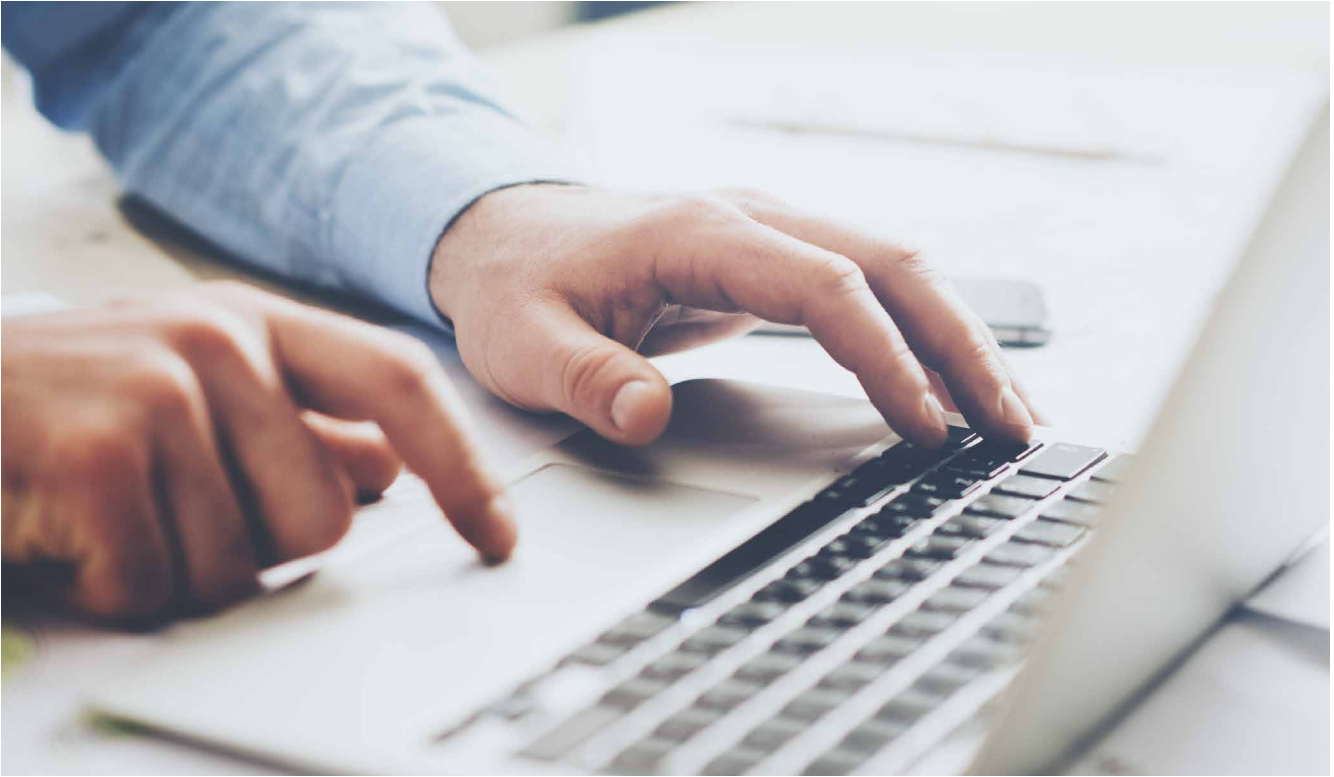


How Consultwebs **Works**





How Consultwebs **Works**

Within the law practice, many functions are outside the law, and marketing is one of them. For any law firm investing in marketing efforts, it is crucial to know where and what your investment covers.

You may be asking yourself, "What goes on behind the curtains of my investment?" or "How does Consultwebs set my firm up for success?" We will be walking you through our logistical process in the sections below.



Campaign Analysis

At the initial stages of our work together, you can expect a comprehensive inspection that includes:



A review

of your current design and programming.



An exhaustive study

of your site's backlink profile.



A review

of your content and site structure.



An analysis

of your local optimization and visibility.



A review

of your Social Media channels.



Recommendations

and investment levels.

Feel free to read more about each stage of the [Campaign Analysis Here](#)



Onboarding

At the onboarding stage, the client fills out a questionnaire and provides existing account logins and passwords.



Production

Here we cover two sections: the custom website and content.

A custom website allows you to stand out. A unique design will be created for your company, and the overall design will vary from firm to firm; however, the site incorporates your branding and circles your specific needs.

Benefits of having a custom website and content with us:

- ◉ **Adaptable:**

It is 100% adaptable to your firm's wants and needs.

- ◉ **Joint effort:**

You will have more of a say. We combine our legal marketing recommendations with your specifications, highlighting your firm's culture, strengths, and overall brand.

- ◉ **Versatile:**

All our new sites are built with the best user experience based on our most up-to-date findings from data and testing.

- ◉ **Results-driven:**

We focus on a results-driven site, whether you're opting for a new one or redesigning an existing site, we believe the best websites are more than just aesthetics. They help maximize conversions and set you up for long-term success.

- ◉ **Timely Manner:**

Our designers have the expertise to develop solutions for both the known and unknown issues involved in your custom project.

- ◉ **Responsive:**

A mobile-friendly website will automatically adjust to each viewer's device— be it a laptop, tablet, or mobile phone.

- ◉ **SEO-accessibility:**

Our team will follow a complete on-page SEO checklist as part of your redesign for proper search engine indexing, and long-term maximized results through organic rankings.



Production

330+ Point Quality Assurance Checklist:

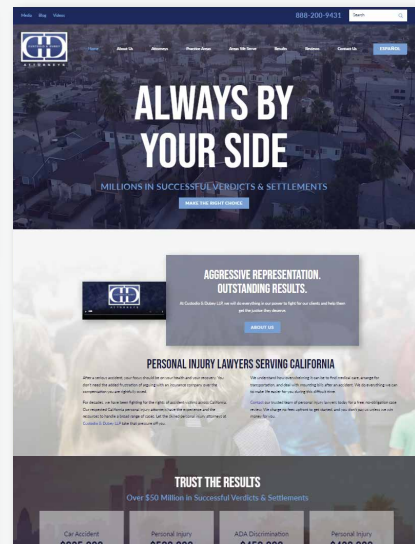
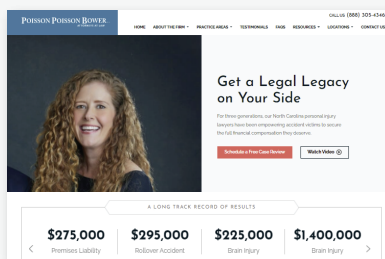
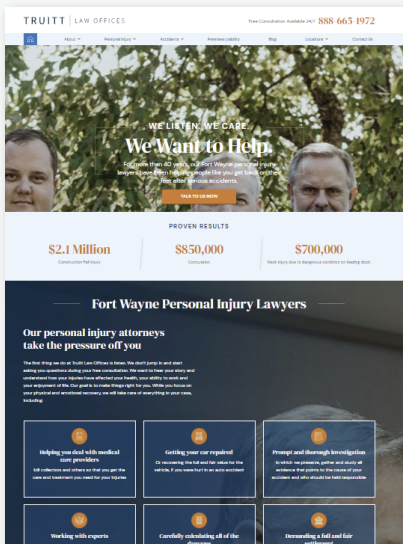
We want to guarantee you're getting the best of the best. For this, your site will go through a pre-launch process where we will perform an extensive Q & A evaluation to guarantee optimal performance.

Quality-content:

Google has demonstrated its focus on quality over quantity. Providing high-quality content for your website's visitors will not only improve user experience but will also position you to be viewed as an authority resource in the eyes of Google. How do we guarantee that? Our content and social media experts are Google Analytics certified.

Innovative design:

We create custom website designs utilizing the latest technology and only the highest web standards. Do you want to see our work in action? Check out some of our custom web designs:



Want more proof?

See for yourself some of our very own 'Before and After' website case studies here.



Pre-launch SEO

Our team of experts works towards positioning your firm for expedited success in local search - the most valuable search real estate today.

Having a pre-launch SEO strategy will ultimately help structure all your future optimization activities. The following happens during the pre-launch SEO phase:

01 Deliverables

Includes content analysis, competitor analysis, and link opportunities list.

02 Social priming

Encompasses of the social onboarding and setting up, adding uniquely designed images to profiles, a mix of organic and boosted posts, social networking of local and relevant content, and a \$300 social ad budget included.

03 Yext and firm logins

We implement your firm's location in Yext, a software tool used on many directory websites. Here we will access a branded email and set up firm locations in local SEO tools.

04 Citation audit

We run a complete citation audit and gather proof for duplicate suppression.

05 Citation cleanup and major citation buildout

Like with the citation audit, we carry out a manual citation cleanup and suppress duplicates.

06 GMB & major citation optimization

We build out and optimize the top legal profiles and local/regionally specific citations. Besides that, there's an outreach campaign strategy to establish relationships with others in your target market.



Digital Campaign

What does your search marketing investment with us include?

Here is what we will arm your firm with:

01. Personal Digital Marketing Management Team

02. Customized Monthly Report and Quarterly Roadmap

03. Lead Tracking Dashboard and Analytics

04. Content Development

05. Pre-launch SEO (Local citations, links) & Social Priming

06. High-Quality Link Earning

07. Conversion Rate Optimization

08. Local Optimization & Monitoring

09. Social Media Management / Maintenance (up to 3 profiles)

10. Call Tracking (\$0.14/minute)

11. Self-management Reputation Monitoring & Reviews Software

12. One Hour of Monthly Website Maintenance

13. Ongoing Hosting on our Secure Servers



Tracking and Reporting

Your legal marketing shouldn't be running on a gut instinct; instead, it should propel with data. With our very own dashboard, LawEval, you will be able to make better marketing decisions faster. Our all-in-one dashboard offers real-time growth insights specifically designed for law firms' marketing needs.

With LawEval, you can expect to have peace of mind knowing you are the one in control. Whether you want to track specific metrics or have data reports at any moment, it's all possible.



Average ROI

We want Consultwebs to be the proven advantage in your success; for that, we focus on bottom-line results.

Want to see the proof?

[Uncover how our clients increase their caseload by 236% within 12 months of working with us!](#)

If you'd like to know more of the technical aspects of what we track, we track cost per lead and cost per case.

- For example, we have goals of **\$100** or less per lead for PI.
- For example, we have goals of **\$1500** or less per case for PI.