

# FindLaw Portfolio

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## Key Benefits of Directory

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**Exposure-Based Marketing**

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**Targeted Lead Generation**

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**Strong Google Visibility & Enhanced SEO**

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**Branding, Credibility, Validation**

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**Comprehensive Review Platforms**

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**Improved Conversion rates across a variety of search queries**

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**Targets consumers who are in the buying stage of decision process**

# Static Profile and Paid Ads -



[FindLaw.com](https://www.findlaw.com) is the number one legal directory in the country with more than 7 million visits every month.



[Abogado.com](https://www.abogado.com) is the number one Spanish legal directory and is a perfect fit for the Miami metro area.



[SuperLawyers.com](https://www.superlawyers.com) showcases the top 5% of attorneys with the elite status of Super Lawyer.

# VISIBILITY & Performance Directory Modifications

FindLaw®

Get Help With All of Your Legal Needs

FindLaw makes it easy to find a lawyer

Legal issue: Saint Paul, MN **FIND YOUR LAWYER**

Learn About the Law

Are you facing a legal issue, or just looking for more information about a specific legal topic? FindLaw's Learn About the Law section is the perfect starting point. Learn About the Law features informational articles about a wide variety of legal topics, as well as specific information about subjects such as how to hire an attorney and understanding your state's unique laws.

- Accidents and Injuries
- Criminal Law
- DUI Law
- State Laws
- Employment Law
- Family Law

LawInfo®

LawInfo

Legal Simplified. Lawyers Verified.

For all of life's most stressful legal challenges, LawInfo's nationwide attorney directory and thousands of free resources and videos make it simple to find the help and information that is right for you.

Search by Legal Issue Search by Name Location

Legal Issue Chicago, Illinois **Search Attorneys**

**The LawInfo Difference**

- Lead Counsel Verified Attorneys**  
When looking for an attorney, you want a professional that has a good reputation among their peers, as well as a spotless disciplinary record. When you see the Lead Counsel Verification, you can be assured the attorney meets the highest standards.
- Easy Local Searches**  
LawInfo's attorney directory makes it easy to find qualified representation in your area. You can search for Lead Counsel Verified attorneys who are nearby and practice in your specific area of need. Each directory profile includes the information you need to make the best choice for your legal needs.

Super Lawyers®

Super Lawyers

Find top lawyers with confidence

EASILY SEARCH FOR A TOP RATED LAWYER NEAR YOU

Legal issue or attorney name

Location (City/State or ZIP code)

Mailing info

**Find Lawyers**

**Why Super Lawyers**

- Super Lawyers is a rating service of outstanding lawyers who have attained a high degree of peer recognition and professional achievement.
- Our patented attorney selection process is peer-influenced and research-driven, selecting the top 5% of attorneys to the Super Lawyers list each year.
- Our directory features detailed profiles of top attorneys across the United States in a wide variety of legal practice areas - valuable in your search for an experienced attorney.

Patented selection process

The objective of Super Lawyers' patented multiple-choice selection process (U.S. Pat. No. 8,402,564) is to create a credible, comprehensive and diverse listing of outstanding attorneys that can be used as a resource when searching for legal counsel. See our [FAQ](#) for more detail.

Abogado.com

Abogado.com

ABOGADOS RECURSOS LEGALES VIDEOS

¿Necesita ayuda legal? Encuentre un abogado en su comunidad.

ASUNTO LEGAL

Asunto Legal Chicago, Illinois **BUSCAR**

¿Tiene preguntas legales acerca del Coronavirus?

Visite nuestra página de recursos legales sobre el COVID-19 gratis y conozca las leyes que se aplican durante una pandemia.

**APRENDA MÁS**

Búsqueda de Ley de familia Ley del trabajo Inmigración

10,000s

- Attorneys -



Millions

- Prospective clients -

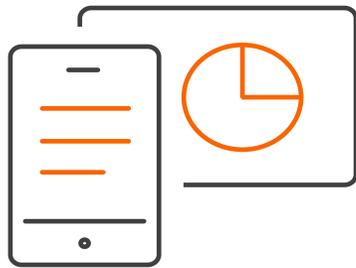
# The Consumer Journey is Chaotic

But a law firms marketing strategy doesn't have to be

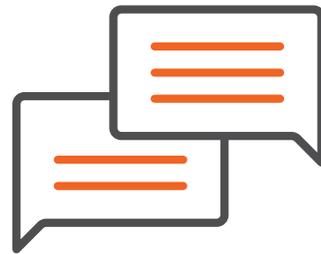
## Our Philosophy

Each firm is different. That's why we tailor our marketing approach to each individual firm based on their needs with our most effective marketing tools.

Our marketing solutions provide multiple tactics in the consumer journey that create **awareness** with legal consumers, allow them to **engage** with the attorney and then **connect** with that law firm.



**Awareness**



**Engagement**



**Connection**



## Paid Ads on Directories— Florida

TopSpot Ads (Tier 1) – guarantee you show in the top 5 attorneys each time someone lands on that practice area for that geographic area. All TopSpots rotate amongst each other. (TopSpots are the prime real estate within our directories)

### FindLaw – Medical Malpractice –

- Miami Top Spot \$790/month \*1 left
- Tampa/St. Pete \$4,270/month
- Orlando– \$2,500/month \*1 left
- Jacksonville \$2,400/month

### Abogado.com – Medical Malpractice

- Miami \$1,140/month
- Tampa/St. Pete \$491.70/month
- Orlando– \$491.70/month \*1 left
- Jacksonville \$165/month

## Paid Ads on Directories – Florida

TopSpot Ads (Tier 1) – guarantee you show in the top 5 attorneys each time someone lands on that practice area for that geographic area. All TopSpots rotate amongst each other. (TopSpots are the prime real estate within our directories)

### LawInfo – Medical Malpractice Law –

- Miami \$308.30/month
- Tampa/St. Pete TopSpot Sold Out– Spotlight \$233.30
- Orlando– \$308.30/month
- Jacksonville \$310/month

# Total Investment

List price/month \$13,408.30/month

January Bundle **Discount** \$6,811.71/month



## Brand Advocate

A comprehensive brand-marketing program that builds a broad base of awareness for your firm's most valued audiences.



## Social Pro

A monthly content marketing program designed to connect law firms with new potential client bases and word-of-mouth referrer



## Video Social Pro

Takes the power of social video and applies it to your law firm to engage your target audience and elevate your profile above the competition



## Addl' Social Budget

Allows customers to apply extra ad spend to their advertising campaigns included in any product with a social media entitlement



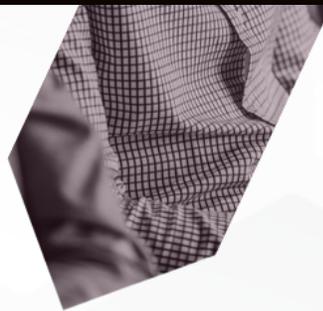
## Spanish Social Marketing

All the same capabilities that we offer to English-speaking audiences for Spanish-speaking audiences



## Post+

Provides two organic blog posts a month, strategically written to support the firm's overall marketing strategy.



Type 1:  
**INFORMATIONAL**

PSAs to show firm's care for their community.

Type 2:  
**BRANDING**

Focused on sharing the firm's offerings and differentiators.

Type 3:  
**CUSTOMER STORY**

Featuring real client testimonials.

## Next Steps –

Determine which TopSpots  
you want to secure

Pricing and discounts based  
upon total package

Generate contract and  
approve

