

LAUREN CLARK LAW OFFICE
CHARLESTON, SC

CASE STUDY



FIRM:

Lauren Clark Law Office

LOCATION: Charleston, SC

YEAR FOUNDED: 2009

SIZE: Solo attorney

SCOPE AND SERVICES: Bankruptcy, medical debts, foreclosure, wage garnishment, repossessions, credit card debt

MARKETING SOLUTIONS: Mobile-optimized website, pay-per-click advertising, FindLaw.com lawyer directory, search engine optimization

After managing all aspects of her firm's marketing for a few years, Lauren turned things over to the experts at FindLaw. This move allowed Lauren to focus exclusively on providing quality legal services that meet the needs of her clients.

Lauren Clark has seen great success from an integrated online marketing program that involves both paid and organic tactics. Her plan specifically targets legal consumers seeking representation for bankruptcy cases – the main focus of the Lauren Clark Law Office.

"I WENT TO SCHOOL TO BE AN ATTORNEY, NOT A WEBSITE DEVELOPER. PARTNERING WITH FINDLAW TOOK THAT PRESSURE OFF ME."

- ATTORNEY LAUREN CLARK



THE SITUATION

Think about all the tasks that go into being an attorney. Whether it's preparing legal documents, representing clients in court or just the constant need to stay current on the law, this profession requires a massive amount of work. Now imagine if you also had to build and manage your firm's website. This is what attorney Lauren Clark faced for years before making the decision to partner with FindLaw for her online marketing.

After being mentored by five solo attorneys through law school, Lauren took the leap and started her own solo practice after graduation. With no initial client base, she started building her own website based on tips she gathered online. By optimizing her website for search engines and driving visitors through Google pay-per-click ads, Lauren started to gain some momentum and get new clients through her website.

Lauren's hard work was paying off, but with more clients to help and a busier schedule, it became clear just how much time and energy was spent managing her online marketing. Time and energy that would be better spent getting to know her customers and giving them the attention their cases deserved. This realization led Lauren to FindLaw, who many of her mentors assured her could help ease the burden of trying to run her law firm while also learning a second trade in website development.

FINDLAW SOLUTION

FindLaw brought Lauren a depth of expertise and real-world experience that would have taken her years to gain. By using that knowledge to optimize the Lauren Clark Law Office's website and refine her overall marketing approach, Lauren was able to get in front of exactly the types of legal consumers that would keep her business growing. Lauren's new strategy included:

- **Device consistency:** A new website with mobile optimization gave the firm a consistent brand message no matter what device was being used. The previous setup had the firm's desktop and mobile websites on different platforms, creating inconsistencies for potential customers.
- **Pay-per-click ads:** It takes a lot of time and experience to master the art of pay-per-click ads. Lauren turned over her campaign to FindLaw's experts. This, in particular, freed up a large amount of time to focus on her clients.
- **Content optimization:** FindLaw created custom content for Lauren's new website but also carried over some of her original content, which was then optimized for better search engine performance.

Overall, Lauren was impressed with the level of collaboration she had with the FindLaw team throughout the entire process – she was consistently given progress updates, helped make important decisions and ultimately approved everything before it launched.

"I NOTICED A HUGE DIFFERENCE IN CASES WHEN I HIRED FINDLAW TO TAKE OVER AND BUILD MY WEBSITE."

- ATTORNEY LAUREN CLARK

RESULTS

Lauren was extremely pleased with her new website and online campaign. The days of fretting over constant search engine algorithm changes and fine-tuning advertising campaigns are over. FindLaw takes care of these adjustments for her and makes sure her website stays visible online.

Her partnership with FindLaw has helped her business tremendously and Lauren is now able to put more time and attention toward every case. Legal consumers need to know their case is important and with her marketing in good hands, Lauren can better send that message to her own clients.

↑ 20%

The number of consumers contacting the firm has grown by an average of 20 percent per year since 2014.

2x

Web traffic from search engine results pages has doubled since FindLaw started managing the website.

Source: Omniture SiteCatalyst

ABOUT FINDLAW

At FindLaw, we partner with you to provide legal marketing solutions that effectively attract, engage and connect you with potential clients. Simply put, we find clients with a legal need and put you in front of them.

To learn more about how FindLaw can help your firm, please call **866.44.FINDLAW** or visit **LawyerMarketing.com**.

