

# THE PERFECT SOLICITORS MARKETING PLATFORM:

“Web-savvy lawyers stand to gain online, Many solicitors have websites, but few are really capitalising on the web's reach to attract, and keep, clients.”

“Consumers are used to comparison sites and a Legal Services Board survey last year found that 42% wanted to see them in the law.”

<http://www.guardian.co.uk/law/>

Long gone are the days when having a website was all that was needed to bring in new business; with **competition** for space online growing year on year, it is now vital that you maximise your presence in places that matter.

Therefore understanding how people search to find you is key to any effective strategy to bring in more clients in the increasingly competitive area of **local** online marketing.

Our platform marries the important aspects of all these areas into an attractive and convenient user friendly **showcase** of your business.



localwebadverts.com : **get found**

# FOCUSED MARKETING:

- We focus on the **key** term that is used to find your service.
- This guarantees **maximum** exposure to fresh new clients looking for you.
- We also focus on the more **niche** terms bringing further value and results.

How would you like to generate keyword ideas?

Enter one keyword or phrase per line:

Descriptive words or phrases (e.g. green tea)

Website content (e.g. www.example.co.uk/product?id=74893)

Use synonyms

[Filter my results](#)

**Google Monthly Search**

Calculate estimates using a different maximum CPC bid:

British Pounds Sterling (GBP £)  Re-calculate

Choose columns to be displayed:

Keywords	Estimated Avg. CPC	Advertiser Competition	Local Search Volume April	Global Monthly Search Volume	Match Type
Keywords related to term(s) entered - sort by relevance					
solicitors manchester	£2.51	<input type="checkbox"/>	27,100	27,100	<a href="#">Add</a>
solicitor manchester	£2.68	<input type="checkbox"/>	14,800	9,900	<a href="#">Add</a>
solicitors in manchester	£2.78	<input type="checkbox"/>	4,400	5,400	<a href="#">Add</a>
personal injury solicitor manchester	£0.04	<input type="checkbox"/>	2,900	1,600	<a href="#">Add</a>
solicitor in manchester	£2.79	<input type="checkbox"/>	880	880	<a href="#">Add</a>
employment solicitors manchester	£6.23	<input type="checkbox"/>	720	720	<a href="#">Add</a>
personal injury solicitors manchester	£17.12	<input type="checkbox"/>	720	720	<a href="#">Add</a>
family solicitors manchester	£1.97	<input type="checkbox"/>	590	590	<a href="#">Add</a>
conveyancing solicitors manchester	£3.83	<input type="checkbox"/>	390	390	<a href="#">Add</a>
commercial solicitors manchester	£0.04	<input type="checkbox"/>	320	260	<a href="#">Add</a>
employment solicitor manchester	£7.33	<input type="checkbox"/>	320	260	<a href="#">Add</a>
divorce solicitors manchester	£4.36	<input type="checkbox"/>	210	320	<a href="#">Add</a>



# THE POWER OF VIDEO:



People seek **authenticity** not Hollywood epics, and they want to see **you**

1.5 minutes is the length most people stay tuned

Video needs to be **short** and to the point

User generated content is key - specialist knowledge, case studies, interesting facts...

Typically viewers need to be **engaged** within the first 12 seconds.

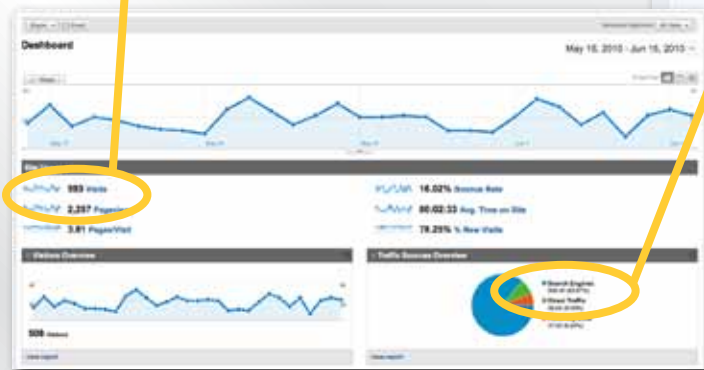
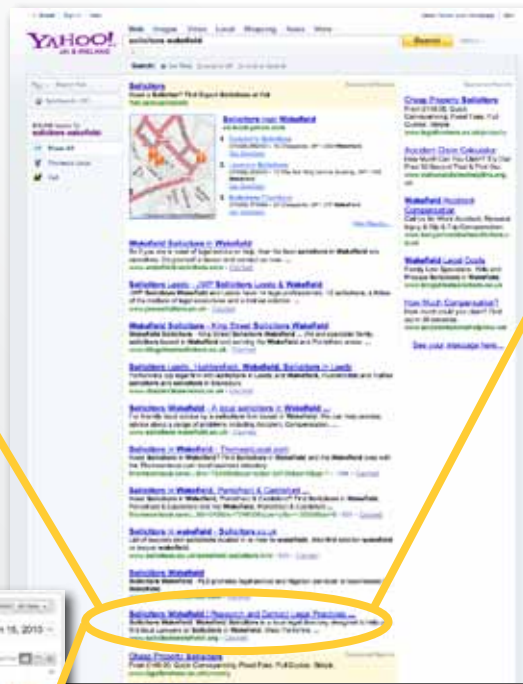
*"Statistics show that video improves online visibility and drives more action online than plain images and text. For example, according to the BIA Kelsey Group, viewers engage more after watching a video, with clicks for more information **increasing by 30-40%** and phone inquiries by **16-20%**."*

Source: <http://www.reelseo.com/video-market-small-business/>



# RESULTS BASED MARKETING:

- First month of launch and already dominating the top results.
- Giving people what they are after; an easy way to compare solicitors services and make contact.
- Given our impressive launch. Imagine the value of our platform in 1,2,3,4.....years time!



Zoom in:



localwebadverts.com : get found



# CLAIM YOUR SPOT NOW!

6 Months in development and now **available** after lots of hush hush!  
The platform will have **limited** spaces to ensure **maximum** exposure  
for our clients.

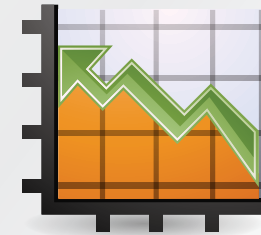


**1,000's** of people are seeking your services each month in your location  
and **finding our site** to research who to contact.



Do you really want to miss out on highly qualified traffic ready to say hello to you?

We provide the perfect **website** to sell your services and **elevate** you above  
your **competitors** with the most advanced web **platform** specially developed  
for solicitors.



So much more than a directory:

Easy to use | Submit articles | Create and add video easily | Twitter integration | Maps |  
Contact forms | **Tutorials on all areas** | Personal page | **SEO Specialists** | An honest hardworking team

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