



THE ULTIMATE LAWEVAL HANDBOOK

# Get Ahead with LawEval

*Creating a data-driven culture  
without the headaches.*



**LawEval**

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## Creating a data-driven culture without the headaches.

Like any breakthrough, it all began with an idea. For Consultwebs, it was no exception. It started with the following in mind: offering a single standalone service that continuously monitors a law firm's digital presence.

**So, why is this important for law firms today?** Simple: In today's competitive market, the firms leveraging big bucks and making the smartest moves know that investing is only half the battle. The other half? Monitoring your return on investment and optimizing for incrementally better results, based on data.

**The data-driven law firms are securing more business and you can, too!**



**Your data is worth your firm's weight in gold and with LawEval, the all-in-one dashboard designed for law firms, you can have immediate answers to questions like:**

- + Is the website speed up and running 24/7? Would you like to verify this at all times?
- + What specific times are you noticing the most calls? For example, are there particular trends, like receiving more calls or direct visits on a Monday versus a Friday?
- + Are all contact forms working?
- + How many leads came through last month versus this month?
- + What's the total revenue generated versus your amount invested in marketing?

Having answers to these kinds of questions = smarter business moves and maximizing profits.

## Introducing: LawEval for Law Firms.

You deserve to have answers to your questions - especially when money's involved. And luckily, your marketing data has had these answers all along! Today, data is the peace of mind for many (if not all) businesses. It propels the biggest tech companies like Facebook, TikTok, Instagram, Google, etc. **But are law firms using data to propel their business forward? Are law firms sitting on a gold mine?**

The latest [American Bar Association's 2021 Tech Report](#) shows shocking results. According to the ABA, "Firms do not appear to be paying much attention to analytics data available to evaluate the effectiveness of their online marketing efforts." This opportunity's too big to ignore; take a look:



**Only 21% of firms** have an *internal* marketing team providing web analytics report.



**Only 14% of firms** have an *outside* agency providing web analytics report.

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Some firms might have the data but find it too overwhelming and time-consuming to compile and analyze. For others, it's out of sight and out of mind - they don't keep tabs on it. **This is where LawEval comes in as a key player.** It emerged from the need for total transparency between your firm's investment and marketing ROI.

As **Consultwebs** Director of Information Technology **Derek Seymour** emphasized during the early stages,

"LawEval could be something that would not only benefit our existing [Consultwebs] clients but also *any law firm* who's concerned about whether their site is up, leads are coming in, how fast the site is responding, if email is working, and so on."

- Derek Seymour, Director of Information Technology

- + **LawEval** is the one and only hassle-free all-in-one dashboard offering real-time data growth insights specifically designed for all law firm's marketing needs.

Before walking through the rest of LawEval. First thing's first...

## What Law Firms Can Expect from LawEval

**Expect peace of mind knowing you're in *complete control*** of your marketing dollars from start to finish. What's more, now, firms can comfortably take the driver's seat of their digital investment and data. This will allow any and all firms to make the best decisions backed by proof. And there's more:

- + **Powerful top-notch technology:** Sturdy enough that if you are a firm without an IT representative, you don't need to hire someone to check if you got hacked, if things are working, etc.
- + **Reliable automation** - E.g., Checks websites and provides reports without manual updates.

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- + **Proven user-friendly program** - all the data is a few clicks away.
- + **Reliable alerts** - It's configured to your liking! More on this in the step-by-step tutorials section.
- + **Instant access to everything** - Your entire digital marketing in the palm of your hands.
- + **Customizable dashboards** to fit your firm's needs.
- + **Catch issues before they become costly problems!**

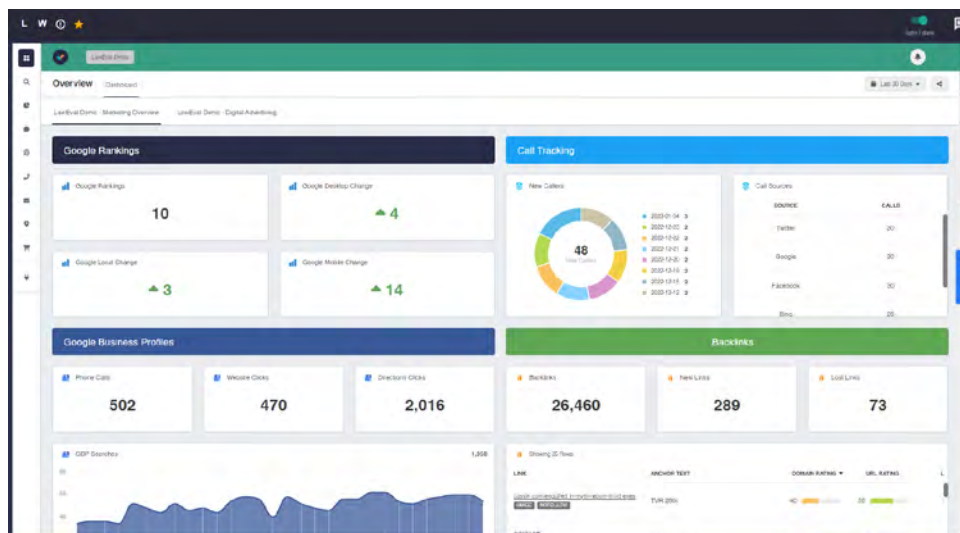
**Most importantly, it'll help you save time:** your most valuable asset. Today many seek a better work-life balance, and even for those active in the legal profession, this truly isn't a far-fetched idea! *Especially* for those making optimal use of their digital efforts.

## The 3 Powerful Tools Behind LawEval (+Bonus Features!)

LawEval has 3 main modules: Analytics, Performance Monitoring and Leads.

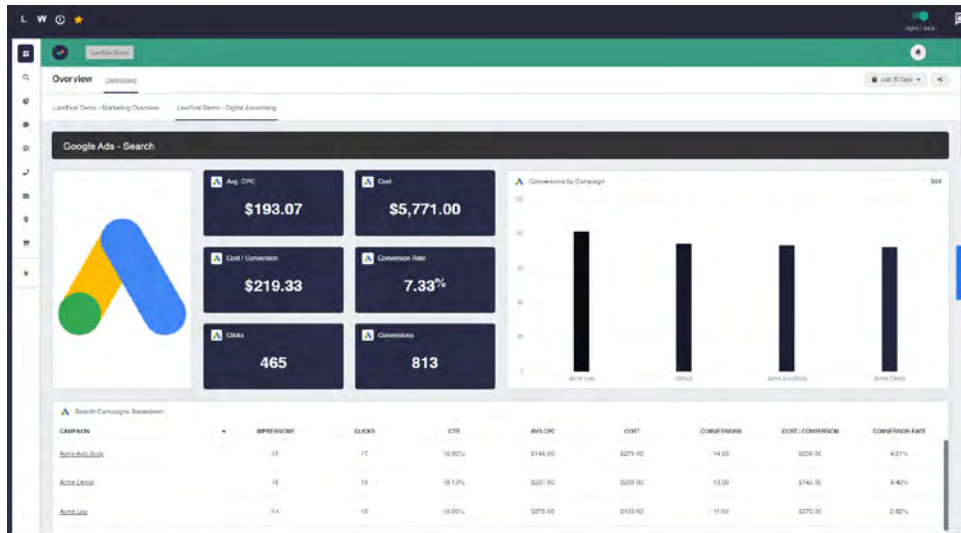
### 1. Analytics

The Analytics module helps maximize your marketing dollars by tracking the traffic and visitors that come knocking on your doors and to understand the typical user behavior. It offers data, metrics, and analytics from more than 70 different vendors.



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Those investing in PPC efforts deserve a clear picture of their campaigns. With this module, firms can now clearly see the ad spend for platforms like Google Ads.



### With the Analytics module you can:

- + Check out real-time metrics covering Local Search Rankings, Site Traffic, Social Media, GMB, and much more
- + View paid campaign results from Google Ads, Facebook Ads, LSAs, and YouTube Ads
- + Bring to light the data most important to you (rankings, competition, goal completion, backlinks, and more from applicable trusted platforms.)
- + Integrations with Web Analytics through a user-friendly dashboard, and simplified data viewing of all your firm's channels in a single space.
- + View real-time traffic and visitor data from Google Analytics and other data providers- Bring to light the data most important to you (rankings, competition, goal completion, backlinks, and more)

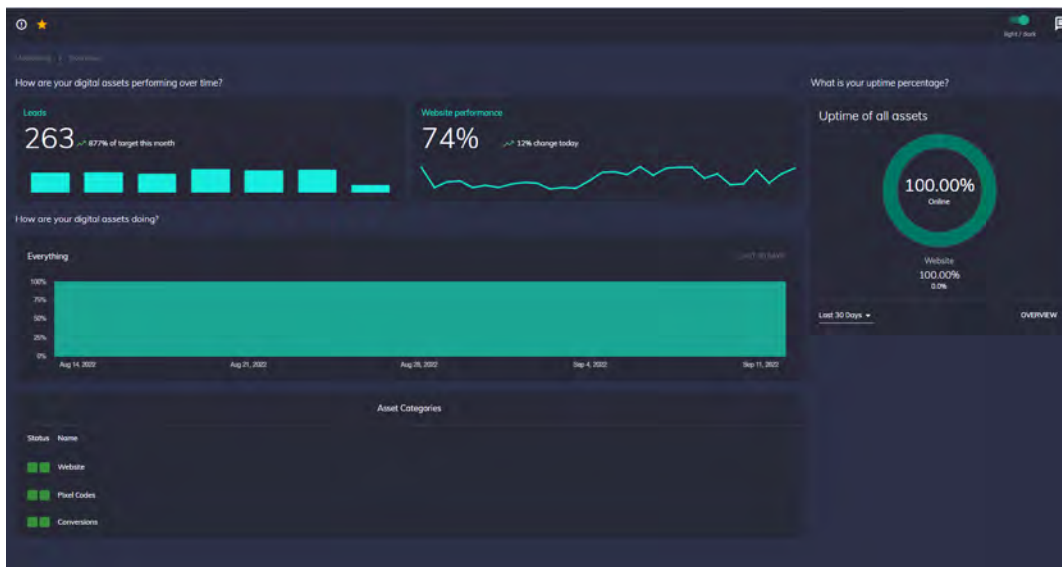
Access monthly reports so you can see your progress toward your targets.

Are you a Consultwebs client? We've got a gift for you! 

**The Analytics Module is available for FREE to any [Consultwebs](#) client with an [SEO](#) or [Digital Advertising](#) contract.**

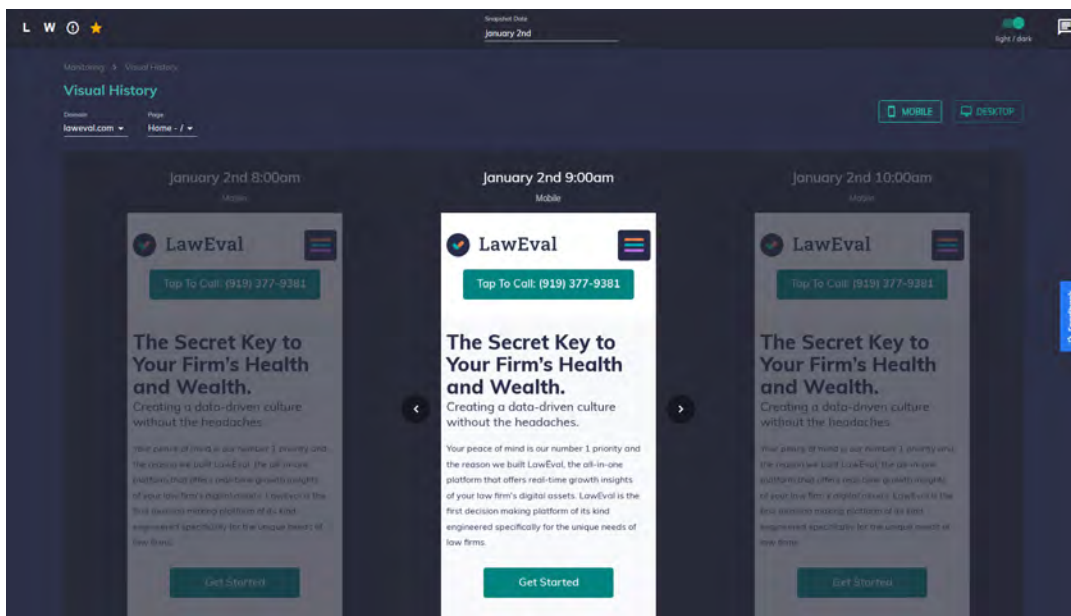
## 2. Performance Monitoring

This is essentially how LawEval got started. There's no need to go about your day with 0 answers to important questions like: "How's my website doing?" or "Are all contact forms working?" - With the monitoring module, there's 24/7 real time monitoring. Here's a sample of the overview:

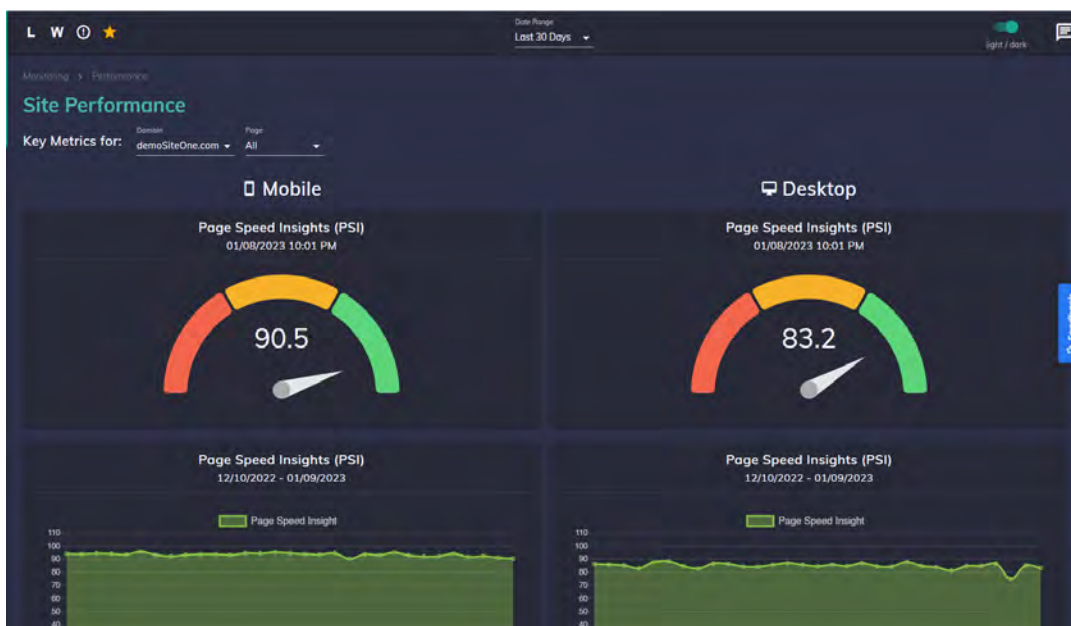


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Do you want to find out if your website is running 24/7? It's possible, and it includes visual history screen captures. Take a look:



What about checking the site's speed performance? Speed might be overlooked, but it shouldn't be. According to [research](#), 70% of consumers admit that page speed impacts their willingness to buy. With LawEval, you can check on this anytime, anywhere, along with many other performance metrics





**With the Performance Monitoring module you can:**

- + Confidently know that your online presence is being monitored 24/7
- + Keep track of your site speed and performance around key pages as well as overall averages through grade-level testing
- + Monitor hundreds of areas including all your contact forms & all your conversion channels
- + Discover potential issues around leads with ConversionLocker, a system built-in that monitors lead channels/sources, such as contact forms, live chat, and call tracking
- + Backend monitoring that is constantly looking for problems across tons of potential technical areas related to your overall digital presence
- + Continual testing around website issues, no-index, https, and DNS problems, including protecting your domain name before any expirations occur
- + View historical archives of screenshots of your websites taken multiple times per day
- + The combined efforts of multi point inspection (of over 100 potential technical issues) and a team of expert engineers identifying areas of concern
- + Hassle-free discovery, configuration, and testing of key areas – with no effort needed on your end

### 3. Leads

Here's a scenario for you: let's say you got a few spare minutes between meetings, and you want to keep tabs on your digital assets - can you access it easily? Can *anyone* at your firm access it and give you immediate answers? Many would find this process tedious. However, this can change thanks to the leads module.

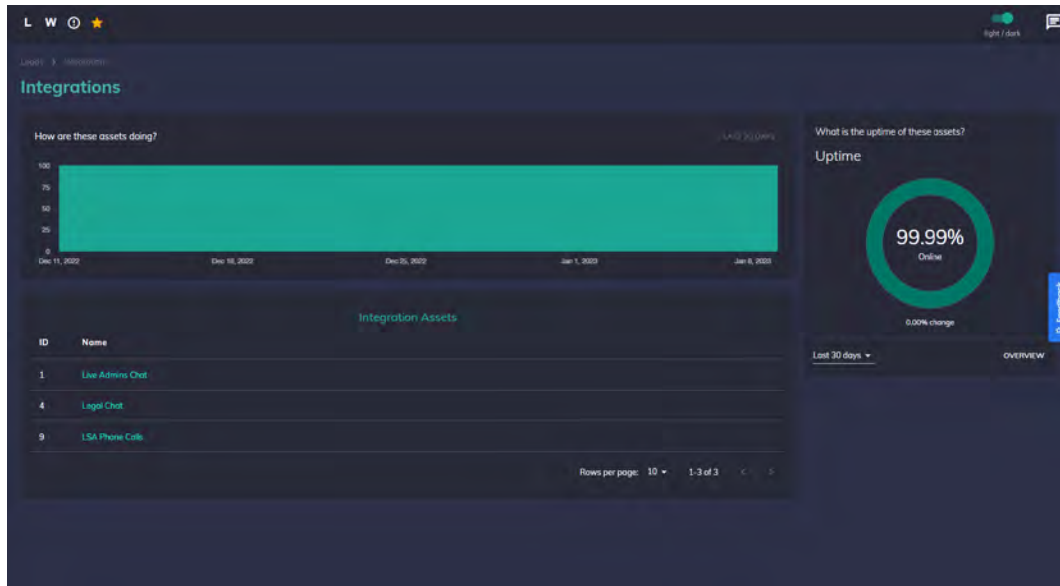
If you want immediate answers to questions like, "How many leads did I receive last month?" or even more specific, "How many leads did I receive last month and where are the majority of the leads coming from?" you can have answers to it all, take a look:



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The beauty behind this module is that it offers real-time conversion data of all your channels, and it's all accessible anytime, anywhere, even in those critical minutes between meetings.

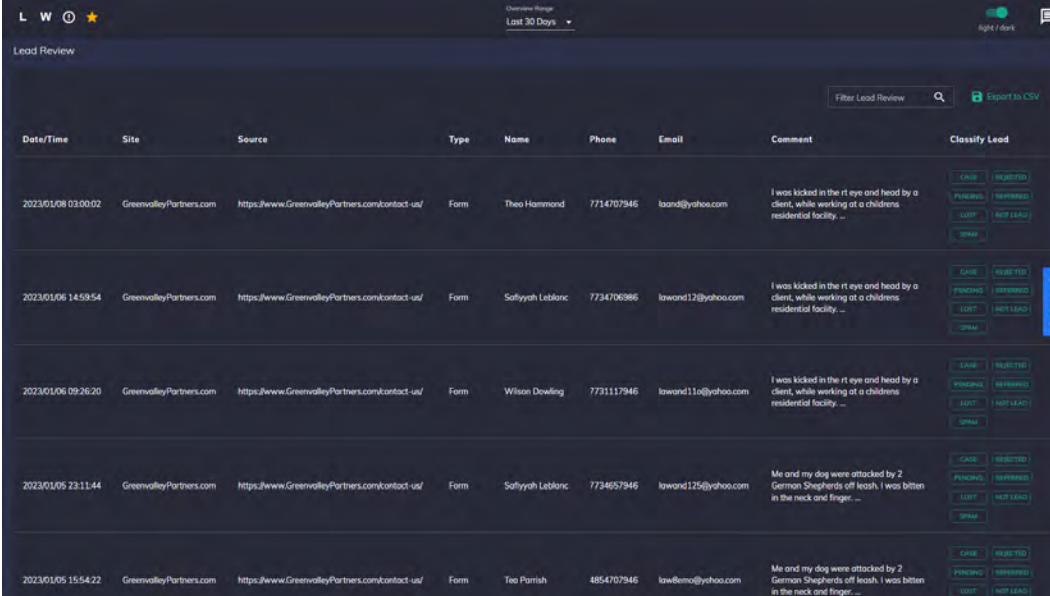
As you invest and add on more digital assets e.g. a live chat to boost your services outside working hours, you'll want to know how its performing and with the leads module it's 100% possible.



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And there's more.

**You'll be able to track and classify leads the best way possible**, through a list that includes: date, time, site, source, type, name, phone, email and any extra comments. Take a look:



The screenshot displays the 'Lead Review' interface in a dark theme. At the top, there are navigation icons (L, W, a star) and a 'Last 30 Days' filter. A search bar labeled 'Filter Lead Review' and an 'Export to CSV' button are visible. The main content is a table with the following columns: Date/Time, Site, Source, Type, Name, Phone, Email, Comment, and Classify Lead. The 'Classify Lead' column contains buttons for 'CASE', 'SUBMITTED', 'PENDING', 'RESERVED', 'LOST', 'NOT LEAD', and 'SPAM'. The table lists five leads, each with a comment describing an incident involving a client at a residential facility or a dog attack.

| Date/Time           | Site                    | Source  | Type | Name            | Phone      | Email               | Comment   | Classify Lead  |
|---------------------|-------------------------|---|------|-----------------|------------|---------------------|---|--|
| 2023/01/08 03:00:02 | GreenvalleyPartners.com | https://www.GreenvalleyPartners.com/contact-us/ | Form | Theo Hammond    | 7714707946 | laand@yahoo.com     | I was kicked in the rt eye and head by a client, while working at a childrens residential facility. ... | CASE, SUBMITTED, PENDING, RESERVED, LOST, NOT LEAD, SPAM |
| 2023/01/06 14:59:54 | GreenvalleyPartners.com | https://www.GreenvalleyPartners.com/contact-us/ | Form | Safiyah Leblanc | 7734706986 | loward12@yahoo.com  | I was kicked in the rt eye and head by a client, while working at a childrens residential facility. ... | CASE, SUBMITTED, PENDING, RESERVED, LOST, NOT LEAD, SPAM |
| 2023/01/06 09:26:20 | GreenvalleyPartners.com | https://www.GreenvalleyPartners.com/contact-us/ | Form | Wilson Dowling  | 7731117946 | loward11a@yahoo.com | I was kicked in the rt eye and head by a client, while working at a childrens residential facility. ... | CASE, SUBMITTED, PENDING, RESERVED, LOST, NOT LEAD, SPAM |
| 2023/01/05 23:11:44 | GreenvalleyPartners.com | https://www.GreenvalleyPartners.com/contact-us/ | Form | Safiyah Leblanc | 7734657946 | loward125@yahoo.com | Me and my dog were attacked by 2 German Shepherds off leash. I was bitten in the neck and finger. ...   | CASE, SUBMITTED, PENDING, RESERVED, LOST, NOT LEAD, SPAM |
| 2023/01/05 15:54:22 | GreenvalleyPartners.com | https://www.GreenvalleyPartners.com/contact-us/ | Form | Teo Parrish     | 4854707946 | lowfermo@yahoo.com  | Me and my dog were attacked by 2 German Shepherds off leash. I was bitten in the neck and finger. ...   | CASE, SUBMITTED, PENDING, RESERVED, LOST, NOT LEAD, SPAM |

### With the Leads module you can:

- + Track leads from start to finish
- + Access to a team of engineers who will connect *your* lead vendors and new platforms
- + Close the loop on which leads are turning into signed clients
- + View monthly reporting and trend alerts
- + Enable email notifications for all or specific leads coming in
- + Access real-time conversion data from almost every channel
- + Track leads from start to finish
- + Seamlessly integrate live chats, contact forms, call tracking and just about every other online source
- + Have lead integrations like Apex Chat, NGage Chat, Client Chat Live, CallTrackingMetrics, CallRail, Instapage Landing Pages, Unbounce Landing Pages, Facebook Ad Lead Forms, Google LSAs, Contact Form 7, Gravity Forms, Zapier, Integromat/Make, and more

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- + Have CRM integrations like Lead Docket, Clio Grow, Captorra, Alert Communications, Blue Orchid, MyLegal, Law Ruler, SmartAdvocate, MailChimp, Zapier, Integromat/Make, and more

## Bonus Feature!

Having the data matters, but having the right data at the right time is the ultimate key.

- + To keep an eye on your firm, **activate alerts for emails and/or texts with your preference(s).**

Account > Settings

Settings Configuration

ALERTS LEADS

Schedule

Leads Type

Email

dlong@consultwebs-email.com

Select schedule

Always (24/7)

None

Email

Select schedule

Always (24/7)

None

SAVE

Report an Outage

# Let's Walk Through LawEval Together

We want you to feel as confident and comfortable as possible with LawEval.

To guide you through it, step-by-step, we've created a space for [LawEval training and documentation](#).

In it you can refer to the following:

1. [The Complete LawEval Guide](#)
2. [How to Enable Third-Party Cookies](#) (LawEval requires third-party cookies)
3. The Top 6 Instructional Videos
  - a. [LawEval - Logging In](#)
  - b. [LawEval - Overview](#)
  - c. [LawEval - Adding Emails for Alerts & Leads](#)
  - d. [LawEval - Performance Monitoring Module](#)
  - e. [LawEval - Leads Module](#)
  - f. [LawEval - Analytics Module](#)

## What's In It for Your Firm?

In today's competitive and growing market, many firms are starting to bet on the data to get ahead - and you can [become a data-driven law firm](#), too!

With a money-making platform like [LawEval available in the palm of your hands](#), you'll stand confidently and you'll be in complete control without any headaches. If this is something you've been planning and wishing on, [this is your sign: help is right around the corner!](#)