lot of us telling them what to do, and I didn't know what to do. Me telling them what to do was useless."



He adds that their website was not aligned with their firm's vision, they weren't measuring any data, and soon realized they needed to pivot and change vendors.

For many firms, just as it was for Amourgis & Associates, Attorneys at Law, looking for a digital vendor can be pretty intimidating because it's true - firms don't know what they don't know when it comes to marketing. Luckily, we've got a solution for this:

[Download the FREE List of Questions To Ask Your Digital Agency »](#)



Joining PILMMA and meeting Consultwebs

PILMMA, Personal Injury Lawyers Marketing & Management Association, is designed to help lawyers scale. They offer mastermind groups that provide all legal professionals a chance to form powerful alliances.

Aside from the fallout with its first digital vendors, the firm (like all businesses) was affected by the pandemic and realized they needed to adapt to survive.

This was when they decided to rejoin PILMMA in hopes of finding solutions, and they did! As Francis MacKey says,



*"I joined PILMMA and one of their mastermind groups, and in the first meeting, I came to the conclusion that I needed to level up. **We went with recommendations of people that I trusted in my PILMMA mastermind group and ended up choosing Consultwebs.**"*

- Francis MacKey, Attorney at Amourgis & Associates, Attorneys at Law



Want to find out more about **Mastermind Groups?**

Dive Into Our Recent LAWSome episode,
"The Mastermind Effect" Here »

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The Podcast by Consultwebs

TUNE IN TO FIND OUT MORE!

"Consultwebs allows us to **punch above our weight.**"

Fast forward to the present moment, and now the firm believes that, "Consultwebs allows us to punch above our above weight."

The firm runs two types of campaigns:

- + SEO, [search engine optimization](#), to boost organic results
- + LSAs, [local service ads](#), to boost local rankings

Their results were beyond impressive:

1 | In a year-to-year comparison, the users increased by 1,803%!

In regard to its website, the firm has jumped from an average of 1,079 users to an incredible **20,543 users!** That is propelling with power.



2 | Organic traffic is increasing overtime

This data speaks for itself:





As the attorney reiterates,



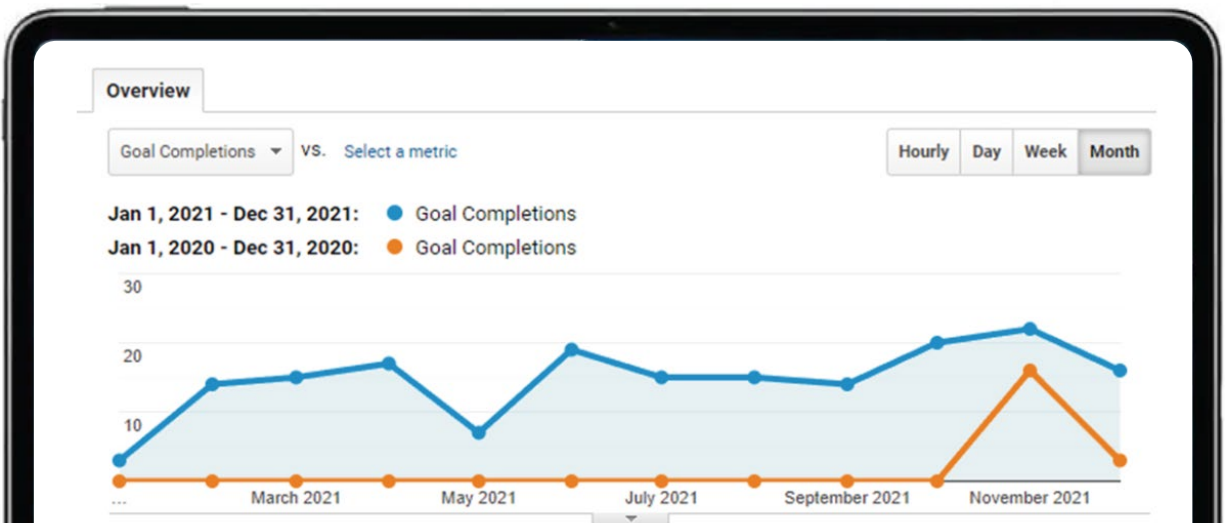
"Going with Consultwebs, have we seen the results? Yes! We have consistency and uniformity. We're getting a lot more web traffic. Overall, our presence has been a lot more consistent. Also, the tips we've gotten from Consultwebs on a monthly basis help us stay goal-oriented, and we work on plans of action to get those Google reviews, secure data, etc. Consultwebs allows us to punch above our weight."

- Francis Mackey, Attorney at Amourgis & Associates, Attorneys at Law

3 | Receiving more contact forms

One of the firm's goals was to gather more contact forms, and they've managed to guide more users towards converting pages such as chat or contact form pages.

In a recent year-to-year comparison, they've more than met their goal, seeing an increase of 831.58%!





4 | Dominating relevant keywords

Whether it's SEO or LSAs, keywords are the linchpin connecting a firm's content with the user's search. **Some of the top keywords the firm dominates include:**

- + Liquidation bankruptcy chapter
- + Bankruptcy attorney
- + Cleveland bankruptcy attorney
- + Debt attorney near me
- + Akron auto accident lawyer
- + Akron wrongful death lawyers

5 | Profitable LSA Efforts

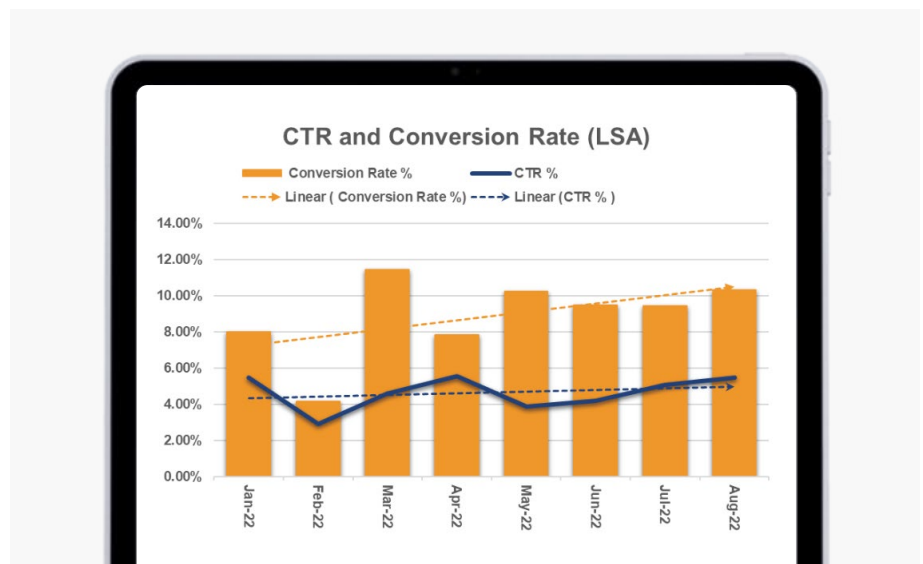
The firm sees results from LSAs.

- + The average CTR is 4.64% ($\approx 5\%$)
- + The average conversion rate is 9.17% ($\approx 9\%$)

The firm is operating above industry averages.

In law, the average CTR for search is 2.93%.

This firm is up to 5%, and their conversion rate is almost double, at 9%.

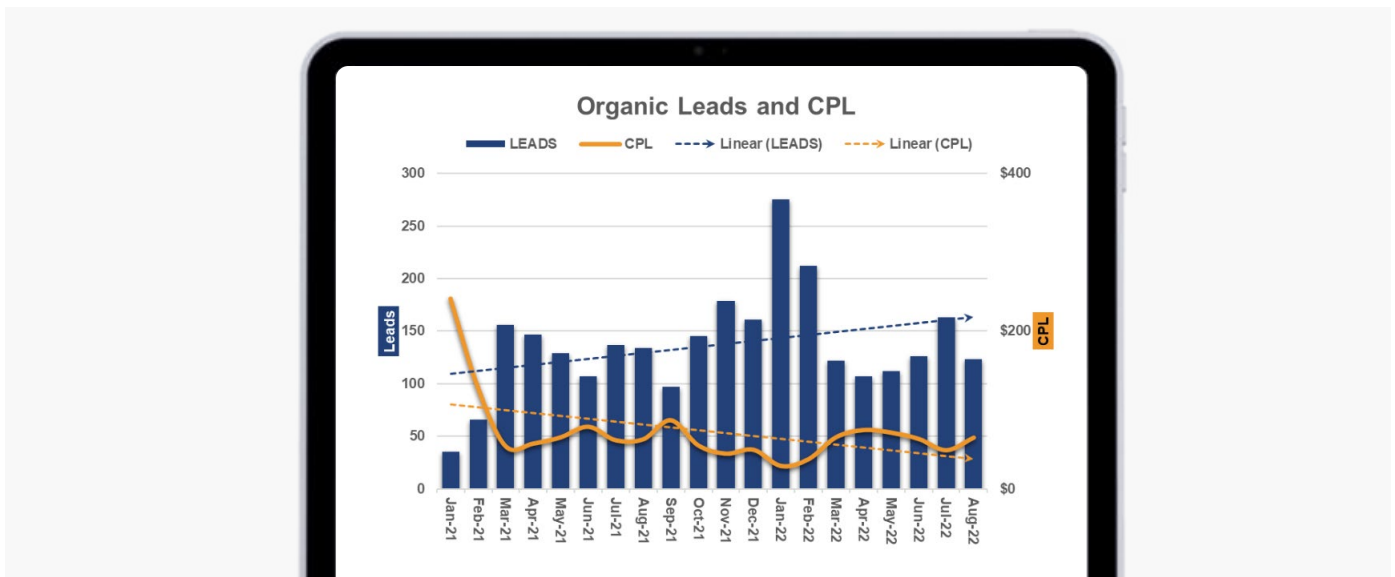




6 | Increasing number of leads

With LSA and SEO in place, the firm's acquisition of lead increased, too.

- + The firm's cost per lead (CPL) shows a continuous decrease. The average CPL is now \$60.03 (\approx \$60).
- + The firm's number of leads continually increases. The average leads per month is now 136.65 (\approx 137).



“Where can I maximize my firm’s marketing return on investment?”

Ultimately, that's the million-dollar question - where can firms maximize their ROI?

Amourgis and Associates, Attorneys at Law, practices in two distinct areas in law, and though they do have competition, they're planning for continued growth with Consultwebs by their side.



As Francis Mackey said,



"I don't want to be some guy standing there with his yellow pages ads at 60 years old. I have a limited budget to spend, so where will I get my best return on investment? How will I build my brand and become a trusted resource and a source of information with a limited budget?"

If I've got \$10 to spend on marketing, I want to put the \$10 into digital marketing. The \$10 I put in today builds a foundation with a definite future payback. Whereas if I put that money into billboard advertising, in 30 days, it will disappear. I can build equity more cheaply on the web."

- Francis Mackey, Attorney at Amourgis & Associates, Attorneys at Law



With a team of experts behind your firm, you can move ahead far and fast without headaches.

Drop us a line if you'd like to find out how we can help your firm

