

Case Study: Law Office of Dale A. Burrows, P.C. Family Law Attorney Adds Live Chat to Turn More Web Traffic Into Prospects

Customer Profile:

- Law Office of Dale A. Burrows, P.C.
- Main office located in Coppell, Texas
- Firm Size: 5 (two attorneys and three support staff)
- Area of Practice: Family Law

Serving the cities of Coppell, Lewisville and Flower Mound, Texas, this law firm offers more than 20 years of experience to clients seeking counsel in divorce, separation, matrimonial law, adoptions, child support, protective orders, paternity and other family law matters.

Business Situation:

Reclining in his La-Z-Boy® while watching the evening news, Dale A. Burrows received a transcript on his cell phone concerning a potential client who was in trouble.

He received this transcript because his firm, the Law Office of Dale A. Burrows, P.C., recently implemented a new online live chat solution designed specifically for law firm websites.

“The transcript was from an online interaction between a Martindale-Hubbell® Live Chat operator and a woman in distress, a victim of domestic abuse. It was a bona-fide emergency and I was able to act immediately and call her,” Burrows recalls. “The next morning, we were able to rush to the courthouse to get her a temporary restraining order and protective order. I cannot tell you how appreciative she was.”

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Live chat is the latest addition to Burrows’ online marketing portfolio that features a search engine–optimized website currently averaging nearly 1,700 unique visitors per month.

Understanding that attracting traffic to his site is only half the marketing battle, Burrows agreed to install live chat. By adding live chat, Burrows hoped to increase the number of website visitors that are turned into prospective client consultations.

Solution:

Burrows is no stranger to LexisNexis® Martindale-Hubbell®. The Texas attorney has long had profiles on Lawyers.comSM and *martindale.com*®. Based on the performance of his profiles, Burrows agreed to have LexisNexis Martindale-Hubbell build his website (<http://www.burrowsatlaw.com/>) six years ago.

Since the launch of his website, a dedicated SEO specialist at LexisNexis Martindale-Hubbell ensures his website has the content and features to attract consumers searching online for family law information in the firm’s market. Likewise, Burrows has been open to exploring new features for turning more of that traffic into potential clients.



“Less than 10 years ago, the latest and greatest for law firm marketing was having a website,” Burrows explained. “But now a website is essential for marketing your law firm. Then came video and you had to have video. Now, I think it is clear that the latest and greatest for a law firm website is live chat.”

So, in mid-2012, when LexisNexis Martindale-Hubbell sought pilot candidates for a new live chat solution, Burrows jumped at the chance.

Now Burrows is a full-fledged customer of the product. When visitors arrive at his website, a live chat window pops up, immediately engaging them and providing the real-time attention they need, 24 hours a day, seven days a week.

Once a website visitor wishes to engage with the live operator and clicks the “chat now” button, a notice is prominently displayed informing the visitor that any information provided via the chat feature will not be subject to attorney-client privilege.

"When they are met with the live chat pop-up and then interact with a live chat operator, it continues the process they started when they turned to the search engine to ask a legal question or seek information on a legal topic," Burrows said. "Live chat just makes good business sense to make a good website better."

Experienced, specially trained chat representatives gather only pertinent details, and never offer legal advice. Once the live chat session is finished and the visitor has consented to being contacted, a transcript of the chat conversation is automatically sent to Burrow's email and cell phone. And transcripts are only forwarded if they contain contact information. Burrows says that this enables him to prioritize his callback list. "It gives me more information and a heads up before I contact the potential client," he says.

Meanwhile, live chat has another benefit relevant for an attorney who deals with sensitive or potentially volatile situations. When reaching out to potential clients, Burrows was never completely confident about calling someone who is, say, contemplating a divorce, because a follow-up email or phone call from an attorney can potentially enrage an unstable spouse. Live chat solves this problem by allowing Burrows to tailor the questions asked by chat operators to suit his areas of practice.

"With Martindale-Hubbell Live Chat, I have the option to customize the script that the live chat operator will use," Burrows says. "So, in addition to having the operator ask for a phone number, I have the operator also ask if it is OK to call."

"Live chat has helped me increase revenue incrementally, because I now have much-higher-quality leads."

Results:

"Live chat offers an instant, human connection," says Samantha Miller, Vice President of Product, Web Visibility Solutions at LexisNexis. "It is a very effective tool for converting website visitors into potential clients who reach out to attorneys for consultations."

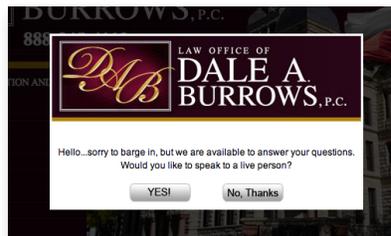
In the online lead-generation process, Burrows says, live chat is a "perfect complement" to a well-performing law firm website.

"Realistically, if you already own your website and it is performing well, you should invest in this type of product," Burrows says. "You may be referred by a client from an existing or previous client, but that prospective client is still going on the Internet to check you out and that website is what they will be checking. So, you really need your website to be the best it can be."

Burrows is now receiving much more intelligence about potential clients through informative transcripts from Martindale-Hubbell Live Chat. "Live chat has helped me increase revenue incrementally, because I now have much-higher-quality leads," he says.

Specific Results:

- Live chat accentuates the performance of Burrows' website. (LexisNexis recommends that only websites with an appropriate volume of unique visitors per month use this product.)
- The average number of monthly leads the website has generated has climbed 20 percent since Martindale-Hubbell Live Chat was adopted in April 2012.
- 100 percent of the 79 keywords LexisNexis has optimized for the website (in the areas of divorce, family law and child custody in Lewisville, Texas) appear on Page 1 of Google™.
- As a result of the optimization, the website's average number of unique visitors has increased by roughly 90 percent over the past 12 months.



Ultimately, Burrows enjoys doing business with LexisNexis Martindale-Hubbell because it has improved his bottom line. "If you practice family or business law in

Coppell, Texas, or the surrounding cities, like I do, do not use this product," Burrows says, tongue-in-cheek. "But if you are in any other line of practice in any other market, you would be crazy not to have a search engine-optimized website from LexisNexis, online visibility through Lawyers.com, and now the competitive differentiator that is Martindale-Hubbell Live Chat."

Products and Services Summary:

- LexisNexis® Web Visibility Solution (custom website and search engine optimization)
- Martindale-Hubbell® Live Chat
- Profiles on Lawyers.comSM and martindale.com[®]

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