

The Case of an Estate Litigation Firm Working With Consultwebs





Key Insights

- + As estate litigation demand increases, the firm is leveraging digital marketing strategies.
- + In a year-to-year comparison, the firm is receiving 25.59% more calls, chats and contact forms.
- + The firm is reducing its cost per lead to \approx \$11 and increasing leads to \approx 376 per month.



THE CASE OF AN ESTATE LITIGATION FIRM

Working With Consultwebs

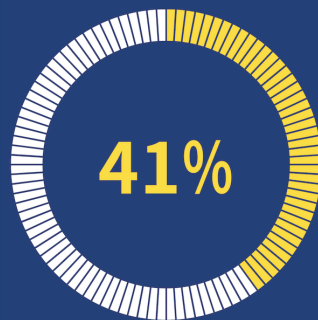
Most people go through life without making an estate plan. Often, It isn't until they begin to age or their circumstances change that they realize that having an estate plan is essential.

Currently, only 33% of Americans have an established estate plan. That means that the majority, 67%, are leaving their assets, in the case of disability or death, in the hands of the state.

However, **research** shows this trend is slowly changing.

#1 Reason Why Estate Litigation Firms Need to Leverage Digital Marketing: The Demand.

COVID-19 has increased Americans' awareness of the need to have a will.



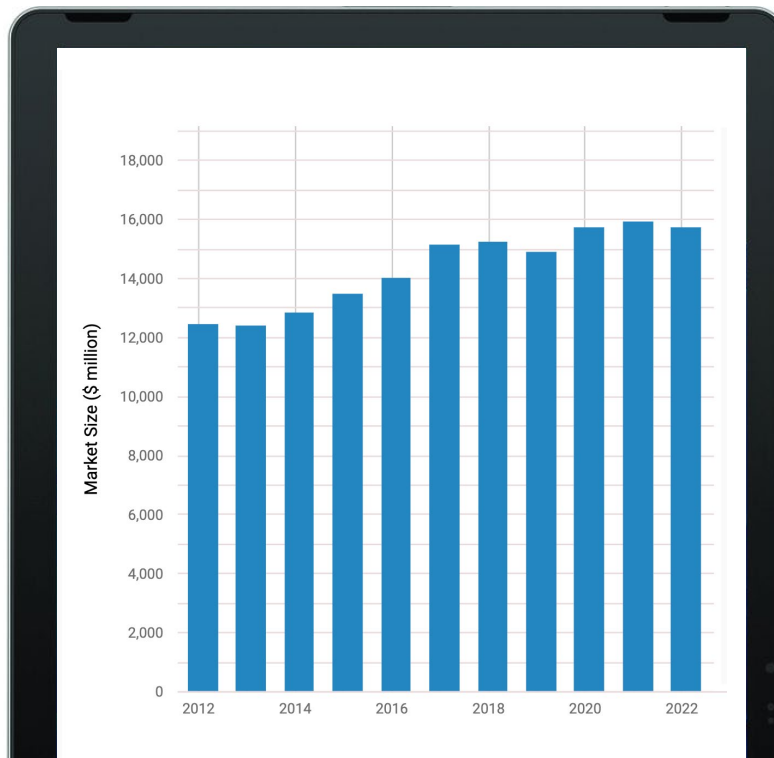
Americans between 18-34 find a greater need for a will and other estate-planning documents



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An industry market researcher, **IBISWorld**, finds that the market size measured by revenue of estate attorneys has reached \$15.8B in 2022. **The practice area in the US has continuously grown on average 0.8% per year between 2017 - 2022.** Take a look:



With the public's growing awareness of the need for estate services in combination with the growth of the market size, estate law firms biting the larger size of the pie are able to leverage digital efforts like **robust legal web design** and **profitable SEO efforts**.

To understand the impact such strategies have on estate firms, we'll take a closer look at the case of a firm working with Consultwebs.



ESTATE LITIGATION FIRM BEFORE **Joining Consultwebs**

To protect the firm's identity, we'll refer to them as 'the firm' throughout this case.

About the firm:

This firm helps those involved in financial battles over trusts, wills, and probate matters in California. They handle issues related to but not limited to:

- + Uncovering theft in trust accounts.
- + Deceitful manipulation of a will.
- + Shameless financial exploitation of an elderly family member.
- + Negligence that resulted in the death of a close one and more.

Before Consultwebs:

When the firm partnered with Consultwebs in 2018, they already had a website. As the managing partner states,



"We had an SEO company before Consultwebs. It got us off to a good start, but that began to wane, and we were losing visibility. We weren't getting as many contacts as at first. Also, the way our account was being handled was inconsistent."

Soon after, they began to search for a new digital marketing agency.



What led the firm to Consultwebs:

They realized cheap doesn't get firms far. They began to focus on the quality, personalized approach, expertise, consistency, trust, proactivity, and plan of attack a marketing agency could offer.



"Unfortunately, people look at cost first, and Consultwebs at that time was more expensive than other marketing firms.

In hindsight, Consultwebs is worth every penny. Consultwebs may be more costly, but you're getting a personalized approach: a team that works to understand who you are as a firm, and then helps you present that to the world in a way that people can find you and want to hire you. Today, it's not enough that they [clients] find you. Once they find you, they have to want to hire you.

If you don't have the right message, design, look and feel, then when people find you, they're going to move on because there are a thousand other choices. That's where the partnership with Consultwebs has really paid off."

- Estate Litigation Managing Partner in California



ESTATE LITIGATION FIRM

With Consultwebs

With a redesigned website and SEO best practices in place, the firm is getting the results they've been wanting. Since SEO focuses on long-term organic results, it takes time to work, but eventually, firms do see the fruits of their patience and labor.



*"The problem is, you don't know what you don't know. **So, why SEO? Why should it cost thousands a month?** Because you have to connect with people when they find you. That takes time, effort, design, knowledge, and experience.*

I initially heard from Consultwebs, 'we want a one-year commitment because you're not going to get results overnight,' and as a consumer, you don't understand that at the beginning.

Now, we understand. What [digital] has done is allowed us to be picky about client intake. We're getting over 400 contacts a month. We are now very selective and get to work on the cases we truly want to work on."

- Estate Litigation Managing Partner in California

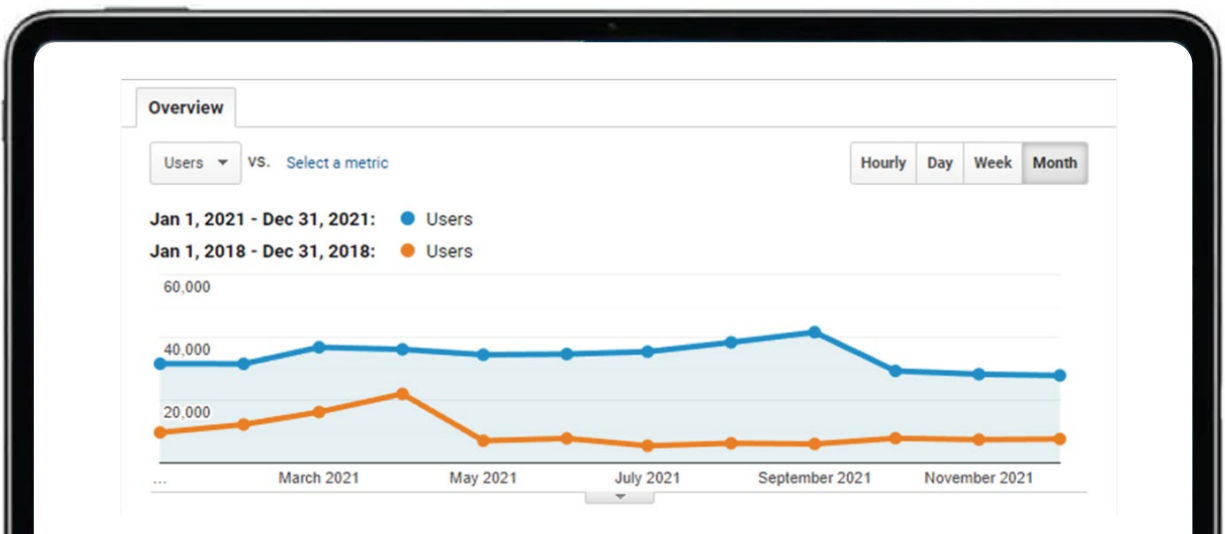


Increasing traffic

As noted, SEO doesn't work overnight, but does pay off in the long run. **Since investing with Consultwebs in 2018, the firm's traffic has picked up and continues to increase.**



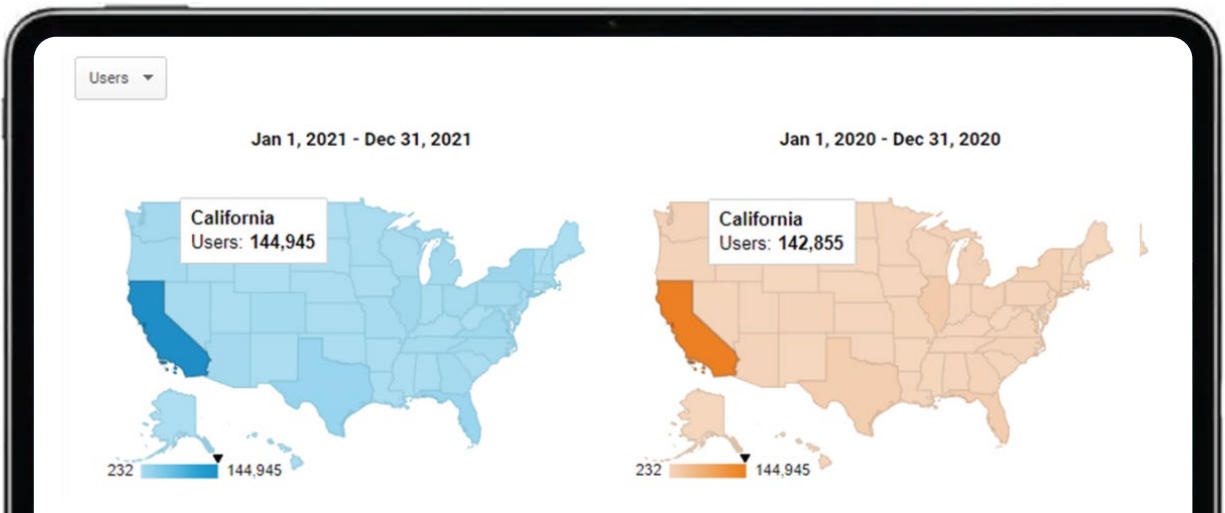
When comparing 2018, when the firm signed with Consultwebs, versus now **the number of users has increased to 258.60%.**





Increasing quality users to their website

Traffic is great, but quality traffic is best. **The users coming to the site are quality traffic, as they are within the firm’s practice jurisdiction, California.**



Securing the top position for relevant keywords

Keywords are the connecting bridge between a firm’s content and a user’s search intent. **The firm is securing some of the top positions in keywords with high search volume.** Some include:

Top Organic Keywords 9,177

Keyword	Intent	Pos.	Volume	CPC (U...	Traffi...
trust investing >>	I T	6	27,100	2.45	10.01
what is an estate >>	I	2	5,400	2.00	7.52
executor of estate >>	I	6	12,100	1.58	4.46
what are estates >>	I	2	720	2.00	1.00

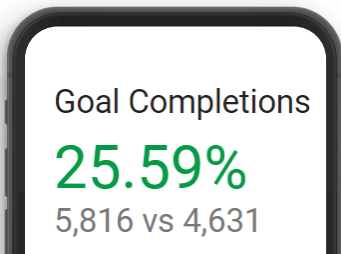


Increasing conversions

The firm wants to grow in 3 areas:

- + Calls received
- + Chats received
- + Contact forms filled

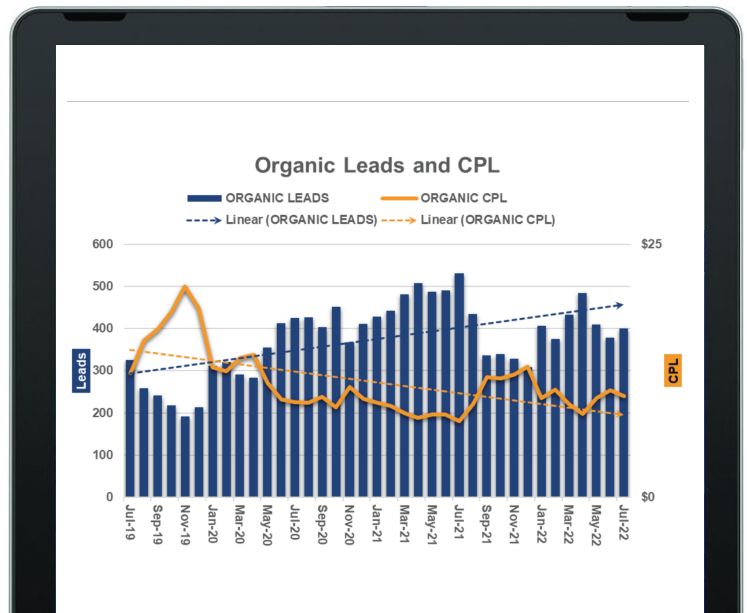
In a year-to-year comparison, the firm increased its growth toward meeting those goals by 25.59%.



Reducing costs and increasing leads

All roads lead to leads. Ultimately, the firm is increasing leads and reducing cost per lead over time.

- + On average, the firm gets ≈ 376 (376.05) leads per month, sometimes more.
- + On average, the firm reduced their cost per lead to $\approx \$11$ (\$10.64)



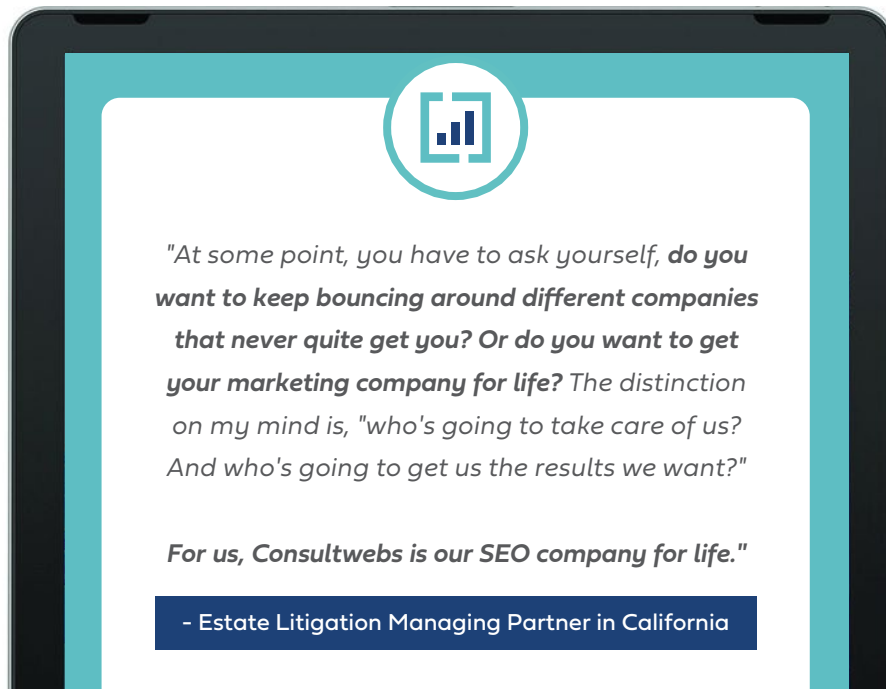


THE FIRM'S FUTURE

Plans and Aspirations

Now, the firm can be selective and work on the cases they truly want. It has the luxury to focus on the 3-4 quality cases they want and refer the rest to other firms.

As the estate litigation firm grows, they plan to have Consultwebs by their side. As the managing partner of the firm states,



This isn't the only firm leveraging a profitable digital marketing strategy. **Other firms are securing more calls and cases with Consultwebs.**



If you'd like to see this happen for your firm, we're ready to help!

