

Case Study

Scott J. Sternberg & Associates, P.A.

Florida Law Firm Increases Leads With Custom Website, SEO, PPC & Social Media Solution

Customer Profile:

- Scott J. Sternberg & Associates, P.A.
- Main office located in West Palm Beach, Fla.
- Firm Size: 19; four attorneys and support staff
- Areas of Practice: Workers' Compensation, Social Security Disability, and Immigration Law

With offices located in Orlando, Boca Raton and West Palm Beach, Fla., this law firm offers more than 15 years of experience helping clients navigate municipal, state and federal courts.

Business Situation:

Having relied mostly on traditional forms of marketing (radio, print advertising and local community networking) to generate new business, Scott Sternberg was troubled by the substantial drop-off in the number of leads provided by those mediums. Though Sternberg had an online presence—a limited website created by a local vendor that did not specialize in online marketing for law firms—it was underperforming, and producing few leads for any given week.

Sternberg knew his market and sensed there was more business to be had than his current marketing strategy was delivering. Increases in immigrant populations, changes in Workers' Compensation and Immigration Law, and other factors pointed toward an increase in demand for the types of legal services provided by his firm. Meanwhile, Sternberg also faced increasing competition in his South Florida market.

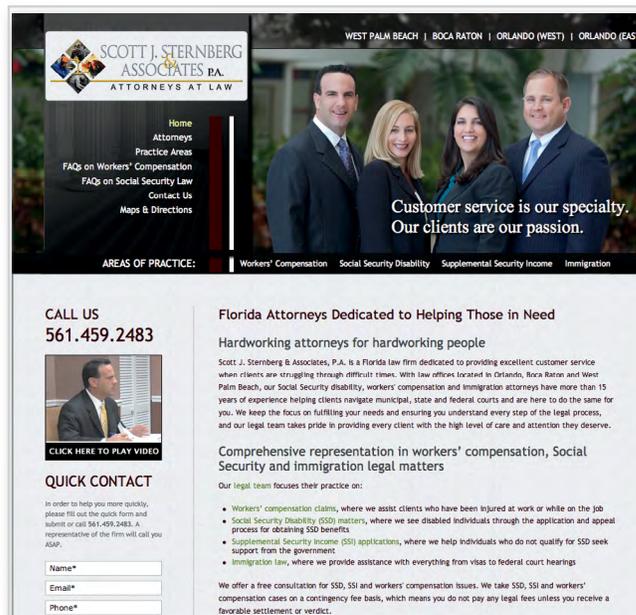
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More Consumers Searching Online for Legal Answers

Sternberg realized that more consumers are turning to the Internet to research their legal issues. For instance, when someone is injured on the job, now instead of looking for an attorney in the Yellow Pages or asking a co-worker or friend for advice, that person is now more likely than ever to turn to a search engine.

Sternberg knew he needed a more effective online marketing strategy so that his firm could be found by more consumers searching the Web for legal answers.

Already having a Profile with LexisNexis® Martindale-Hubbell® with a Preferred City Result for West Palm Beach, Sternberg was open to replacing his website with a custom site from LexisNexis, including search engine optimization (SEO) to ensure online visibility. To increase the chances he would be found by potential clients, Sternberg also wanted to explore the use of other tactics, such as pay-per-click (PPC) advertising, blogging and social media.



<http://www.sternberglawoffice.com/>

Solution:

From the beginning, Sternberg specified he wanted to be included in the process—and ensure that his online marketing aligned with his business objectives in a way that reflected his firm's personality. He also wanted a website designed so that visitors would be more likely to contact the firm as a result of viewing relevant content.

During a series of consultations with marketing specialists at LexisNexis Martindale-Hubbell, Sternberg detailed the type of legal issues his clients deal with regularly. Practice area descriptions, profiles for the firm's four attorneys, relevant topics for the firm's blog, FAQs for both Workers' Compensation and Social Security Law, and more features were created based on LexisNexis Martindale-Hubbell's experience having built or hosted more than 40,000 websites for law firms within the last decade.

"There are so many options in the market today, so many design firms that will promise you everything and claim that they have the experience in the legal industry you need, but the difference between the competition and LexisNexis is that LexisNexis delivers," Sternberg commented.

"From the website to our listing on Lawyers.comSM, I now have a much better chance of being consistently selected over other attorneys that do not use LexisNexis."

Sternberg wanted to make sure his online marketing program gave his firm the ability to reach and appeal to as many potential clients as possible. As such, mobile was a key component of Sternberg's online strategy. After all, by 2013 mobile phones will overtake personal computers as the most common Web access device worldwide, according to Gartner, Inc. Sternberg's website was optimized to drive more traffic from mobile browsers, with content designed so users of mobile devices can easily read information on their smaller screens.

Meanwhile, to "own" more of the search engine results page Sternberg also leverages PPC advertising. (Guaranteed page-one PPC ads appear separately from regular or "organic" search rankings.)

Results:

Sternberg's website was launched in early 2012 and within six months of launch was delivering the number and quality of leads and new business he suspected his market could yield.

"With LexisNexis, almost immediately, when I did a search based on my keywords, I started to see results that clearly exceeded my expectations," Sternberg said.

Specific results:

- More than 50 percent of Sternberg's leads come directly from his LexisNexis website. Sternberg adds that the leads he receives from other sources are also influenced by visits to his website.
- Sternberg is regularly contacted by new clients who found him through his Profile or Preferred Placement on Lawyers.com.
- LexisNexis optimized 216 keyword terms for Sternberg; 183 of those keywords (more than 85 percent) appear on page one of Google's search engine results for Sternberg's multiple competitive practice areas and geographies.

"My website from LexisNexis is now a very important piece of my marketing," Sternberg said. "Marketing is about both building relationships and distinguishing yourself from your competitors. LexisNexis very effectively enables us to do both."

Building on His Success by Adding Social Media

Sternberg next sought to add social media marketing to his promotional mix. By implementing LexisNexis[®] Social Media Visibility, Sternberg created a steady stream of fresh content through blogging on topics related to the areas of law in which his firm practices. This impacts his rankings in search engine results as search engines reward fresh, relevant content.

Established as a part of his firm's website, Sternberg's custom blog is branded with the same look and feel as his website. And his new social media solution automatically posts his blog content to his social media profiles on LinkedIn[®], Facebook[®], Twitter[®], and JD Supra[®]. To increase Sternberg's visibility in local search engine results, LexisNexis then created a Google+ Local profile, which also established a presence for the firm on Google's rapidly growing social media network.

"From the website to our listing on Lawyers.comSM, I now have a much better chance of being consistently selected over other attorneys that do not use LexisNexis," Sternberg said. "This helps develop key relationships. This is what matters."

Products and Services Summary:

- LexisNexis[®] Web Visibility Solution (Custom Website with SEO)
- LexisNexis[®] Social Media Visibility
- Profiles on Lawyers.comSM and *martindale.com*[®]
- LexisNexis[®] Preferred Placement Services
- Martindale-Hubbell[®] Peer Review RatingsTM and Client Review Ratings

Schedule Your Free Consultation or Website Evaluation

How will your law firm focus its online marketing strategy?

- Compare your website alongside competitors' sites.
- Evaluate whether your website uses the latest best practices, including social media.
- Learn how to measure website ROI.

To schedule your free evaluation today, please call us at 877.440.5783.

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