

Law Offices of Donald Hudspeth

Overview

Location: Phoenix, Ariz.

Industry: Legal services

Customer Profile:

The Law Offices of Donald W. Hudspeth, located in Phoenix, provides quality legal counsel for owner-operated businesses. The firm's business attorneys handle a wide range of business law matters for clients ranging from start-up coffee houses in Phoenix to new Internet business enterprises. Hudspeth's clients receive the experience and wisdom of a large law firm combined with the personal connection and service of a boutique firm.

Business Situation:

Hudspeth's firm has a history of embracing aggressive marketing tactics, including advertising in movie theaters and sponsoring public radio stations, and was among the first law firms in Arizona to develop a Web site back in the mid-1990s. However, the site was minimally successful as a marketing platform, in part because it functioned basically as an electronic billboard and wasn't being truly put to work by Hudspeth to connect with prospective clients.

Solution:

After working briefly with another legal services provider, in late 2008, Hudspeth met with a representative from LexisNexis® Martindale-Hubbell® and agreed to collaborate with the company in the development of an aggressive Search Engine Optimization (SEO) program to increase the visibility of the firm's Web site in the search engine results. Hudspeth worked closely with the Martindale-Hubbell team, collaborating on the revision of the firm's Web site content and the development of new tags to improve the site's friendliness to the major search engines.

Results:

- Six months after deploying the Martindale-Hubbell SEO program, 25 of the firm's 26 keywords appeared as the #1 search result on Google™ — up from zero of 26 keywords before the Martindale-Hubbell program was launched
- The boosted online visibility of the firm's Web site led to an immediate spike in incoming phone calls from prospective clients
- Hudspeth consistently adds new clients monthly while other firms in the Phoenix business law market have suffered from the economic downturn

Product Summary

Client Development:

- Martindale-Hubbell Search Engine Optimization (SEO)

Law Offices of Donald Hudspeth, Early Adopters of Web Marketing, Invest in Martindale-Hubbell® SEO and Achieve Top Google™ Rankings

The Law Offices of Donald W. Hudspeth, located south of Park Central Mall in Phoenix, provides quality legal counsel for owner-operated businesses with a personal touch. The firm's attorneys translate complex legal proceedings into layman's terms so their clients can focus on what matters most: running the business.

Whether a new client is opening a coffee house in Phoenix or starting an Internet business sensation, Hudspeth's law firm works with them to strengthen their business foundation and protect their legal rights. The firm provides clients with the experience and wisdom of large law firms, combined with the personal attentiveness of business attorneys from a boutique firm.

The Law Offices of Donald W. Hudspeth practices business law and nothing but business law. The attorneys concentrate on the following legal issues: Asset Protection; Business Entity Formation; Organizational Engineering (establishing business entities and relationships between them); Contracts & Transactions; Commercial Litigation; Dissolutions & Partnership Disputes; Document Review; Intellectual Property; Franchising; and Litigation.

The Situation

Hudspeth has never been afraid to try innovative ideas for how to market his firm's services to prospective clients in Arizona. Indeed, the firm has a reputation for embracing very aggressive marketing tactics.

"We were one of the first law firms to buy advertising in the movie theaters and then one of the first to sponsor National Public Radio in the Phoenix market," said Hudspeth. "I've always embraced new channels for connecting with prospective clients, so when the Internet exploded in the mid-1990s, I was immediately intrigued by its potential for client development."

Hudspeth contracted for the development of a Web site for his law firm and launched it in 1998 when there were few Phoenix-area law firms on the Web.

"My Web site has been live for more than a decade, but the truth is that it was pretty much an electronic billboard flashing in the Internet desert for many years because I wasn't putting it to work for my firm," he explained. "The marketing benefits from the site were minimal."

“I met with an outstanding Internet marketing consultant from the Martindale-Hubbell Search Engine Optimization (SEO) team to discuss how the Martindale-Hubbell SEO program might help me boost the visibility of my firm Web site on the search engines.”

Donald W. Hudspeth
President
The Law Offices of Donald W. Hudspeth

The Solution

A few years ago, Hudspeth asked one of his employees to look into what other law firms were doing to put their Web sites to work as a tactic for generating new client inquiries.

“A colleague of mine did some simple online research and we quickly learned that we needed to get much more serious about our site content—including the kind of metatags and keywords we chose—in order to improve our visibility on the search engine results when prospective clients went to Google in search of nearby business lawyers,” explained Hudspeth.

After working briefly with another legal services provider, in late 2008, Hudspeth met with a representative from LexisNexis Martindale-Hubbell.

“I met with an outstanding Internet marketing consultant from the Martindale-Hubbell Search Engine Optimization (SEO) team to discuss how the Martindale-Hubbell SEO program might help me boost the visibility of my firm Web site on the search engines,” recalled Hudspeth. “I was impressed by what I heard for two reasons. First, the Martindale-Hubbell name is the premier brand in the legal marketplace. Second, Martindale-Hubbell’s promise to limit the number of firms for whom they provide SEO services in my local market gave me confidence in their ability to deliver client development results for me.”

Hudspeth agreed to collaborate with Martindale-Hubbell in the development of an aggressive program to increase the visibility of the firm’s Web site in the search engine results. He worked closely with the Martindale-Hubbell team, collaborating on the revision of the firm’s Web site content to be friendlier to search engines in order to improve its visibility on the results lists for the specific kinds of Google searches that would be most relevant to the firm’s capabilities.

The Results

“Our collaboration with the Martindale-Hubbell SEO team was extremely productive,” said Hudspeth. “They were very accommodating with our special requests for site development, including tweaks in the color scheme and other design themes, until we were fully satisfied with the outcome.”

“At a time when our competitors are struggling, we are generating more new client inquiries than ever.”

Donald W. Hudspeth
President
The Law Offices of Donald W. Hudspeth

Six months after deploying the Martindale-Hubbell SEO program, 25 of the firm’s 26 keywords appeared as the #1 search result on Google. This astonishing result was up from zero of the 26 keywords atop the Google search results before the Martindale-Hubbell program was launched.

The boosted online visibility of the firm’s Web site led to an immediate spike in incoming phone calls from prospective clients into Hudspeth’s office. He is now consistently adding new clients monthly—while other firms in the Phoenix business law market have suffered from the economic downturn.

“The Martindale-Hubbell SEO program has been successful for us by every conceivable measure, starting with the fact that we are now making our Web site work for us by investing in a program that has helped the site appear at the top of Google search results,” said Hudspeth. “At a time when our competitors are struggling, we are generating more new client inquiries than ever.”

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