

## Fallgatter Farmand & Catlin

# Florida Law Firm Wins by Moving Marketing Dollars from the Yellow Pages to Martindale-Hubbell Online Marketing Services

### Overview

**Location:** Jacksonville, Fla.

**Industry:** Legal services

**Customer Profile:**

The Jacksonville, Florida law firm of Fallgatter Farmand & Catlin represents plaintiffs and defendants in civil and criminal cases at the federal and state court levels. The firm's primary areas of practice include Personal Injury, Criminal Defense and Civil Litigation.

**Business Situation:**

In 2008, the partners conducted an analysis of the firm's spending on display advertisements in the Yellow Pages phone books in the Jacksonville region, and discovered that this traditional marketing effort was producing a declining level of results. The firm made the decision to shift some of those dollars away from Yellow Pages advertising and into online marketing in order to be more visible on the Internet, where more of their prospective clients were going to search for an attorney.

**Solution:**

After reviewing a variety of options for online marketing, Fallgatter engaged LexisNexis® Martindale-Hubbell® to enhance the content on the firm's Web site and then develop an aggressive Search Engine Optimization (SEO) program to drive quality traffic to the site. The firm designated 50 keywords that aligned with their two largest areas of practice—personal injury and criminal defense law—and then let the Martindale-Hubbell team get to work with the implementation of the program.

**Benefits:**

- All 50 of the firm's designated keywords appear within the search results on the first three pages of Google™, Yahoo!™ and Bing, up from zero prior to the SEO program
- 45 of the 50 keywords appear on the first page of the search results on Google, Yahoo! and Bing
- The Martindale-Hubbell SEO team exceeded the firm's expectations for service, committing to doing whatever was necessary to ensure success from day one of the assignment

### Product Summary

Client Development:

- Martindale-Hubbell Search Engine Optimization (SEO)

Fallgatter Farmand & Catlin's lawyers offer more than eight decades of combined partner experience. Past experience as opposing counsel, whether as a federal prosecutor or personal injury defense lawyer, provides the firm with an insight regarding what the "other side" will do in litigation.

The firm consists of distinguished, well-respected and experienced attorneys, working with a dedicated staff, to create a formidable legal team of skilled negotiators and aggressive litigators. Two of the firm's partners are natives of Jacksonville, and all partners have strong ties to the legal community. Their community ties not only provide the firm with access to a broad network of professionals, but also contribute to the highly regarded reputation the Fallgatter firm has earned with judges, other lawyers and courts throughout the area.

### The Situation

In 2008, the partners decided to conduct an analysis of the firm's spending on display advertisements in the Yellow Pages phone books in the Jacksonville region.

"It was very clear that our presence in the Yellow Pages was producing a declining number of new client leads for us, which was consistent with my own personal experience as a consumer as well," recalled Harold Catlin, a partner in the firm and an attorney with more than 30 years of experience of practicing law in Florida. "We immediately realized that we needed to face the facts and do something different."

Catlin and his partners relied upon their staff to conduct some research into trends in law firm marketing and it became immediately clear that the decline in Yellow Pages usage was being replaced by a surge in consumer use of the Internet to locate attorneys and other service providers.

The firm's partners made the difficult decision to shift some of their marketing dollars away from Yellow Pages advertising and into online marketing in order to be more visible on the Internet, where more of their prospective clients were going to search for an attorney.

*“The LexisNexis® rep showed us the Martindale-Hubbell Web site development and Search Engine Optimization (SEO) services for law firms that are designed to attract prospective new clients who are searching for attorneys on the Internet. The pricing seemed reasonable to us, so we agreed to shift some of our marketing dollars into an online marketing campaign with Martindale-Hubbell.”*

**Harold Catlin  
Partner/Attorney  
Fallgatter Farmand & Catlin**

### **The Solution**

The firm began researching the range of online marketing services available to law firms and decided to meet with a representative from Martindale-Hubbell.

“We knew and trusted the Martindale-Hubbell brand name from our years of experience as attorneys, so we were interested to learn what they had to offer us in this new world of online marketing,” said Catlin. “The LexisNexis® rep showed us the Martindale-Hubbell Web site development and Search Engine Optimization (SEO) services for law firms that are designed to attract prospective new clients who are searching for attorneys on the Internet. The pricing seemed reasonable to us, so we agreed to shift some of our marketing dollars into an online marketing campaign with Martindale-Hubbell.”

According to Catlin, within one week of engaging with LexisNexis for online marketing of the firm, a team of professionals from Martindale-Hubbell had been put in place and assigned to support the Fallgatter law firm.

“The Martindale-Hubbell team started conferring with us right away on what we wanted to accomplish with our Web presence,” said Catlin. “Their team was very pro-active but worked with the realistic availability of our partners, which at times was limited due to our regular client workload.”

The first step was the enhancement of the firm’s Web site with more compelling content to attract and retain visitors. The new site was launched in January 2009.

The next step was the development of an aggressive SEO program. The Martindale-Hubbell SEO team worked with the partners to identify the specific legal needs within their two primary areas of practice—Personal Injury and Criminal Defense—for which they wanted to be most visible on the Internet. Once these keywords were determined, the Martindale -Hubbell team modified the Web site content to be friendlier to search engines.

### **The Results**

“Soon after the re-launch of our Web site and the kick-off of our SEO program, we started seeing results in the way of Web site traffic and phone calls from prospective clients,” said Catlin. “We all knew instinctively that our investment in online marketing was going to pay off.”

And within weeks, the data was there to validate Catlin’s instincts. Just one month after the launch of the SEO program, 100% of the firm’s designated keywords were appearing within the search results on the first three pages of Google, Yahoo! and Bing; moreover, 90% of those keywords were on the first page of the search results on those engines.

*“The Martindale-Hubbell team exceeded our expectations for service, committing from the first week of this project to doing whatever was necessary to ensure our success,”*

Harold Catlin  
Partner/Attorney  
Fallgatter Farmand & Catlin

This was an infinite improvement from the firm’s virtual invisibility on the major search engines prior to engaging Martindale-Hubbell.

These results were achieved because the Fallgatter partners and staff members were willing to trust the Martindale-Hubbell SEO team and let them do what they do best. “The Martindale-Hubbell team exceeded our expectations for service, committing from the first week of this project to doing whatever was necessary to ensure our success,” said Catlin.

For Catlin and his partners, the bottom line results now speak for themselves.

“We’re seeing more new client engagements from our online presence with Martindale-Hubbell each month,” said Catlin. “The result from our experience is clear—the Yellow Pages are steadily being replaced by the Internet as the principal information resource for individuals seeking an attorney to help them with a specific legal need. Our decision to shift marketing dollars away from Yellow Pages advertising and into online marketing was not easy, but it was clearly the right move for our firm.”

*“Our decision to shift marketing dollars away from Yellow Pages advertising and into online marketing was not easy, but it was clearly the right move for our firm.”*

Harold Catlin  
Partner/Attorney  
Fallgatter Farmand & Catlin

## About LexisNexis

LexisNexis® is a leading global provider of content-enabled workflow solutions to professionals in law firms, corporations, government, law enforcement, tax, accounting, academic institutions and risk and compliance assessment. LexisNexis originally pioneered online information with its Lexis® and Nexis® services. A member of Reed Elsevier [NYSE: ENL; NYSE: RUK] ([www.reedelsevier.com](http://www.reedelsevier.com)), LexisNexis serves customers in more than 100 countries with 18,000 employees worldwide.

LexisNexis, Lexis, Nexis, Martindale-Hubbell and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. Other products or services may be trademarks or registered trademarks of their respective companies.  
© 2009 LexisNexis, a division of Reed Elsevier Inc. All rights reserved. LO19944-0 0809