Supercharged SEO for Law Firms

Local SEO strategies to guarantee potential clients find you before they find your competition.

LS | Lead Science

Search engines, like Google, strive to deliver their users to high-quality, helpful websites that best match the words the user types into the search box. Webmasters' goal is to create site content that matches these words (the search query) and emphasizes/highlights that content to search engines via the underlying HTML. The process of maximizing the visibility of your site for Google and other search engines is called Search Engine Optimization or "SEO".

A site with quality SEO will appear as close to the top of relevant search queries as possible. Since the first organic result on a SERP (Search Engine Results Page) is roughly 35 times more likely to get a click than the page in 10th place, you want as high up on the SERP as possible. 96% of people who need legal advice will start their research on the internet and 85% of those will be through Google. The lion's share of clicks goes to the first few links and the clicks dramatically drop off both below the fold and on subsequent pages. Only 2-3% of users will even visit the second page of Google and less than 1% will click on a site from there. The better your SEO, the more high-quality website traffic you will get, and the more business your website will generate. It's that simple.

What local SEO means for your firm

Increased visibility
Quality Local SEO means you are far more likely to be seen by potential clients. This is half the battle, as most Google users only spend about 60 seconds looking at SERPs (Search Engine Results Pages) before clicking on a link. Search visibility is a huge advantage that translates directly into clicks and website conversions.

More high-quality cases
Attracting leads is the primary purpose of your website, but not all leads are created equal. The higher you appear on SERPs, the more likely you are not only to attract quality, winnable cases, but to have your pick over the ones you do attract. Users actively looking for help are far more likely to click on a site high up on SERPs.

Increased credibility
Because Google and other search engines tie a site's ranking on a SERP to its authority, trustworthiness, and overall value, users will as well. A law firm appearing high on a SERP is seen as a tacit endorsement, and such rankings will increase a firm's credibility as well as perceived authority.

Cost-effective
Compared to traditional advertising, SEO is highly cost-effective, producing better ROI than other options. This is primarily because it targets exactly the people who are most likely to sign on as clients: those actively searching for legal services. Traditional methods rely on imprecise saturation efforts that cannot compete with quality SEO.

Long-term results
Paid advertising stops as soon as the budget does. A billboard is only yours for as long as you're paying rent. Print ads are discarded quickly and must be repurchased for each cycle. An SEO strategy, managed properly, can last far longer than the money that started it.

When It Comes to Search, Think Locally

Most law firms appreciate how critical SEO is to their online results. 79% of law firms report that SEO is their most effective marketing channel, most attorneys know how important SEO is to their firm. However, for lawyers (who generally work within a particular metro area, state, or states) there is a particular segment of SEO that's of critical importance – Local SEO. Local SEO specifically concentrates on ranking sites and content for searches that Google sees as having "Local Intent".

Your clients predominantly are looking for a lawyer in the immediate area of their location, and a common Google search to find one is often phrased as some variant of "[specialty] lawyer near me." This means that the most common Google searches to find your firm will specifically include your location as a Google ranking factor. Sites that are well optimized for Local search ensure that potential clients in your target market find you before your competition. Local SEO refines SEO to specifically target users in your vicinity. This SEO method focuses on optimizing your site and local listings for the geo- and service-specific keywords your clients are using to find a relevant law firm in their area. Outranking your proximate competitive firms for local searches is the first and best step to win the overall SEO battle. For example, if your practice is in Tampa, Florida, most of your clients are going to come from the Tampa area, and you benefit from tailoring your SEO strategies to rank more highly in searches from users in your geographical area. As a corollary, this also means that traditional SEO, while still valuable, takes a backseat to the precision of local SEO.

By the Numbers

46% of all Google searches are local searches

The average local business receives **25%** of their total website traffic from local searches

Law firms receive **66%** of website conversions from organic search (organic search results are non-paid links on search results pages)

79% of lawyers credit SEO as the most effective marketing channel for bringing in new clients

The average law firm in the United States spends around **$150,000** for SEO services. As large as that figure appears, the average firm gets an incredible **526%** ROI in the first three years. That level of return is impossible to ignore.

On average, an investment in SEO leads to a **21%** increase in traffic from search engines. In addition, that return grows over time.

How to Optimize for Local SEO

Google Analytics:

The first step in any SEO strategy is understanding your site's performance. To do that, you need data. Analytics that collect information about your site's functionality are critical to identifying areas of opportunity and improving performance. Google Analytics is a powerful (and free) digital analytics software that provides valuable insights into the performance of websites and online marketing media. By implementing Google Analytics, you gain a comprehensive understanding of your online presence, can track the effectiveness of your marketing strategies, and can make data-driven decisions to continually improve your local SEO results. One of the primary advantages of Google Analytics is its ability to provide detailed information about website traffic. You can measure your website visitors and visits, their geographic location (city and state), the duration of their visits, and the pages they engage with while they are on your site. This data is instrumental in identifying trends, understanding user behavior, and tailoring online content to meet the needs of your target audience. Additionally, Google Analytics enables you to monitor your website's performance in search engine rankings. By analyzing organic search traffic data, you can determine which keywords are driving traffic to your site and evaluate the effectiveness of your SEO strategies. This information helps you to refine your keyword strategy and optimize your website content accordingly, ultimately increasing your visibility in local search results.

Claim your Google Business Profile:

Claim your Google Business Profile: Formerly known as Google My Business, Google Business Profile (GBP) is a free resource that can materially increase the visibility and presence of your firm for local Google users who are looking for your firm or services that your firm provides. Claiming your GBP is a crucial step in your local SEO strategy. GBP is the main tool where local businesses, including law firms, can provide information about themselves and their practice to Google. This information will then appear on Google's general search results list as well as Google Map listings, getting your firm in front of consumers who are in the market for the practice areas that your firm serves. Your GBP can include your firm's name, hours of operation, practice areas, Google Reviews, and contact information, making it easy for Google users to get in touch with your firm. GBP lets you answer questions Google users may have for your law firm and even post blog articles to boost your firm's credibility and visibility. Google has stated that to improve your local ranking, your firm needs to be the most relevant, prominent, credible, and physically proximate to the user. Information provided in your GBP helps determine these factors.

Creating Your Google Business Profile

Write a winning business description

Update your business description in your GBP to include as much relevant information as possible within the 750-character limit. Sprinkle in relevant keywords throughout your description, just be careful not to overdo it. You need your description to be easy to read and sell your services to prospective clients.

Include the following information in your business description

- Name of your business

- Your practice areas

- Locations you serve

- Name of your lead attorney

- Years of experience

- Notable awards and recognition

Choose your categories wisely

Pick the best categories for your business. For example, if you're a divorce attorney, choose that as your primary business category. You can choose multiple categories, so include any other practice specialties you have, as well as broad categories such as "lawyer" and "legal services".

Include high-quality photos

Photography is a must-have for your GBP. According to Google, businesses that include photography in their GBP have 42% more requests for driving directions and 35% more website clicks than those that don't. Take professional photos of yourself, your team, and your office location, and upload those to your GBP profile.

Collect ratings and reviews

Online ratings and reviews are how web users assess businesses, including law firms. The more reviews the better, as even a negative review, properly addressed, can add to a firm's credibility.

Have a presence on major review sites including Yelp and Google Local. Potential clients will be able to see the feedback you've received from previous clients. If you're a small practice, this might be the best place to gain some visibility. The quality and quantity of reviews not only show the quality of the service you provide, but also contribute to your legitimacy. You show that your firm is an established presence that is at once a part of the community and a valuable provider of legal help.

Tips to get more reviews

1 Request feedback
Once you have successfully represented a client, ask for their feedback. You can do this through a personalized email or by including a request for reviews in your communication channels, such as newsletters or follow-up emails.

2 Utilize online review platforms
Encourage clients to leave reviews on reputable online platforms like Google My Business, Yelp, Avvo, or specialized legal review sites. Provide direct links to these platforms to make it convenient for clients to leave their feedback.

3 Send post-service surveys
After completing a case or project, consider sending a brief survey to clients. This survey can include questions about their satisfaction levels, areas for improvement, and their consent to share their feedback as a testimonial.

4 Engage on social media
Maintain an active presence on social media platforms relevant to your legal practice. Share valuable content, engage with your audience, and invite satisfied clients to share their experiences on these platforms.

Authoritative lawyer directories

Appearing in directories specifically for lawyers, such as Avvo.com, is another vital component to your local SEO. When your law firm is listed in reputable attorney directories, search engines consider it a validation of your firm's credibility and relevance. These directories provide additional information on your practice allowing potential clients to learn about your experience, awards, and honors. Many will allow you to link directly to your website. These types of links from sources outside of your website are known as "backlinks" and are one of the core signals search engines use when deciding page rankings.

Maximize the effectiveness of attorney directories for local SEO using these guidelines

- Ensure your law firm's information is accurate and consistent across all directories

- Choose reputable directories that are relevant to your practice area

- Focus on directories that have a good reputation and high domain authority.

- Encourage clients to leave reviews on directories to boost your credibility

- Regularly monitor and update your listings to keep them current

By having your law firm listed in relevant directories, you increase your online visibility for potential clients searching for legal services in your local area.

NAP Consistency

Google uses the Name, Address, and Phone for local businesses to determine if the information in various local business directories is valid and credible. This information is often abbreviated to NAP by the SEO industry. Your firm's NAP information is a vital component of not only SEO, but the legitimacy of your law firm in the eyes of your potential clients who are trying to contact you.

Maintaining NAP consistency means to keep your NAP information identical across Google, local and legal business directories, social media properties like Facebook, and the internet generally. Wherever it might appear, your NAP needs to say the same thing. Search engines will penalize you for website if you have inconsistent NAP's online, and it can be an unforced error that decides the SEO game.

Add attorney schema markup

Search engines need help in understanding what is on a website and several coding methods exist to help with this. Schema markup is one such method --providing code snippets that communicate directly with search engines about the content on an individual page. Search engines have actually determined a standard with regard to schema markup – Schema.org. Using this standard, Search Engines (including Google) are then better able to understand the content on your site to match your pages with relevant search queries. This "Structured Data" helps your site communicate to Search Engines in the format that they have prescribed. Check with your website provider or developer to ensure your website is taking advantage of these powerful search signals. At a minimum you should be using the "LocalBusiness" and "LegalService" schema markups on your website.

There are a variety of schema markups that can be used to enhance your website's search visibility. Here are just a few examples that would benefit your firm.

- **Local Business Schema**
  Includes your business name and contact information. This helps search engines understand the local relevance of your business.

- **Legal Service Schema**
  Includes information about the specific legal services you provide. This helps search engines categorize and understand the nature of your practice areas.

- **FAQ Schema**
  Present frequently asked questions and their corresponding answers. This can enhance your website's visibility in search results and provide valuable information to users.

- **Contact Point Schema**
  Provides additional contact details, such as email addresses or specific department numbers, to facilitate easy communication with potential clients.

- **Review Schema**
  Showcase positive reviews and ratings from your clients. This can boost your credibility and attract potential clients.

Remember, it's crucial to implement the schema markup correctly within the HTML structure of your website. Additionally, you should test your schema using Google's Structured Data Testing Tool to ensure it's error-free and displaying the desired information.

- To see what schema markups are available for your website, you can use the Google Rich Results Test at https://search.google.com/test/rich-results

- To test any schema markups that you already have on your website. use the Schema Markup Validator at https://validator.schema.org/

Schema markup example

```html
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Your Law Firm",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Main St",
    "addressLocality": "Your City",
    "addressRegion": "Your State",
    "postalCode": "12345",
    "addressCountry": "Your Country"
  },
  "telephone": "123-456-7890",
  "url": "https://www.yourwebsite.com"
}
</script>
```

Generate high-quality content

Content is a blanket term for the words, images, assets, and underlying html on your website that conveys information to a user or search engine. It could be a blog, video, podcast, or anything else. Search engines love content, prioritizing sites with useful, relevant, and consistently-updated content in SERPs. The content you create should be related to your practice and can serve to educate potential clients about the finer points of law, the process of standard cases, and what they can expect. By virtue of your occupation and education, you have access to information that non-lawyers find both interesting and useful, putting you in a prime position to create compelling, helpful content.

Begin by identifying the audience for your content. Who are your ideal clients? When they need your services, what information will they be researching? What are their pain points and the burning questions they might have? Understanding your audience is the first step to creating content that appeals to them. Once you start creating content, keep going. Your content will improve as you get experienced at producing it. The more content you create, the better you will get at it, and you can use feedback from those who consume what you have to offer to guide future content creation. As you work, you'll also be able to dial into additional details of your audience. Always bear in mind that you are creating for users, not only search engines. Gaming the system is exactly what the system is built to catch. Search engines want to match users with useful content, and pages that try to circumvent that process will inevitably be penalized.

Create FAQs

There's a reason FAQs are ubiquitous: they're useful. Every website has a standard suite of questions that users often ask and having them collected and answered in a single place is an important part of a good user experience. FAQs are a hallmark of professional sites and signal your site's professionalism to users. It also builds trust—a vital component of SEO—with those looking for legal help. It will also reduce the number of calls and emails you get, paring them down to those more likely to result in a lead.

Optimize keywords

Keywords are another way to communicate your site's purpose to search engines. Use the appropriate keywords in your page titles and meta descriptions, and you're more likely to appear in relevant searches. Meta descriptions are the short descriptions of your pages that show up on SERPs and provide prospective visitors with a preview of your page's content.

Review your titles and meta tags to ensure that you use different variations of your various keywords. Your bio page should include your name, occupation, practice areas/specialties (e.g., Criminal Defense Lawyer), education, reviews, awards, and your firm's name.

Incorporate keywords into your URLs, as these are a powerful signal to search engines that tells them what they should expect on your page. Just be sure not to overdo it, you want to keep your URLs short and memorable for your website visitors. A good example for a local SEO focused landing page URL would be "yourwebsite.com/personal-injury-attorney-des-moines-iowa".

To assist with local SEO, add your city and state in front of the business name. This not only helps search engines for local searches, but it also distinguishes you from another firm that might have the same or similar name. Adding "near me" and "near you" to some title tags also helps as many search queries will come in that format. Your meta tags should also include the GEO they're targeting.

For on-page SEO, you're best served by keeping it simple. You need to write your content for readers first, and search engines second. Include keywords in your title tag, meta tag, headings, and sparingly throughout your content, and you're all set. Supercharged.

10 Tips for Conducting Keyword Research

1 Understand your target audience
Start by identifying the specific geographic location and demographics of your target audience. This will help you tailor your keyword research to focus on relevant local terms.

2 Utilize local keywords
Incorporate location-specific keywords in your research. For example, if you're a personal injury attorney in Los Angeles, include terms like "personal injury attorney Los Angeles" or "Los Angeles injury lawyer" to capture local search traffic.

3 Research local search trends
Use keyword research tools to identify popular local search terms and trends related to legal services in your area. Look for keywords that have a good search volume and moderate competition.

4 Focus on long-tail keywords
Long-tail keywords are more specific phrases that tend to have lower search volumes but higher conversion rates. For example, instead of targeting "divorce attorney," consider using "experienced divorce attorney in [your city]" to capture more targeted traffic.

5 Analyze competitor keywords
Study the keywords your local competitors are targeting. This can provide valuable insights into the keywords that are driving traffic and conversions for similar law firms in your area.

6 Consider local intent
Understand the intent behind local searches and optimize your keywords accordingly. Incorporate terms such as "near me," "in [your city]," or "local" to attract users who are specifically looking for legal services in their area.

7 Leverage online directories
Include relevant keywords in your business listings on online directories such as Google My Business, Yelp, and Avvo. These directories play a crucial role in local search visibility and can drive traffic to your website.

8 Use location-specific landing pages
Create dedicated landing pages for different practice areas or locations. Optimize these pages with local keywords to enhance their visibility in search engine results.

9 Incorporate variations and synonyms
Expand your keyword list by including variations and synonyms of your primary keywords. This helps capture a wider range of search queries while maintaining relevance.

10 Monitor and refine
Keyword research is an ongoing process. Regularly monitor the performance of your chosen keywords and adjust as needed. Stay updated with local search trends and adapt your strategy accordingly.

Your site must be mobile-friendly

Mobile-friendly websites are crucial for local SEO for several reasons. First and foremost, mobile usage has significantly increased over the years, with a large portion of internet users accessing the web through their smartphones and tablets. As a result, search engines, including Google, have placed a strong emphasis on delivering a seamless mobile browsing experience to users.

A mobile-friendly website enhances user experience, which is a key factor in local SEO. Mobile users expect fast page loading times, easy navigation, and content that is easily readable on smaller screens. If your website fails to meet these expectations, visitors are likely to leave your site quickly, leading to a high bounce rate and lower engagement metrics. Search engines interpret this as a sign that your website doesn't provide a satisfactory user experience, which can negatively affect your local SEO rankings.

Optimizing your website for mobile devices also improves your chances of attracting local customers who are on the go. Many mobile users search for local businesses while they are out and about, looking for directions, contact information, or reviews. If your website is optimized for mobile, it becomes easier for potential customers to find the information they need quickly and efficiently, increasing the likelihood of them choosing your business over competitors.

Having a mobile-friendly website is vital for local SEO because it helps you reach and engage with a growing mobile audience, improves user experience, and increases your chances of attracting local customers. By ensuring that your website is optimized for mobile devices, you can enhance your local SEO efforts and improve your visibility in local search results, ultimately driving more traffic and potential customers to your business.

Elements of a Mobile-friendly Website

Responsive Design
Implementing a responsive design is fundamental to a mobile-friendly website. This approach allows the site to adapt and display properly on various screen sizes and resolutions, providing a consistent experience across different devices.

Fast Loading Speed
Mobile users have limited patience when it comes to waiting for a website to load. Optimizing the website's performance, minimizing file sizes, and leveraging caching techniques are essential for swift loading speeds, enhancing user satisfaction and reducing bounce rates.

Intuitive Navigation
Simplified and intuitive navigation is vital for a mobile-friendly website. Ensuring that menus and links are easy to access, appropriately sized for touch interaction, and well-organized allows users to find information quickly and effortlessly.

Clear Call-to-Action (CTA)
Mobile users often have a specific purpose in mind, such as making a purchase or contacting a business. Prominently placing clear and visually appealing CTAs, such as buttons or links, helps guide users and encourages them to take desired actions.

Readable Typography
Selecting appropriate font styles, sizes, and line spacing is crucial for readability on smaller screens. Prioritizing legibility and avoiding small text sizes ensures that users can effortlessly consume content without the need for excessive zooming or scrolling.

Optimized Images and Media
Large image files and heavy media can significantly impact page load times and consume excessive data on mobile devices. Compressing and optimizing images, as well as using HTML5 for video and audio playback, contribute to a faster and more efficient browsing experience.

Minimized Pop-ups and Interstitials
Pop-ups and interstitials can disrupt the user experience on mobile devices, especially when they cover the main content or are challenging to dismiss on smaller screens. Minimizing or strategically implementing these elements ensures that they do not impede user interaction or content visibility.

Touch-friendly Interface
Mobile devices rely on touch-based interactions. Designing touch-friendly interfaces by incorporating larger buttons, appropriate spacing between interactive elements, and avoiding small clickable areas improves the overall usability and accessibility of the website.

Optimized Forms

If your website includes forms, streamlining the input process is essential for mobile users. Minimize the number of required fields, use auto-fill functionality whenever possible, and provide clear instructions to enhance the user experience during form completion.

Compatibility across Devices and Browsers

Mobile devices come in various shapes, sizes, and operating systems. Ensuring cross-device and cross-browser compatibility allows your website to function optimally on different platforms, delivering a consistent experience to all users.

Local SEO is Your Gateway to New Clients

Local SEO provides several advantages to those sites who choose to invest in it. Good SEO for users in your area means increased visibility, which is the first step of being hired. Users actively looking for a lawyer are more likely to click a result high on SERPs, and thus you will attract more high-quality cases. Your ranking reflects your credibility; the higher you are, the more credible in the minds of users. Local SEO is much more cost-effective than traditional advertising, and unlike traditional, has a long tail that can continue long after the money runs out.

The digital marketplace centers around SEO. Local SEO is far more useful, as it narrows your target to the people most likely to sign on as clients. Investing in advanced local search strategies has the best ROI for your marketing dollar.

To get the most from your budget, you need a digital marketing partner with two decades of experience helping companies win the local SEO battle. Lead Science has the expertise you need to find new clients in your local market.

Lead Science Local SEO

The Lead Science active local SEO management service enhances your local search visibility through expert, ongoing optimization of critical on site and off site signals. Plus, we provide detailed reporting to keep you in the know.

Local SEO Fundamentals

The Lead Science website platform provides SEO customization and management tools that digital agencies and in-house SEO teams crave. Businesses can easily customize SEO components across all major platform pages, leveraging a library of replacement codes, so that a few quick SEO edits can update all details pages with optimized content based on whatever keyword patterns the business selects. Every Lead Science website comes complete with a custom homepage content written for your unique business by our team of content writers. Additionally, our out-of-the-box SEO configurations include hyper local title tags, meta descriptions, URLs, and use of proper heading tags.

Beacon Website Reporting
(powered by Google Analytics)

Lead Science Beacon Website Reporting provides clear, concise reporting on the health of your website on a 24x7 basis. Beacon is powered by Google Analytics 360, so businesses can trust the data they see. Beacon also showcases performance and allows you to quickly see key insights.

Structured Data Optimized for Local Businesses

In order to help maximize our clients organic search traffic and Google visibility, Lead Science frequently updates our details pages to incorporate the most current and comprehensive structured data markup. Google has provided and updated the specifications for optimal page markup via the schema.org standard, which Google endorses. Google provides webmasters with their requirements for how to represent vital product information in the code on each page. Google, in turn, will frequently display this information in their Search Results. Lead Science has measured an increase from 25-50% in organic search traffic going directly to pages with our structured data implementation.

Managed Blog Service

With the Lead Science Managed Blog Service your website will have unique, fresh content updated multiple times per month. Your posts will be sharable on social media, categorized, tagged, and the experts at Lead Science can moderate post comments saving your business valuable time and creating an effective SEO strategy.

Listings Manager (including GBP)

Listings Manager allows businesses to quickly and easily manage Google Business Profile changes simultaneously with their websites. As an example, a business can make a change to their sales hours and seamlessly have that update reflected on their Lead Science website and Google Business Profile all in few clicks of a button.

Advanced Listings Manager

Advanced Listings Management layers on top of our basic listings manager service and allows businesses to manage 20+ Local listing sites. It allows for comprehensive reputation and review management and provides robust local intelligence - including sentiment analysis, local brand visibility scores, keyword ranking, competitive analysis and much more.

Social/Reputation Management

The Lead Science white-glove, hands-on Social Media and Reputation Management team work with your business to ensure that your social presence and online reputation is as sterling as possible.

Our dedicated team provides:

• Local Citation Creation and Optimization

• Facebook and Twitter Posts

• GBP Posts

• GBP Q/A Monitoring and Response

• Facebook Reviews Monitoring

Lead Science

Lead Science is the ideal partner to guide you into the new age of marketing. With two decades of experience, we know what works in the digital arena. We have a suite of products that will help you with your presence, from our award-winning websites to our add-ons that free up your valuable time with smart automation.

Services

Websites
The Lead Science website platform is search and conversion optimized to increase your website visitors and convert them into clients. Our websites go through a rigorous testing process to ensure you are delivering the digital experience your potential clients demand.

SEO (Search Engine Optimization)
Search optimization services that are laser-focused on boosting your local visibility. Our team of certified search experts boost your search rankings using onsite and offsite optimization, while providing detailed reporting every step of the way.

Digital Advertising (SEM)
Quickly increase your website traffic with our elite digital advertising. We create and manage PPC, display advertising, remarketing, video, and social campaigns that produce exceptional results.

Features

Beacon Website Reporting
Beacon gives you the ability to track all your relevant metrics across different time frames, with the eye to making it easy to track your incoming leads. All your analytics are just a keystroke away.

Call Tracking
The comprehensive way to track your incoming phone calls. Trace each one back to a specific source, campaign, and marketing media. Know where your contacts are coming from and adjust your marketing accordingly.

Lead Driver
Behavioral Targeting System (BTS)
Lead Driver BTS allows you to create exit intent pop-ups with ease. Give every one of your customized landing pages its own message to best catch the leads that would otherwise get away. It's a vital last step to build leads.

Beacon Website Reporting, Call Tracking, and Behavioral Targeting System are just a few of the excellent lead-building products from Lead Science. Every one of them is engineered to deliver the maximum number of leads for your firm. We believe in rigorously testing our methods so you're always getting the most effective option. Your success is our success.

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"The Lead Science team worked closely with us to understand our unique needs and created a website that not only looks professional but is also optimized for lead generation. Their expertise in website design and optimization has had a significant impact on our business, helping us attract more potential clients and grow our firm."

-Shane R. Kadlec | injurylawyerhouston.com

Gain More Clients With Lead Science

877-219-9995 | sales@LeadScience.com