

Legal Marketing Strategy

Our approach to marketing for law firms is focused on SEO and incorporating other crucial marketing services to boost our efforts and provide proven results.

How do we do it?

Website Design with the User in Mind

- Research User Trends, Behaviors and Demographics
- Research Competitor Keywords and Rankings
- Collecting Testimonials/Reviews and adding them throughout the website

Results-Driven SEO Plan and Implementation

- Develop SEO Plan for Website, including:
 - Keyword list
 - Title tags
 - Alt text
 - Meta descriptions
 - Page optimization (deeplinks, CTA's, etc.)
 - Locations page
- Providing solution-based, SEO enhanced content to address audience problems
- Develop off-site SEO Plan:
 - Citations review and setup
 - Including AVVO, Lawyers.com, and more
 - SEO optimized company descriptions and services
 - Create multi-platform brand consistency using key terms
 - Promote social engagement and sharing of content, company events, press
 - Keyword specific posts with hashtags - when appropriate
 - Social ad spend to increase reach and engagement

- Email Marketing strategy and implementation
 - Create and send emails related to content, company events and press to lists gathered from multiple sources
- Google Adwords ads focused on practice areas, location, and key industry terms

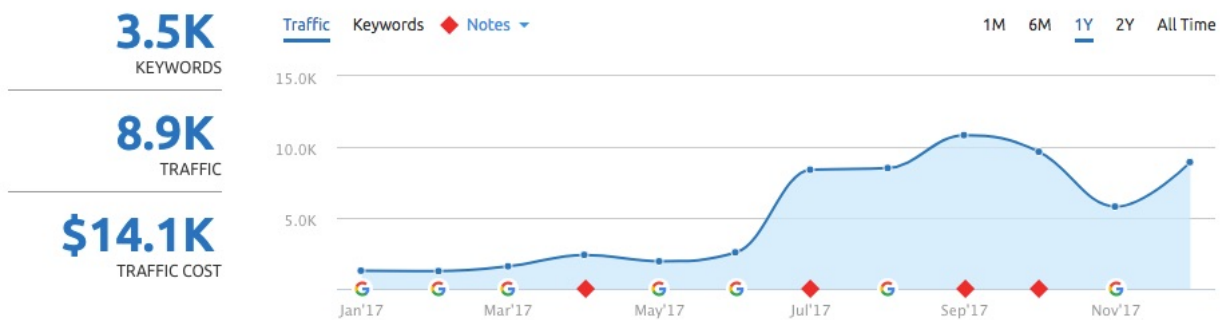
The Results

"Revital Agency has been my marketing partner for 4 years now. Each year has exceeded the prior year in cases gained. Naturally, as we've gained more cases, our revenues have grown as well. Revital helped us move beyond our local market, we have scaled statewide and are one of the largest firms in our practice area, allowing us to help more people in more places. I have encouraged them to use their talent with other attorneys – just not in my practice area in my state – I don't want to share"

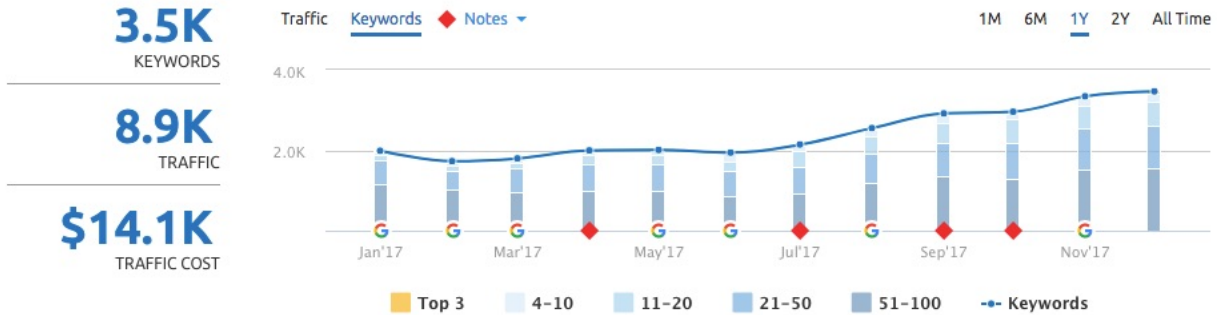
- Matt Fenton, Wenzel Fenton Cabassa, P.A.

According to SEMrush, one of our top legal marketing clients gained 7x more website traffic within one year, starting at 1277 visitors and increasing to more than 9k visits per month.

That comes out to a site traffic cost of \$14.1K per month! Meaning that's the amount of money they would have to spend on Google Adwords ads to generate that much traffic. And their traffic is still growing.



And check out their keyword gains in that time.



Notable Page Rankings

The very same law marketing client has achieved some major first-page keyword rankings for high-volume industry-related key terms and continues to do so month over month.

Keyword	Position
tampa employee rights at work	1
denied unemployment compensation in florida	1
employment law cases	1
denied unemployment benefits in florida	1
work bonus laws tampa	1
tampa unpaid overtime lawyer	1
employment attorney tampa	1
employment attorneys in tampa	1
employment lawyer tampa	1
tampa labor lawyer	1
tampa employee rights attorney	1

tampa unpaid overtime attorney	1
tampa employee rights lawyer	1
unpaid wages and commissions and bonuses attorney	1
wrongful termination florida statute of limitations	1
unpaid wages and commissions and bonuses lawyer	1
employment lawyer tampa fl	1
fmla discrimination and retaliation	2
employment lawyers tampa fl	2
labor law attorneys in tampa fl	2
tampa employment attorney	2
tampa employment lawyer	2
workplace bullying attorney	2
florida unemployment compensation attorney	2
pregnancy and maternity leave in florida	2
employment lawyers in tampa fl	2
employment legal cases	2
labor and employment attorney tampa	2
labor lawyers in tampa florida	3
employment attorney tampa free consultation	3
employment law tampa	3
wrongful termination in florida	4
maternity leave florida	4
florida wrongful termination	4



wrongful termination florida	4
eeoc meditations lawyer	5
florida maternity laws	5
best wrongful termination lawyers	6
florida termination laws	6
unpaid overtime lawyer	7