

LawLytics™

BUILD A DOMINANT BANKRUPTCY LAW FIRM ONLINE

LawLytics

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INTRODUCTION



Victoria Blute

LawLytics Community Manager

PRESENTERS



Rachel Chalot, MSW, JD
Topic: Content



Victoria Blute, BA
Topic: Strategy

DAN JAFFE, ATTORNEY & LAWLYTICS CEO



- J.D. - 1998
- Admitted in WA & AZ
- 10 years in private law practice
- Built practices in Seattle & Phoenix
- 100+ jury trials to verdict
- Co-founded LawLytics in 2011

WHAT IS LAWLYTICS?

LawLytics is the leading website system for lawyers who want their marketing to work *without wasting time or money*.

Unlike full-service marketing companies, our system adapts as the law firm's needs evolve, so our members don't overpay.

Unlike do-it-yourself software, our system was built for lawyers, so our members don't struggle or miss opportunities.

ABOUT THIS LAWLYTICS WEBINAR SERIES

- ❑ **Start.** How to get started easily and cost-effectively while avoiding legal marketing traps and tricks.
- ❑ **Grow.** How to attract quality clients and referral sources and position yourself as a market leader.
- ✓ **Dominate.** How to climb to the top of the mountain (and stay there) without wasting time or money.

DOMINATING THE BANKRUPTCY LAW MARKET

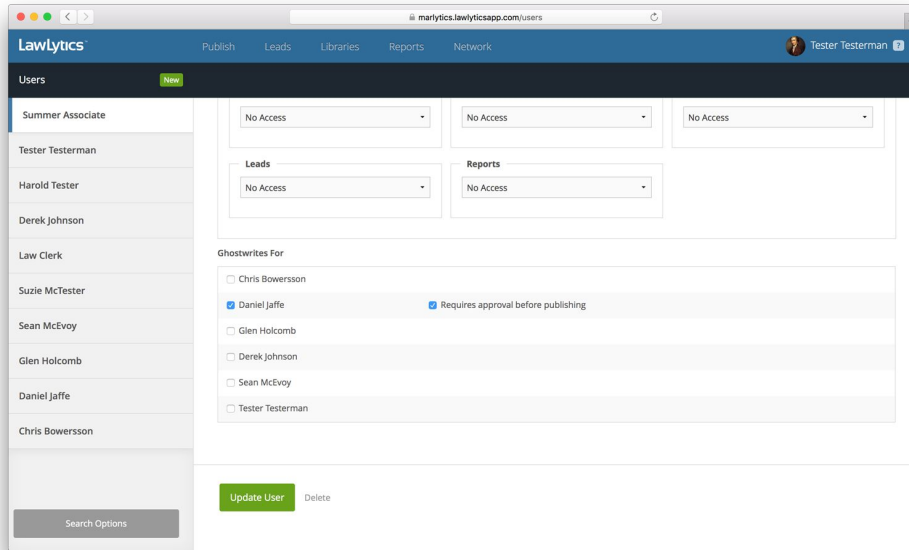
When should bankruptcy attorneys enter this phase?

- Fundamentals
- How many visits?
- Total addressable market

YOUR MARKETING & THE VALUE OF TIME

- Understanding the opportunity costs
- When to keep creating your own content
- When to delegate to a proxy writer
 - Using proxy writers successfully
 - LawLytics content services

LAWLYTICS USER ACCESS CONTROLS



Our ghostwriting features

<http://learn.lawlytics.com/effective-use-law-firm-ghostwriters>

PARTNERING WITH US FOR BANKRUPTCY LAW CONTENT

- Substantive content
- Blogging
- À la carte
- Ongoing content services

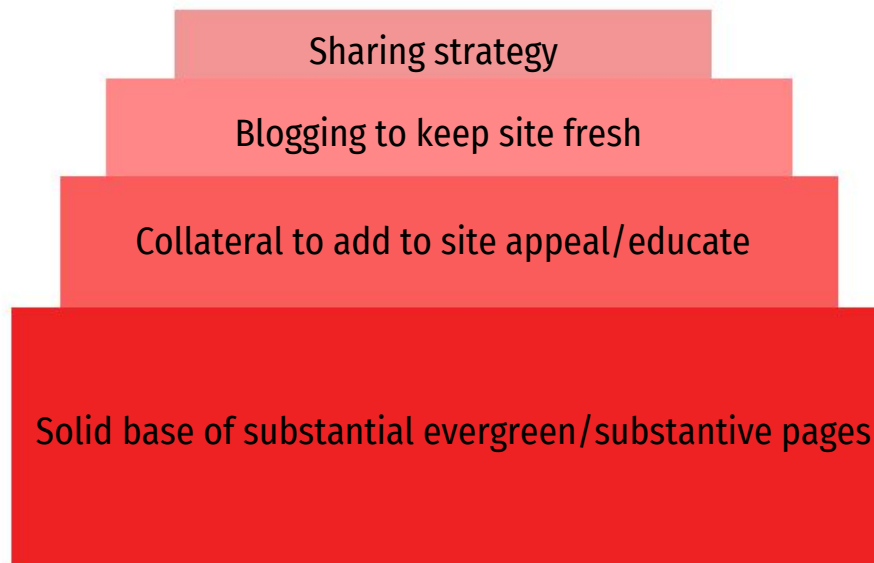
BUILDING ON YOUR CONTENT



Rachel Chalot, JD, MSW

Vice President of Content Operations

YOUR CONTENT IN THE DOMINATE PHASE



BLOGGING

You've reached the threshold for desired site size.
Now, it becomes important to keep your site “fresh”.



Search Engine Optimization Starter Guide



Create fresh, unique content

New content will not only keep your existing visitor base coming back, but also bring in new visitors.

Avoid:

- rehashing (or even copying) existing content that will bring little extra value to users
- having duplicate or near-duplicate versions of your content across your site
 - more on [duplicate content](#)

SUBSTANTIVE PAGES: ADDING & UPDATING

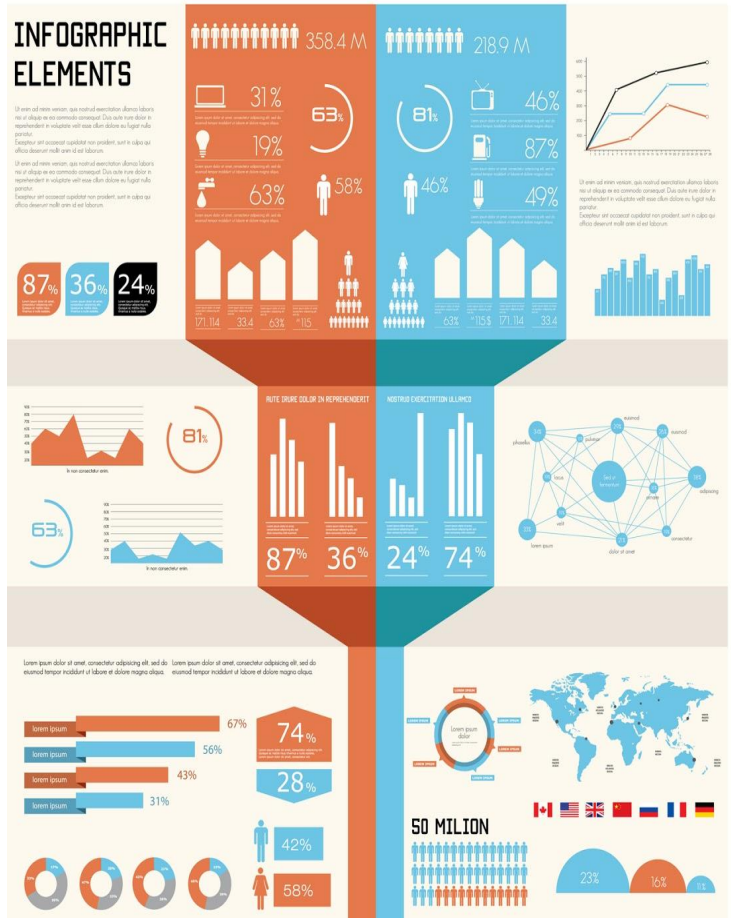
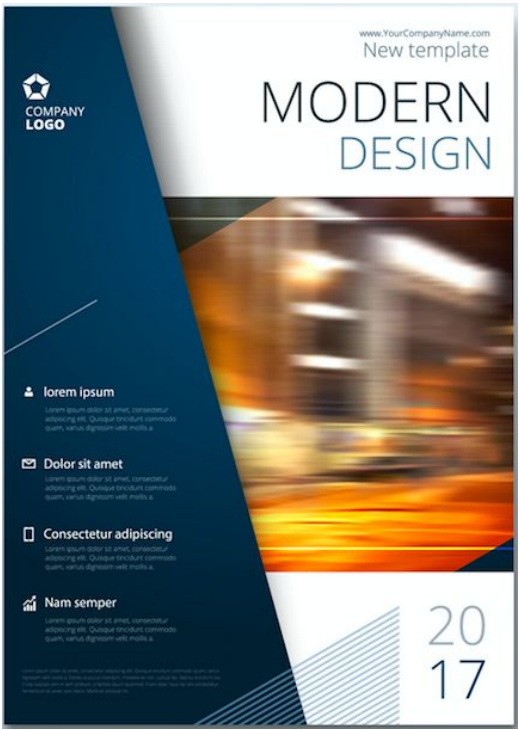
- Now is when it is appropriate to add pages that don't directly relate to your services
- Develop a method for indexing the information on your site that might be subject to change

| Statute/Case & Relevant Info | | Site Pages | Last Updated |
|---|-------|-------------------|---------------------|
| Single Earner Income Threshold | 67.89 | Chapter 7 | 11/1/2016 |
| | | Chapter 7 FAQ | 11/1/2016 |

ADDING COLLATERAL

Excellent marketing and educational tools.

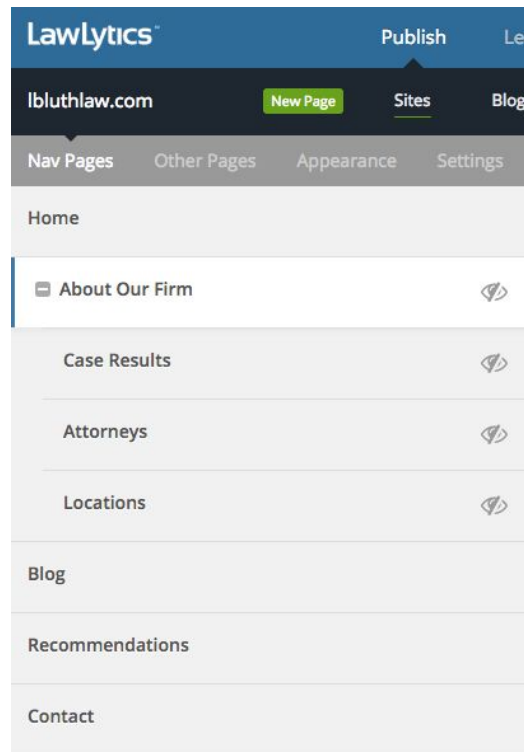
The perfect blend of content and graphic design.



HANDLING MAJOR CHANGES

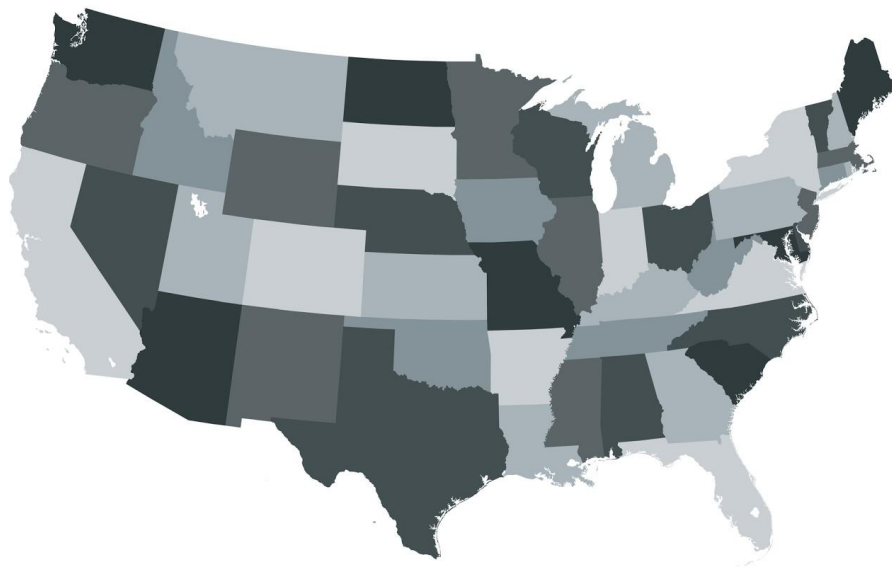
- Personnel changes
 - Changes in law firm name
- Location changes
- Practice area expansion/changes

Critical to develop a timeline and a strategy as early as you are able.



EXPANSION

- New geographic regions
 - Additional sites or incorporate into existing?
 - Ethical considerations
- New practice areas
- “Informational” expansion



ADDITIONAL ASSISTANCE

Email:

writing@lawlytics.com

Call:

(800) 713-0161



Alyssa Rhoades

Director of Content Services

RISKS



- Bad practices
- Algorithm changes
- The target on your back
- Sabotage

THE 1% DIFFERENCE MAKERS

Why should you implement these difference makers *now*?

THE 1% DIFFERENCE MAKERS

- Semantic markup
- Page speed
- Marketing automation
 - Building up your options
- Experimenting with:
 - CTAs
 - Form fields
 - Call tracking

THANK YOU

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