



## CASE STUDY

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# FindLaw<sup>®</sup>

## Quackenbush Legal PLLC

### Generating High Quantity and Quality Business Leads

Specializing in family, estate, and business law, [Quackenbush Legal](#) PLLC advises clients on complex and often highly sensitive issues at a critical point in their lives, taking a tenacious approach to supporting their needs and advancing their aims. Established in 2014 and based in Salt Lake City, Utah, the firm now has three lawyers and five paralegals and has built up an impressive reputation. Since 2020, the firm has been using [FindLaw](#), the online legal directory and digital marketing solution from Thomson Reuters, to turbocharge lead generation and deliver a well-rounded marketing strategy.

Quackenbush Legal was using other marketing solutions with lackluster results when it was introduced to FindLaw by its contact at [Westlaw](#), the legal research solution from Thomson Reuters that the firm also uses. "The marketing we were doing never really worked well until we started using FindLaw," says Devin Quackenbush, founder and senior attorney. "FindLaw changed everything."

#### Completing the Marketing Jigsaw

As well as taking care of the firm's and lawyers' profiles in the FindLaw Directory and on the [Super Lawyers](#) rating service, FindLaw re-designed and maintains the firm's website. In addition, it undertakes pay-per-click (PPC) advertising on its behalf, carries out search engine optimization (SEO) to make the firm easier to find online, and assists with developing its pipeline of blog posts.

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**Devin Quackenbush**  
Founder and Senior Attorney

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For Quackenbush, all the elements of the FindLaw marketing mix are important. "I see it as a jigsaw puzzle," he explains. "Some pieces are bigger than others, but it doesn't work if you don't have them all." The website now has a much more professional look and feel, creating a good first impression with visitors. Blog posts address key areas of focus for the firm's target audiences, and SEO is much better directed.

"We've used a lot of different companies for SEO over the years, but if they are not focused exclusively on the law, you're reaching a lot of people who aren't looking for legal services or aren't interested in your particular areas of practice. FindLaw's SEO is specifically aimed at the legal arena, and it has definitely increased our visibility," says Quackenbush.

#### Delivering Big Numbers

Quackenbush Legal is well-known and well-respected in its field and location, to the extent that around 60% of its leads come from word-of-mouth referrals. Leads

generated from FindLaw make up most of the remainder, at around 30%, and the number of leads the firm receives has increased between five and tenfold since it started deploying it. “The lifeblood of every law firm is new, incoming clients,” argues Quackenbush. “To have roughly a third of clients coming to us through FindLaw: that’s a big number. Those clients then go ahead and refer others, creating a snowball effect.”

However, successful marketing is far more than simply a numbers game: it’s about the quality of the leads generated and the conversion rate that the firm can achieve from them. This means getting leads from people who are genuinely interested in finding a top-class lawyer, who are prepared to engage in what can often be a difficult and sensitive process (especially in family law matters), and who are comfortable with the associated costs. In Quackenbush’s opinion, “The quality of leads is essential to return on investment. We don’t just want a lot of leads; we want to be able to convert them into new business.”

The metrics provided by FindLaw are critical to helping the firm understand the effectiveness and reach of its online marketing activities. “I want to know what my ROI is quarterly,” says Quackenbush. “We’re a smaller operation without a huge marketing budget, so it’s important to maximize every lead and ensure that conversions not only cover the costs but are profitable.”

### The Value of Personal Service

It is important that FindLaw is not a faceless technology solution but is underpinned and driven by proactive, knowledgeable, personal service. For Quackenbush, “One of the things I find extremely helpful is that FindLaw is not an internet bot: it is real people getting in touch,

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**Devin Quackenbush**

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saying ‘I think this would be beneficial, are you interested, let me explain how it could help and how it could increase your ROI’. Our FindLaw representative is always giving us new strategies that we can try, based on what they know is working well in our practice areas or location and what would be applicable to our firm. I appreciate that personal touch.”

Similarly, when Quackenbush has a query or idea, the FindLaw team is very responsive, usually replying the same day. One example of where the FindLaw team’s input has been invaluable is in supporting the firm to establish and grow its wills, trusts, and estates practice from the ground up. “Sitting down with the rep and having her tell me what she has seen work before has been very helpful in developing that practice. I don’t think she’s ever been wrong,” he says.

Summing up his firm’s experience, he concludes, “FindLaw has catapulted us to a place I didn’t think was achievable before. It gives us a significant edge.” For a firm that was already flying high in terms of referrals for the caliber of its work, FindLaw is the perfect complement to enable it to reach its full potential.

### QUACKENBUSH LEGAL PLLC

The firm’s family law practice provides expertise on child custody, alimony, and adoption among other complex issues. Its wills and estates practice covers guardianship/custodianship as well as trusts, estate planning, and probate. Quackenbush Legal also advises businesses on everything from formation to transactions, employment law, and litigation.

### FIRM CHALLENGES

Previous marketing efforts were ineffectual, providing few leads and even fewer conversions. Though the firm’s enviable reputation was successfully leading to a high number of referrals, it was vital that people looking for family, wills, and trusts, or business law advice online could find it.

### WHY FINDLAW?

FindLaw offers a holistic, tech-enabled, personal service that allows the firm to generate, not just a larger quantity of leads, but leads that are good quality, with the potential for a high conversion rate.

### FINDLAW BENEFITS

- Amplifies the power of the FindLaw Directory service
- Maximizes links to Super Lawyers rankings
- Delivers a comprehensive marketing offering, including web design/ optimization, content development, and PPC ads
- Targets SEO specifically for the legal market
- Provides proactive, strategic advice from a dedicated team

For more information about FindLaw, please visit <https://legal.thomsonreuters.com/en/findlaw>.