

The Law Firm of Jonathan Marks, P.C.

New York Criminal Defense Attorney Discovers the Power of LexisNexis® Martindale-Hubbell® Search Engine Optimization Services

Overview

Location: New York, N.Y.

Industry: Legal services

Customer Profile:

The Law Firm of Jonathan Marks, P.C. has been aggressively defending clients facing criminal charges since 1978. Over the past 30 years, the firm has earned an outstanding reputation for diligently representing people accused of crimes through all stages of the criminal justice process.

Business Situation:

Marks was an early adopter of Internet marketing by deploying a law firm Web site years ago and has long been convinced that advertising on the Internet would be the key to finding new clients in New York City. His experience working with a few different providers of online marketing services met with some limited success.

Solution:

In 2006, Marks was approached by a representative for LexisNexis® Martindale-Hubbell® law firm client development services and agreed to invest in a modest Search Engine Optimization (SEO) program. After seeing some immediate results, Marks later agreed to expand his SEO program and engaged with the company to develop new content for his site in order to improve its rankings in search engine results.

Results:

- Marks now receives an average of approximately 10 new client leads weekly from prospective clients who find his Web site from an Internet search.
- The client leads from these online inquiries tend to be more qualified than other referral programs and Marks is able to convert roughly one out of four of them into paying clients who retain his services.
- Marks consistently ranks at or near the top of the search results when individuals search for criminal defense lawyers in New York City.
- LexisNexis has appointed an SEO expert from the Martindale-Hubbell team to serve as a direct contact for Marks and to collaborate with him regularly on ways to improve his Web site content.

Product Summary

Client Development

- Martindale-Hubbell Search Engine Optimization

The Law Firm of Jonathan Marks, P.C. has been aggressively defending clients facing criminal charges since 1978. The firm's criminal cases range from complicated white collar prosecutions to narcotics and violent crimes, as well as cases involving police brutality and other instances of police misconduct. Marks has received the highest rating for competence and integrity from Martindale-Hubbell® ratings and has taught at various law schools and at the National Institute for Trial Advocacy.

Over the past 30 years, Marks's firm has earned an outstanding reputation for diligently representing his clients through all stages of the criminal justice process. Having established three decades of experience and dedication to the specialized field of criminal law, the firm is trusted to maintain total confidentiality and to energetically pursue their clients' legal rights and goals.

Situation

Marks started his legal career back in the 1970s, but he has always been eager to innovate and embrace new technologies in order to keep his law practice on the leading edge. For example, he was one of the first law firms in his niche to develop a law firm Web site and many years ago realized that online advertising would eventually become the most reliable way for new clients to find him.

Marks engaged with a few different companies in the legal marketplace to deploy an online marketing program, but they produced only limited success.

"Instinctively, I knew it was inevitable that the Internet would become the primary way for people accused of crimes to find a lawyer who could represent them," explained Marks. "I was disappointed and frustrated with the lack of success we had with the first few vendors who signed up my firm, but I wasn't ignorant to the growing importance of Google and other search engines when it comes to how people find service providers such as lawyers."

Undaunted, Marks kept his mind open to different approaches for marketing his law practice on the Internet.

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Jonathan Marks
The Law Firm of Jonathan Marks, P.C.

Solution

“In 2006, I was contacted by my Martindale-Hubbell representative, who suggested that the new portfolio of Martindale-Hubbell online marketing services for small law firms would be able to help my practice attract new clients in New York City,” said Marks. “I agreed to invest in my Web site by revising my Web site content, having my Web site and profile on Martindale-Hubbell’s Lawyers.com, and then the development of an SEO program.”

The Martindale-Hubbell SEO team began by working with Marks to define the scope of his practice and identified the specific criminal offenses for which prospective clients might be seeking legal counsel in New York City.

“Once we had a targeted list of the kinds of criminal defense matters I was positioned to handle, the Martindale-Hubbell team began the critical work of enhancing my Web site content to be friendlier to search engines,” explained Marks. “Our goal was to improve the visibility of my practice on the results lists for the major Web search engines under both the ‘natural’ results and the ‘local business’ results.”

According to Marks, he collaborated with the Martindale-Hubbell SEO team to revise the copy on the firm’s Web site to emphasize his presence in New York City and his focus on serving the New York market. They also worked together to develop a plan for regular content updates on the site in order to demonstrate frequent maintenance and attention to posting fresh information and to create more relevant information resources on the site, including a new FAQs section.

After seeing some immediate results from his initial investment with the Martindale-Hubbell SEO program, Marks agreed to extend his commitment with LexisNexis® for online marketing services and begin the process of terminating his agreements with competing vendors who failed to deliver meaningful results.

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Jonathan Marks
The Law Firm of Jonathan Marks, P.C.

“With this kind of volume and success rate, I’m able to realize a substantial profit after paying back my investment in the Martindale-Hubbell SEO program each month.”

Jonathan Marks
The Law Firm of Jonathan Marks, P.C.

Results

Marks’s law firm now consistently ranks at or near the top of the search results pages when prospective clients search for criminal defense lawyers in New York City, an impressive feat in light of the fact that New York is the largest U.S. market and that there are roughly 500 criminal defense lawyers practicing in New York (the *martindale.com*[®] service).

“Our office now receives an average of 10 new client leads weekly from prospective clients who find us online and want to know about my legal services,” reports Marks. “I attribute this to Martindale-Hubbell’s SEO program, which has elevated my firm to the first tier of Google search results for criminal defense lawyers in New York City, often times as the very first result that appears.”

Moreover, Marks has found the client leads that have been created by the Martindale-Hubbell SEO program tend to be more “qualified” than the ones he was used to receiving from other referral programs. As a result, Marks reports that he is able to convert roughly 25 percent of those leads into paying clients who retain his firm to defend them.

“With this kind of volume and success rate, I’m able to realize a substantial profit after paying back my investment in the Martindale-Hubbell SEO program each month,” said Marks.

In addition to the “bottom line” benefits of working with LexisNexis for online marketing services, Marks has been particularly satisfied with the level of customer support he has experienced. The company appointed an SEO expert from the Martindale-Hubbell team to serve as a direct contact for Marks and to collaborate with him one-on-one regarding various ways to improve his Web site content. He consults with the SEO expert regularly.

“The Martindale-Hubbell SEO team has given me some wonderful ideas for improving my site, such as the addition of client testimonials and ideas for new blog posts, based on their proven success with really knowing what it takes to increase a small law firm’s visibility on the Web,” said Marks.

“My SEO representative is always eager to help me find creative ways to improve my online presence and to keep my firm near the top of the search results in my corner of the online world. I regard my relationship with her as a partnership.”

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