

**Where to start with**

# **ONLINE MARKETING COMPANIES**

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Questions for marketing professionals

[www.Lawfirmmentor.net](http://www.Lawfirmmentor.net)



# Things to understand

## General Categories of questions:

- A. Approach** - Does the company function as a trusted advisor, informing the law firm of marketing strategy in general? Or, does the marketing company serve to specialize in its particular area of expertise?
- B. Accountability** - Does the company track its results and make that information readily available to the law firm? What specific information does it track and how frequently?
- C. Credentials** - How many law firms, in this law firm's practice area, and this law firm's geographical region, at or about the same size as this law firm, has the marketing company serviced? Will the marketing company provide references of greatly satisfied and marginally satisfied clients?
- D. Differentiation** - How will the marketing company distinguish its protocol to achieve the intended results in comparison to prior campaigns/marketing plans for the same law firm, when the I



# NATIONAL SEO - WEBSITE OPTIMIZATION

## GENERAL QUESTIONS

### 1. APPROACH

- a. How often do you communicate with your law firm clients (monthly, biweekly, weekly, as needed, etc.)?
- b. What is your content marketing strategy for my law firm?
- c. How frequently should there be posts to my firm's blog, and why? Who will be responsible for your blog posting?

### 2. ACCOUNTABILITY

- a. What does success look like in 60 days? 90 days? 120 days? 180 days?
- b. What information do you track? Where is your tracking information housed (internal systems, dashboard, etc.)?

### 3. CREDENTIALS

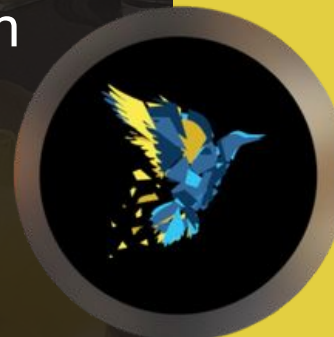
- a. Of those businesses serviced, what percentage of your work volume is legal clients? How many law firm clients does your company currently service? How many practice areas of legal clients do you service?

### 4. DIFFERENTIATION

- a. When you commence a National SEO campaign for a law firm client, how long do you wait to see results in that campaign before changing strategy?

## QUALIFYING COMPETENCY

- What keywords will you target for my law firm? Why have you chosen those words? (Keywords for looking for information is not as good as keyword looking for service)
- Examples:
  - a. Poor Keywords: Immigration laws, Immigration reform
  - b. Good Keywords: marriage immigration lawyer
  - c. Good Keywords: best Immigration lawyer in (Location)
- Will you provide a list of 5 law firm clients that you currently work with to confirm your quality of work with website SEO?
- If you have clients in my practice area for national SEO, do you feel this is a conflict of interest since we all have the same goal and competing against one another?
- Can you provide their websites so I can have a keyword audit to see their SEO rankings? (Law Firm Mentor can provide this service)
- Why would you suggest National SEO vs Local SEO (GBP)?
  - a. National SEO - Long term Success
  - b. Local SEO - Short term & long term Success
  - c. Ask yourself - Does your practice areas service clients locally or Nationally?
- When will my National SEO investment become a positive investment?





# LOCAL SEO - GOOGLE BUSINESS PROFILE OPTIMIZATION (GBP)

## GENERAL QUESTIONS

1. APPROACH
  - a. How often do you communicate with your law firm clients (monthly, biweekly, weekly, as needed, etc.)?
  - b. What is your content marketing strategy for my law firm?
2. ACCOUNTABILITY
  - a. What does success look like in 60 days? 90 days? 120 days? 180 days?
  - b. What information do you track? Where is your tracking information housed (internal systems, dashboard, etc.)?
3. CREDENTIALS
  - a. Of those businesses serviced, what percentage of your work volume is legal clients? How many law firm clients does your company currently service? How many practice areas of legal clients do you service?
4. DIFFERENTIATION
  - a. When you commence a Local SEO campaign for a law firm client, how long do you wait to see results in that campaign before changing strategy?

## QUALIFYING COMPETENCY

- What keywords will you target for my law firm? Why have you chosen those words? (Keywords for looking for information is not as good as keyword looking for service)
- Will you provide a list of 5 law firm clients that you currently work with to confirm your quality of work with GBP? (Search local keywords in their area to see if their clients show up at the top)
- What is your process to get local keyword rankings?  
How many of these steps did the marketing company mention?
  1. Claim your Business Profile
  2. Complete every section of your Google Business Profile account
  3. Be meticulous with contact information
  4. Select primary and secondary categories
  5. Mark off applicable attributes
  6. Write a complete “from the business” description
  7. Publish Google posts weekly
  8. Upload new photos regularly
  9. Have questions asked/post relevant keyword dense Answers
  10. Collect and respond to reviews
  11. Add your products and/or services
  12. Set up messaging





# PAY PER CLICK (PPC)

## GENERAL QUESTIONS

1. APPROACH
  - a. How often do you communicate with your law firm clients (monthly, biweekly, weekly, as needed, etc.)?
  - b. What is your PPC strategy for my law firm?
2. ACCOUNTABILITY
  - a. What does success look like in 60 days? 90 days? 120 days? 180 days?
  - b. What information do you track? Where is your tracking information housed (internal systems, dashboard, etc.)?
3. CREDENTIALS
  - a. Of those businesses serviced, what percentage of your work volume is legal clients? How many law firm clients does your company currently service? How many practice areas of legal clients do you service?
4. DIFFERENTIATION
  - a. When you commence a PPC ad campaign for a law firm client, how long do you wait to see results in that campaign before changing strategy?

## QUALIFYING COMPETENCY

- What keywords will you target for my law firm? Why have you chosen those words? (Keywords for looking for information is not as good as keyword looking for service)
- Examples:
  - a. Poor Keywords: Immigration laws, Immigration reform
  - b. Good Keywords: marriage immigration lawyer
  - c. Good Keywords: best Immigration lawyer in (Location)
- Will you provide a list of 5 law firm clients that you currently work with to confirm your quality of work with for PPC?
- Do you purchase the PPC ads from your company account or is the account own by my firm? (From their account is a big red flag. Lacks transparency and leads to inflated PPC cost for marketing company profits)
- How would you feel about success being judged by:
  - Cost per Lead (TOP KPI)
  - Qualified lead % (TOP KPI)
- Do you have cases studies from other law firm clients you provide?





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Get solutions to the roadblocks you are facing to increase revenue or capacity. You will have a roadmap to reach your law firm goals. Not a sales call.

Get an audit of your National SEO (Website) and Local SEO (GBP) rankings vs your top 3 competitors. Use this report for SEO content.

Learn about Allison, our coaches and client success stories on how we specifically help them double their revenue in 12 months.