

ELEVATE YOUR PRACTICE:

Live Interactive Workshop to create your 2025 Business Plan

Business Objectives, Top New Tactics, Digital Strategies, Conversion Optimization & More



Thursday,
December 19th



12 PM EST



Livestream



HOST AND SPEAKER:

JAY BERKOWITZ

CEO, Founder & Author
TenGoldenRules.com

Copyrighted Material

NEW UPDATE 20

The Ten Golden Rules of Online Marketing Workbook

TURN YOUR WEBSITE INTO A PROFIT CENTER

Includes:

- Easy hands-on exercises to increase website traffic
- 100+ Tools to increase website conversions and sales
- 10 Action Steps
- 10 Case Studies
- Free CD

Copyrighted Material by Jay Berkowitz

Digital Future 2020

Jay Berkowitz
www.TenGoldenRules.com

MATTHEW KLIEMER'S

GUIDE TO DIGITAL MARKETING

What I learned during my summer internship at TenGoldenRules.com

MATTHEW KLIMEK and JAY BERKOWITZ

Copyrighted Material

10 FREE STRATEGIES FOR

INTERNET MARKETING

- Easy Strategies for getting ranked in Google and the Search Engine
- Competitive Analysis Tools
- How to convert website visitors into leads
- Social Media Strategies
- Build and Market your Personal Brand

By Jay Berkowitz
www.TenGoldenRules.com

Copyrighted Material

ADVANCED INTERNET MARKETING FOR LAW FIRMS




Triple Your Clients by Mastering Google, Search Marketing and Client Conversion

JAY BERKOWITZ
AUTHOR OF 5 BOOKS INCLUDING THE TEN GOLDEN RULES OF ONLINE MARKETING



YOUR PARTNER FOR:
Law Firm Marketing

Schedule a FREE Internet Marketing Audit

 How can I help you?  

www.TenGoldenRules.com

AGENDA

Set Goals for 2025. How many leads to hit your target?

Key Numbers and Competitive Analysis


MAXIMIZE lead flow

Core Strategies & trends for 2025

Develop Quarterly Priorities &
Marketing Calendar



Lead Generation Target Planner

 Internet Marketing for Law Firms	
Lead Generation Target Planner	
Step 1: Total Clients & Cases Target	
Annual Revenue Goal / Target	
Monthly Revenue Target	
What is your average case value?	
How many signed would be required to hit your monthly goal?	
Step 2: # of leads required to hit target	
What is your average conversion rate from caller/lead to signed cases?	
# of leads needed per month to hit target	
Average cost per generated lead	
Budget required to hit target	

- Revenue goal 2025?
- Monthly revenue /12
- Average Case Value?
- # of new cases
- How many leads?
- % leads that convert to cases?
- Average cost per lead

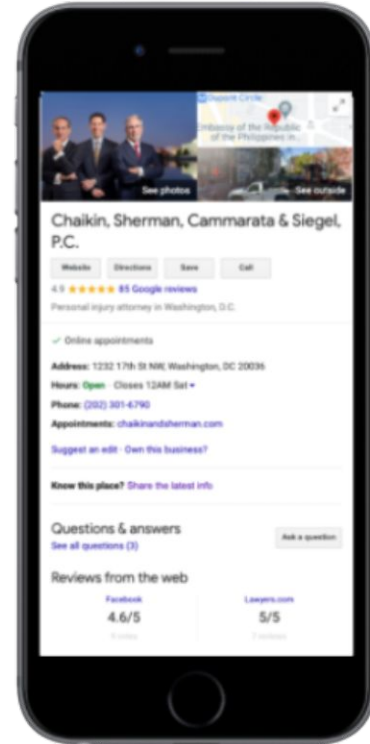
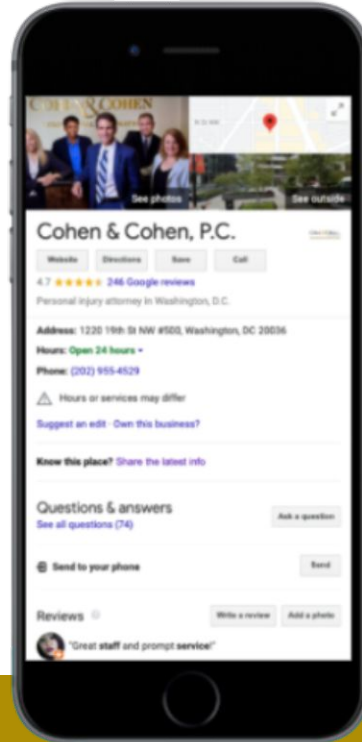
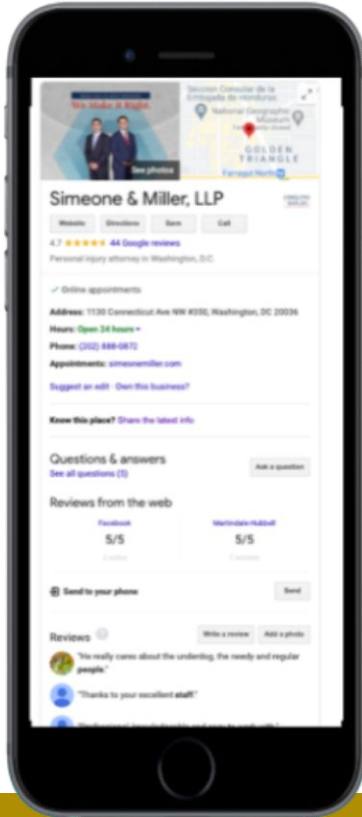
Competitive Analysis - SEO



Competitive Analysis - PPC



Competitive Analysis - Maps



Competitive Analysis - Social

Law Firm: _____		Social Media Baseline as of: _____		
	Followers	Reviews		
Facebook				
	Tweets	Following	Followers	Likes
Twitter				
	Subscribers			
YouTube				
	Reviews	Rating		
Google "Maps"				

Search Results

GOOGLE SCREENED

PAY PER CLICK ADS

GOOGLE MAPS “GMB”

10 ORGANIC “SEO”

The screenshot shows a Google search for "washington dc car accident attorney". At the top, there are sponsored results from Google AdWords, including "Greenberg & Bederman, LLC", "Chalkin, Sherman, Cammarata &...", and "Chasen&Socios Injury Lawyers". Below these are two text-based ads from "www.fordanpergosa.com" and "www.fordanpergosa.com". The main section features a map of Washington, DC, with several law firms marked as "Google My Business" (GMB) listings, including "Price Benowitz LLP", "Cohen & Cohen, P.C.", and "Mike Storcumb Law Firm". Below the map, there are organic search results from "cobensandohren.net", "Washington DC Auto Accident Lawyer | DC Car Accident Law ...", "lawyers.findlaw.com", "Best Washington, DC Car Accident Lawyers & Law Firms ...", "Top Washington, DC Car Accident Lawyers - District Of Columbia, Balkin & Mausner Injury Lawyers LLC", "Car Accident Lawyers Serving Washington, DC, DC, DC, MD, VA & Neighboring Mid-Atlantic Law Offices, LLC", "pricebenowitz.com", and "www.attomemedia.com". At the bottom, there are "People also ask" suggestions and a "Feedback" link.

Competitive Analysis - LSA Google "Screened"

Google search for "washington dc car accident attorney" showing results for "GOOGLE SCREENED" law firms.

Google search results for "washington dc car accident attorney" showing results for "GOOGLE SCREENED" law firms.

GOOGLE SCREENED | Personal Injury Lawyers nearby

Chaikin, Sherman, Cammarata &...
4.9 ★★★★★ (85)
45 years in business
(202) 914-3502 · Open 24/7

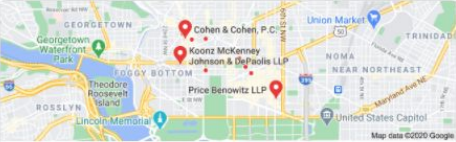
ChasenBoscolo Injury Lawyers
4.7 ★★★★★ (113)
34 years in business
(888) 654-4961 · Open 24/7

Lawfly Law, LLP
4.4 ★★★★★ (19)
7 years in business
(202) 795-3913 · Closed now

More Personal Injury Lawyers

Ad · www.simeonemiller.com/car-accidents · (202) 760-2742
Suffered Accident Injuries? - Get A Free Legal Consultation
We Offer A Track Record Of Success. When You've Been Wronged, We Make It Right. An Awarded Legal Team. Rated 10/10 On Avvo. Free Injury Consultations. Se Habla Español. Types: **Personal Injury, Car Accidents, Motorcycle Accidents, Truck Accidents.**
No Upfront Fee · Injury Lawyers - 1,000s Helped · About Us · Results · Contact Us

Ad · www.forthepeople.com/ · (888) 846-5663
Morgan & Morgan Law Firm - Personal Injury Attorneys
500+ attorneys ready to fight for full and fair compensation in your injury case. A local law firm with major resources. Protecting families since 1988. Call us today.



Map data ©2020 Google

Price Benowitz LLP
4.9 ★★★★★ (296) · Personal injury attorney
409 7th St NW #100
Open 24 hours · (202) 600-9400
✓ Online appointments

Cohen & Cohen, P.C.
4.7 ★★★★★ (246) · Personal injury attorney
1220 19th St NW #500
Open 24 hours · (202) 955-4529
Their website mentions car accident attorney

Koonz McKenney Johnson & DePaolis LLP
4.6 ★★★★★ (51) · Personal injury attorney
2001 Pennsylvania Avenue NW #450
Closed · Opens 9AM Fri · (202) 794-6126
Their website mentions auto accident attorneys

View all

Chaikin, Sherman, Cammarata & Siegel, P...
4.9 ★★★★★ (85)
GOOGLE SCREENED
Washington
Open 24/7 -
BUSINESS BIO
Evening appointment by request
Free consultation
(202) 914-3502
Send request

ChasenBoscolo Injury Lawyers
4.7 ★★★★★ (113)
GOOGLE SCREENED
Greenbelt
Open 24/7 -
BUSINESS BIO
Evening appointment by request
Free consultation
(888) 654-4961

Lawfly Law, LLP
4.4 ★★★★★ (19)
GOOGLE SCREENED
Washington
Closed now
Opens Fri at 9 AM -
(202) 795-3913

Price Benowitz LLP
4.9 ★★★★★ (296)
GOOGLE SCREENED
Washington
Open 24/7 -
BUSINESS BIO
Evening appointment by request
Free consultation
(202) 795-4682

Malloy Law Offices, LLC
4.8 ★★★★★ (159)
Bethesda
Open 24/7 -
(202) 914-4046

Zukerberg & Halperin, PLLC
4.8 ★★★★★ (25)
Washington
Closed now
Opens Fri at 8 AM -
(202) 795-5274
Send request

Simeone & Miller, LLP
4.7 ★★★★★ (44)
Washington
Open 24/7 -
(202) 795-5139

Donahoe Kearney, LLP
5.0 ★★★★★ (91)
Washington
Open 24 hours
Mon, Tue, Wed, Thu, and Fri -
(202) 795-5479

The Internet Marketing Model



Cascading Content



Team Brainstorming

Strengths

Weaknesses

Trends

Team Brainstorming

Ongoing Projects

New Projects

Marketing Calendar

Q1

January

February

March

Q2

April

May

June

Q3

July

August

September

Q4

October

November

December

Book a consultation:

<https://calendly.com/jay-tengoldenrules/strategy-session>

561-620-9121

www.TenGoldenRules.com

