

## Case Study:

### Law Offices of Shawn Golesorkhi

Solo Practitioner in Competitive Market Leverages Online Marketing to Grow Business by 80 Percent

#### Customer Profile:

- Law Offices of Shawn Golesorkhi
- Main office located in Costa Mesa, Calif.; additional office in Arcadia, Calif.
- Areas of Practice: Divorce, Divorce Mediation, Legal Separation, Child Custody, Asset & Property Division

Shawn Golesorkhi was admitted to the State Bar of California in 2003. He has extensive litigation experience as an Orange County divorce lawyer and has been involved in trials related to such issues as child custody, the mobility rights of parents, imputing income under the Child Support Guidelines, and the rights of adoptive parents under child welfare legislation.

#### Business Situation:

Shawn Golesorkhi knows all about the extreme competitiveness of the family law market in Orange County. His office building in Costa Mesa alone is home to 10 divorce lawyers.

Traditional advertising (e.g., Yellow Pages ads and TV or radio spots) is ineffective in this crowded market. Golesorkhi realized that online marketing was his best shot to boost the visibility of his practice and attract more clients.

“If you are not among the top firms listed on Google® when someone is looking for the type of law you practice in your market, chances are you are not getting the business,” Golesorkhi says. “These days, it doesn’t matter how good you are. It matters how visible you are online. That is the reality of the legal industry today.”

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Initially, Golesorkhi spent \$100,000 trying to “go it alone” and develop his own online presence, but that website did not generate the quality leads he needed to grow his practice. After that costly lesson, Golesorkhi realized that he needed to find a provider with expertise in his market.

#### Solution:

Before Golesorkhi attempted to develop his own website, he was generating results from his profiles on *martindale.com*® and *Lawyers.com*™. So he was familiar with the LexisNexis® Martindale-Hubbell® brand when one of the company’s law firm marketing specialists approached him with a

proposal for building a custom, search engine optimized website, tailored to focus on family law in the Orange County market.

Swayed by the performance of his profiles, Golesorkhi decided to take a chance on a LexisNexis website.



<http://www.golesorkhi.net/>

The LexisNexis design team then went to work. Leveraging proprietary research revealing how legal consumers in Southern California search online for family law–related information, the design team created a website that combined the design, navigation, content, mobility and search engine optimization (SEO) elements designed to attract quality traffic.

To turn more of that traffic into potential clients requesting consultations, the design team outfitted the site with relevant content and features, while also launching a mobile version of the site to capitalize on the increasing number of consumers searching online with mobile devices.

LexisNexis Martindale-Hubbell worked closely with Golesorkhi to select the right keywords for his website content, including terms consumers are likely to use when searching for information on divorce and child custody. The website includes easy-to-read legal-topic pages, a dynamic lawyer profile and newsletters focused on Golesorkhi’s practice areas.

## Results:

The website LexisNexis Martindale-Hubbell developed for Golesorkhi went on to garner national acclaim, winning a Legal Excellence award from the Web Marketing Association (WMA) in 2012. The site, however, is more than an award-winner—it is a lead generator. Golesorkhi attributes an 80 percent increase in revenue, from 2011 through 2012, directly to his new website and profiles.

Golesorkhi is particularly pleased with the large number of quality leads his website generated. “When I first saw my website, my jaw literally dropped. It was beautiful. The concept was amazing,” Golesorkhi says. “Then the phones started ringing, and they haven’t stopped.” After reviewing its performance reports, he soon realized that the growing number of calls were coming straight from his website, as a result of the ongoing SEO campaign managed by LexisNexis.

### *Turning Traffic Into Potential Clients via Live Chat*

Looking to build on the steady flow of quality traffic to his website, Golesorkhi has added Martindale-Hubbell® Live Chat.

***“Live chat is brilliant for website conversion... it’s an entirely different experience, a human experience, a live interaction.”***

Martindale-Hubbell Live Chat enables real-time lead capture through specially trained online chat representatives who are available 24 hours a day, seven days a week. Golesorkhi estimates that he has generated “several thousand dollars per month” on the live chat-driven leads that have come in after hours.

“Live chat is brilliant for website conversion,” Golesorkhi says. “Think of it like this: People like to talk to people. If consumers find my website and then contact my firm, after hours, and get an answering machine and are asked to leave a message, many of those consumers are going to move on to the next law firm website they find on Google®. But now imagine they get a live person. You see, it’s an entirely different experience, a human experience, a live interaction.”

### *On the Go*

Today, the mobile optimization that comes as a standard feature on every LexisNexis website enables potential clients to easily view Golesorkhi’s site from their devices.

In 2012, the U.S. smartphone market surpassed 50 percent market penetration, according to a recent study by comScore.\* The more than 125 million smartphone subscribers represent a 29-percent increase from a year ago, and a 99-percent increase from two years ago. Therefore, it’s not surprising to hear Golesorkhi describe mobile optimization as an essential competitive tool.

“We know that more and more people are using their smartphones and tablets, so it’s common sense that your law firm’s website needs to be able to be found and welcome those visitors,” Golesorkhi says. “If not, you will be losing business you should be winning.”

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## Specific Results:

- Won the WMA’s 2012 WebAward for Outstanding Achievement in Web Development (Legal Standard of Excellence).
- For 2011 to 2012, Golesorkhi attributes an 80 percent increase in revenue to his website and profiles.
- An SEO Campaign Manager optimized more than 60 keyword terms for Golesorkhi’s site. Today, the site appears on page 1 of Google search results for more than 71 percent of those keywords.
- In after-hours leads alone, Martindale-Hubbell® Live Chat has added several thousand dollars per month of incremental revenue.

## Products and Services Summary:

- LexisNexis® Web Visibility Solution (Custom Website with SEO and Mobile Optimization)
- Martindale-Hubbell® Live Chat
- Profile on Lawyers.com<sup>SM</sup> and *martindale.com*®

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## 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.

\* Source: “2013 Mobile Future in Focus,” comScore, Feb. 2013.

Search engine optimization results will vary based on market, keywords and other web presence. The opinions expressed within this case study represent customer opinions. LexisNexis Martindale-Hubbell believes this case study experience generally represents the experience found with other similar customer situations. However, each customer will have its own subjective goals and requirements and will subscribe to different combinations of LexisNexis Martindale-Hubbell services to suit those specific goals and requirements. This case study may not be deemed to create any warranty or representation that any other customer’s experience will be the same as the experience identified herein. LexisNexis Martindale-Hubbell uses the customer’s trademarks herein with the customer’s permission.