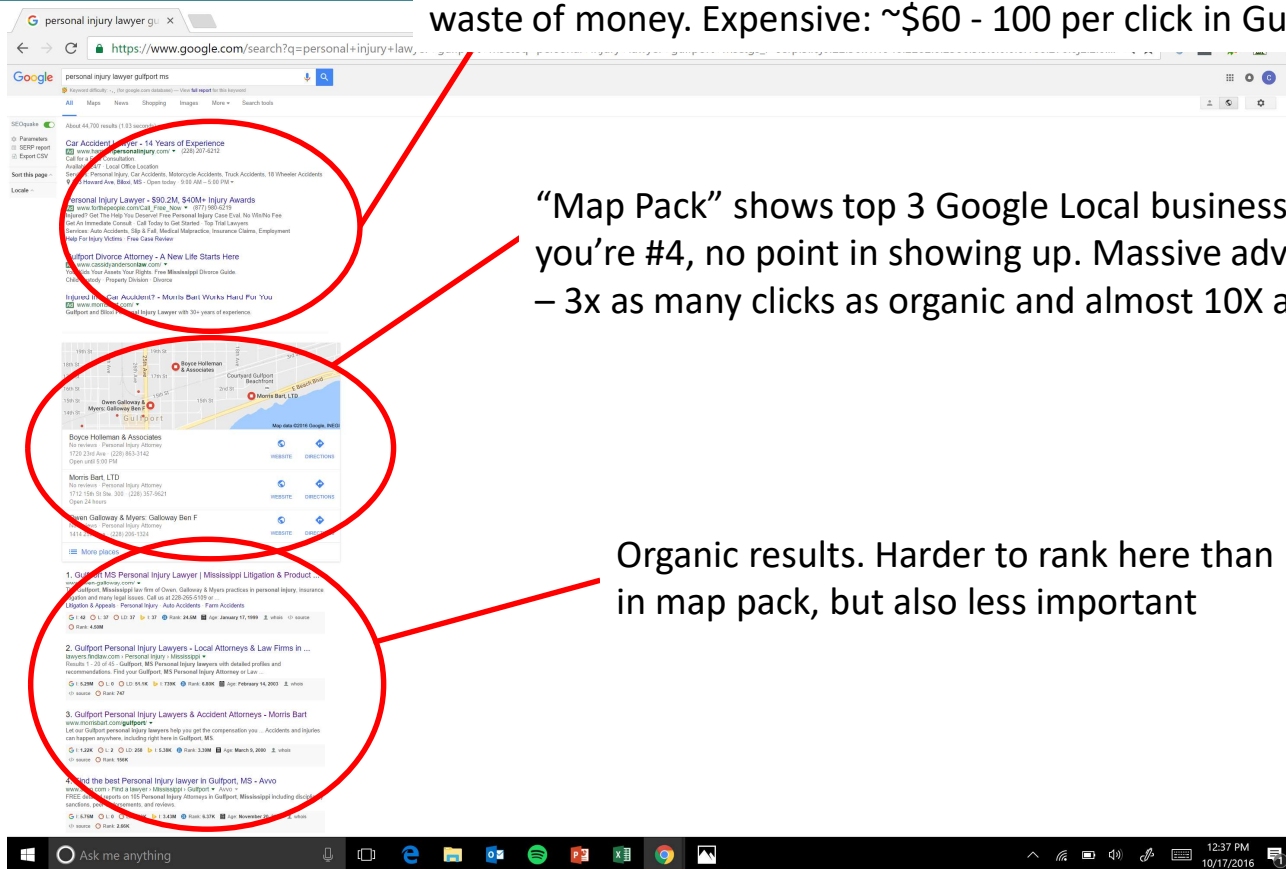


Google Search Results Overview

AdWords: Buy your way to #1. If you aren't #4 or above, waste of money. Expensive: ~\$60 - 100 per click in Gulfport



"Map Pack" shows top 3 Google Local businesses. If you're #4, no point in showing up. Massive advantage: 2 - 3x as many clicks as organic and almost 10X as paid ads

Organic results. Harder to rank here than in map pack, but also less important

Key: Ranking in map pack will drive more traffic than you can buy and is easier than ranking in organic results



Citations Key Factor for Map Pack Ranking

- A citation is an appearance of your exact business name, address and phone number that matches your Google business listing.

Map Pack Ranking	Site	Citations
-	Your Site	32
1	Competitor 1	72
2	Competitor 2	78
3	Competitor 3	23

- At least 400 directories exist. With an entry in each one, you would have 400 citations.
- Time consuming or expensive to create listings for so many directories.
- Citations not the only factor
 - Reviews, robustness of Google Business Listing, website age and ...

Backlinks Most Important Factor in Organic

- Backlink is another website giving your website a link. The higher quality the website, the more power comes from the link.

Organic Ranking	Site	Backlinks
28	Your Site	3
1	Competitor 1	174
2	Competitor 2	11
3	Competitor 3	46
4	Competitor 4	24

- Getting high quality, relevant backlinks is the hardest part of search engine optimization
- Only a couple easy and fast (but expensive sources):
 - Chamber of Commerce, attorney-focused blog sponsored content
 - Find out where competitors' links are from and copy
- Too many backlinks, too fast and Google might “punish” website

Searches Driving Traffic

Your Site

Top Keywords from Search Engines

Which search keywords send traffic to this site?

Keyword	Percent of Search Traffic
1. [REDACTED]	94.84%
2. [REDACTED]	4.99%
3. [REDACTED]	0.17%

Competitor 2

Keyword	Percent of Search Traffic
1. holleman law firm	8.46%
2. cynthia speetjens	5.94%
3. jesse boyce boone county missouri history 1700s	4.71%
4. difference between manslaughter and murder	1.83%
5. jeff white attorney gulfport ms	1.27%

Competitor 1

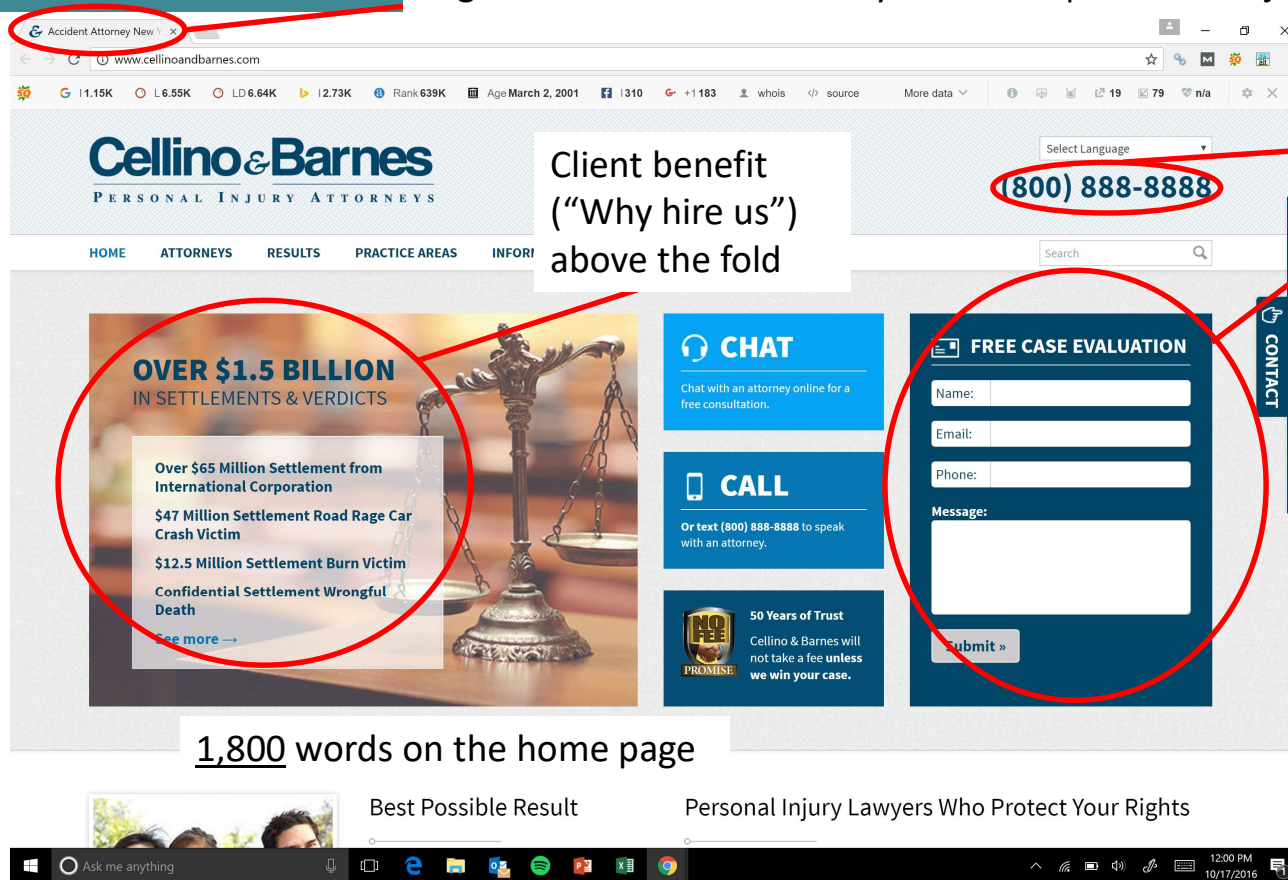
Keyword	Percent of Search Traffic
1. morris bart	72.70%
2. morris	4.87%
3. no pay no play	3.51%
4. morrisbart	1.11%
5. fda recalls	1.01%

Competitor 3

Keyword	Percent of Search Traffic
1. workmans comp attorneys	24.80%
2. accident lawyer	21.96%
3. owen galloway pllc	14.63%
4. josam owen attorney	11.03%
5. mississippi owesen	6.45%

#1 Website for “personal injury lawyer” NYC

Page title: “Accident Attorney New York | Personal Injury Lawyer | Cellino & Barnes”



Client benefit
("Why hire us")
above the fold

(800) 888-8888

Click to call, large font

Contact form on home page

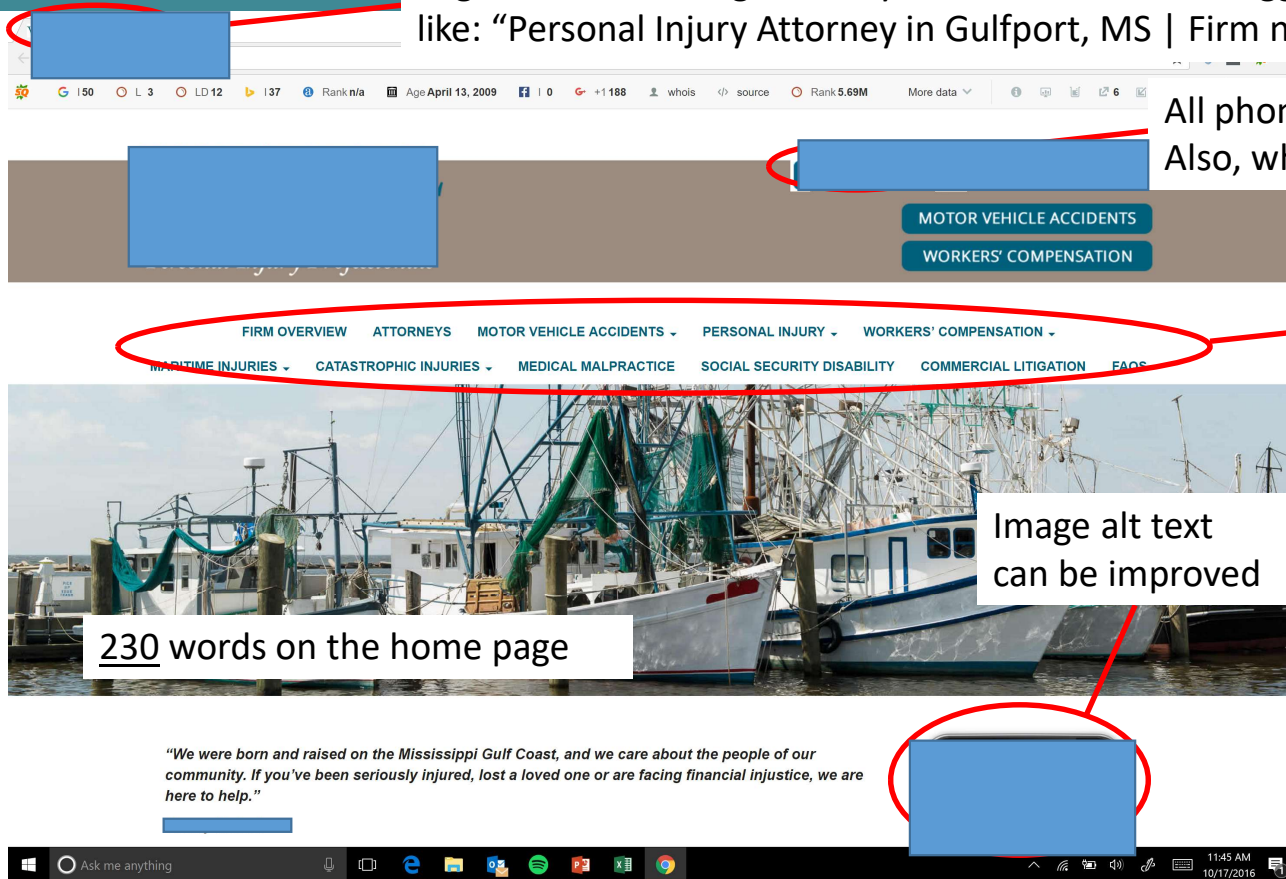
This website gets \$11k/month
in "free" traffic. 6,500
backlinks!!
Likely paying >\$7k/month to
an SEO firm.

(Luckily Gulfport isn't as
competitive as NYC)



Your site

Page title: Tells Google what you want to rank for. Suggest something like: "Personal Injury Attorney in Gulfport, MS | Firm name"



All phone numbers should be click to call. Also, white background on images.

Lots of content! Good. Bring some to home page for your #1

Would like to see more above the fold about client benefits and a contact form (without security code).



Website Proposed Path Forward

- **Decide on #1 goal for traffic: who do you want most as a client?**
- **Rewrite home page content to focus on this client**
 - Well written, engaging and not in “attorney-speak”
 - Highlight multi-generational Mississippi based law firm with deep community roots
- **Add above the fold contact form, client benefits**
 - Most above the fold copy focuses on overall firm client
 - Specific client (i.e. for personal injury) copy below the fold
- **Additional tweaks (sub pages are overall excellent)**
 - Page titles, fix privacy policy typo and content, adjust alt text
 - Remove security check for contact forms



SEO Proposed Path Forward

- **Get lots of citations immediately: usually takes Google one month to recognize new citations**
- **Begin building backlinks to your site**
 - You're already a Chamber Member so the easy one is taken
 - Find out which sites are linking to competitors and ask for a link
 - Sponsored content on attorney blogs and forums
 - Links from my other websites
- **90 days from start until we see results**
 - Backlink building is slow and methodical to avoid making Google angry
 - There is no quick and easy formula for good ranking
- **Other competitors that will be "leapfrogged" likely will re-engage**
 - Holding top spots requires ongoing maintenance efforts

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Fee Structure for

- **SEO: \$2,440 Up Initializing Payment (Gave you \$60 back for clicking on your ad)**
 - Website edits; Citations; Any sponsored content
- **SEO: \$2,400 per month**
- **Unequivocal money-back guarantee if you don't see results in 90 days**
 - No other SEO firm that I know of makes this promise