



CONVERSION RATE OPTIMIZATION

AGGRESSIVE, SUSTAINABLE
SOLUTIONS FOR SMALL LAW FIRMS

**BE MORE
PROFITABLE WITH
YOUR CURRENT
VISITORS**



WHY CRO MATTERS

Get More Visitors to Call You



1ST CALL GETS THE CLIENT

76% of legal consumers hired the first attorney they spoke with. Conclusion: Get visitors to call you before your competitors.



MAXIMIZE YOUR INVESTMENT

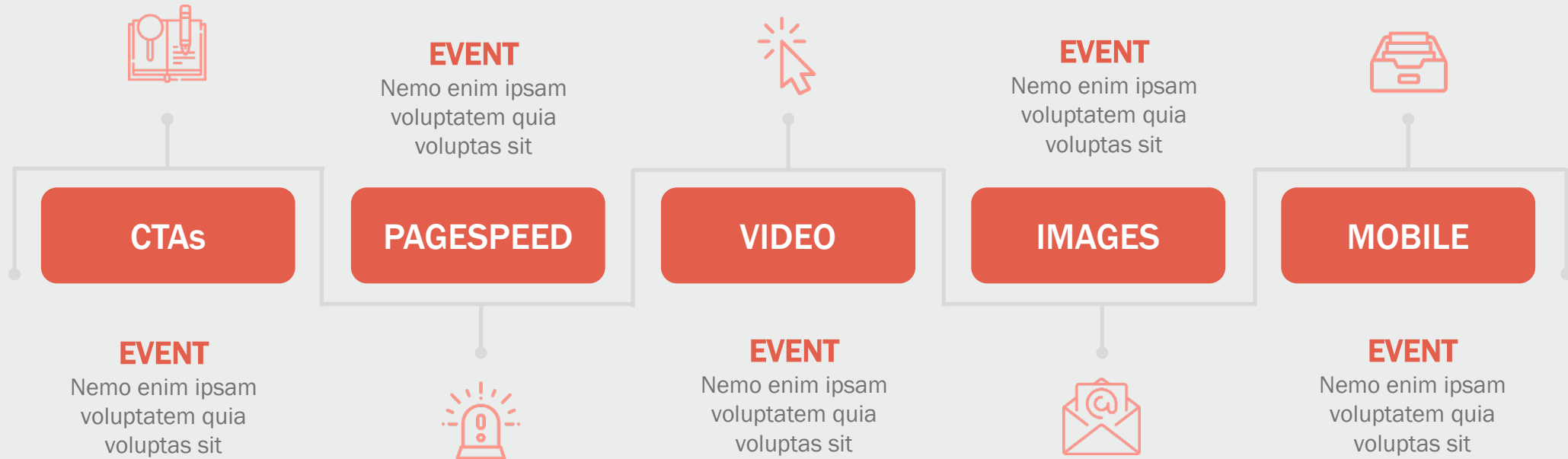
If you're able to get more clients for the same amount of spend, why would you say no?



KEEP THE PIPELINE FULL

The more qualified leads that come in, the better you're able to navigate slow periods.

5 PILLARS OF CONVERSION RATE OPTIMIZATION FOR SMALL LAW FIRMS



1. CTAS ABOVE THE FOLD

Calls to Action need to be strategically placed, accessible, and optimized for engagement.

Rule of Thumb: Always create a clear, strong CTA above the fold (before the viewer has to scroll down).



INJURED DUE TO **NEGLIGENCE** WE CAN HELP!

Falls are the leading cause of non-fatal medically treated injuries in the US. Each year, thousands of New Yorkers make emergency room visits due to slips, trips, and falls.

BOOK A FREE CONSULTATION

Direct, Clear Value Proposition

Concisely state who you are and what you do

Engaging Imagery + Graphics

Images should complement the content

Clear CTA

Call to action is bold and readily accessible



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

2. SLOW SITES KILL SALES

53% of mobile users leave a site that takes longer than three seconds to load.

3. VIDEOS INCREASE CONVERSIONS

Nobody likes boring videos. But a strategically executed video marketing strategy can yield huge results.

Use Video. Wisely.

- 89% of video marketers say video gives them a good ROI.
- 83% of video marketers say video helps them with [lead generation](#).
- 87% of video marketers say video has [increased traffic](#) to their website.
- 80% of video marketers say video has directly helped increase sales.
- 95% of video marketers plan to increase or maintain video spend in 2020.

3. VIDEOS INCREASE CONVERSIONS

TIPS for an effective video marketing campaign.

1. Keep it short. Aim for quick, informative videos between 45-60 seconds
2. Use speechpad.com or other tools to quickly and cheaply have your videos transcribed
3. Add the videos to your website and include the transcription
4. Upload the videos to YouTube with SEO-rich descriptions and tiles
5. Customize the cover image of the videos to be branded and consistent
6. Insert videos on relevant blog posts and practice area pages (landing pages, too)
7. Upload videos to Facebook and LinkedIn business pages

Compressed Image

File size is minimal and served in a WebP format

Reiterates Content

Images should emphasize and highlight the content



PROTECTING YOUR RIGHTS. FINDING RESOLUTIONS IN YOUR CASE.

Attorney Mauro Fiore, Jr., has been a member of The State Bar of California for more than a decade and has resolved more than \$40 million in personal injury and other complex legal matters for his clients.

We represent individuals in all types of personal injury claims, including car accidents, accidents in the workplace and medical malpractice claims.

Motor vehicle accidents, including car, truck and motorcycle accidents.

Slip-and-fall accidents in commercial buildings.

Medical negligence claims.

Workplace accidents, including construction accidents and workers' compensation claims.

Our firm also handles employment cases for employees and applicants who have been wronged by discrimination and other labor law violations. This includes wage and hour claims, harassment, wrongful termination and other types of mistreatment by employers.

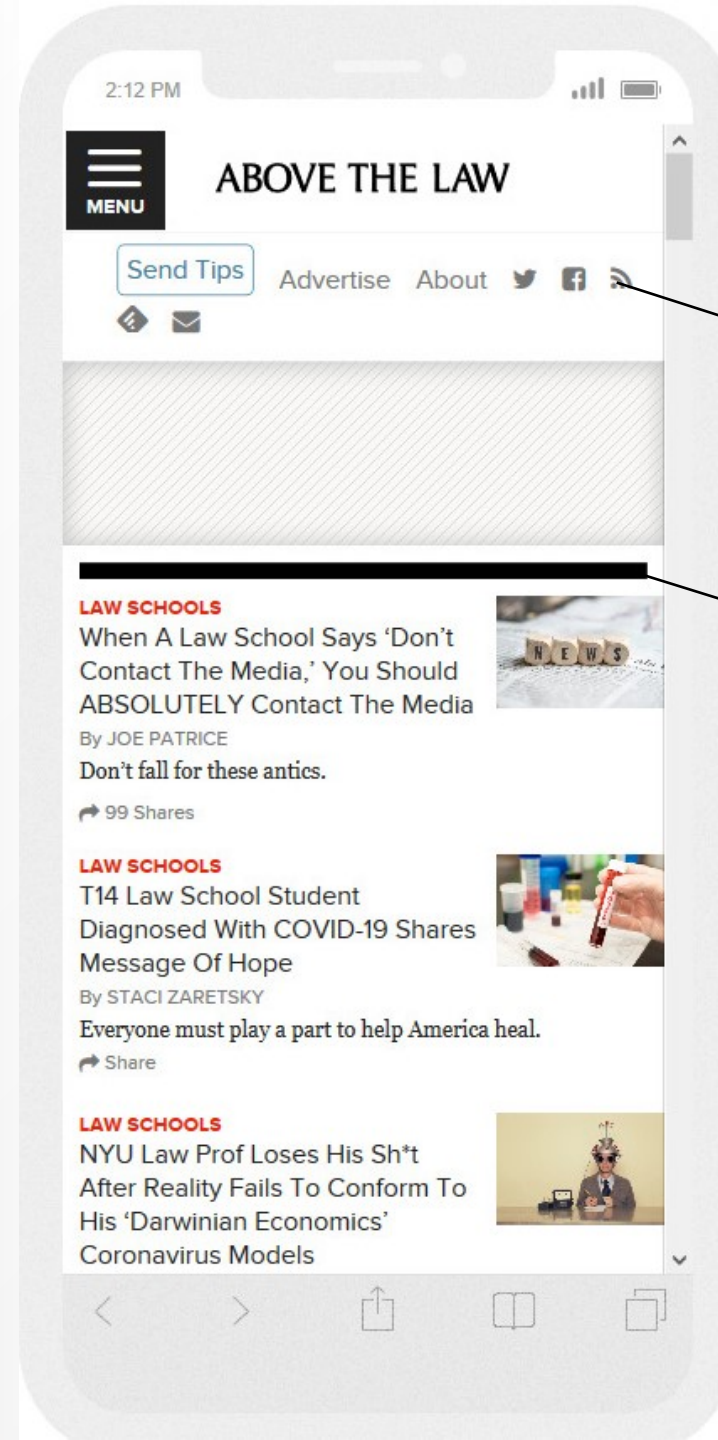
4. IMAGES DONE RIGHT

Image optimization comes in a variety of forms. Make sure your images are:

- compressed
- explanatory
- representative
- engaging

5. MOBILE FRIENDLY IS NOT MOBILE OPTIMIZED

Always design for mobile-first users. This includes thumb-based navigation: Get the important CTAs and info within a single scroll of the thumb.



A BAD EXAMPLE

Button Spacing

Buttons are too close together and hard to click

No Quick CTA

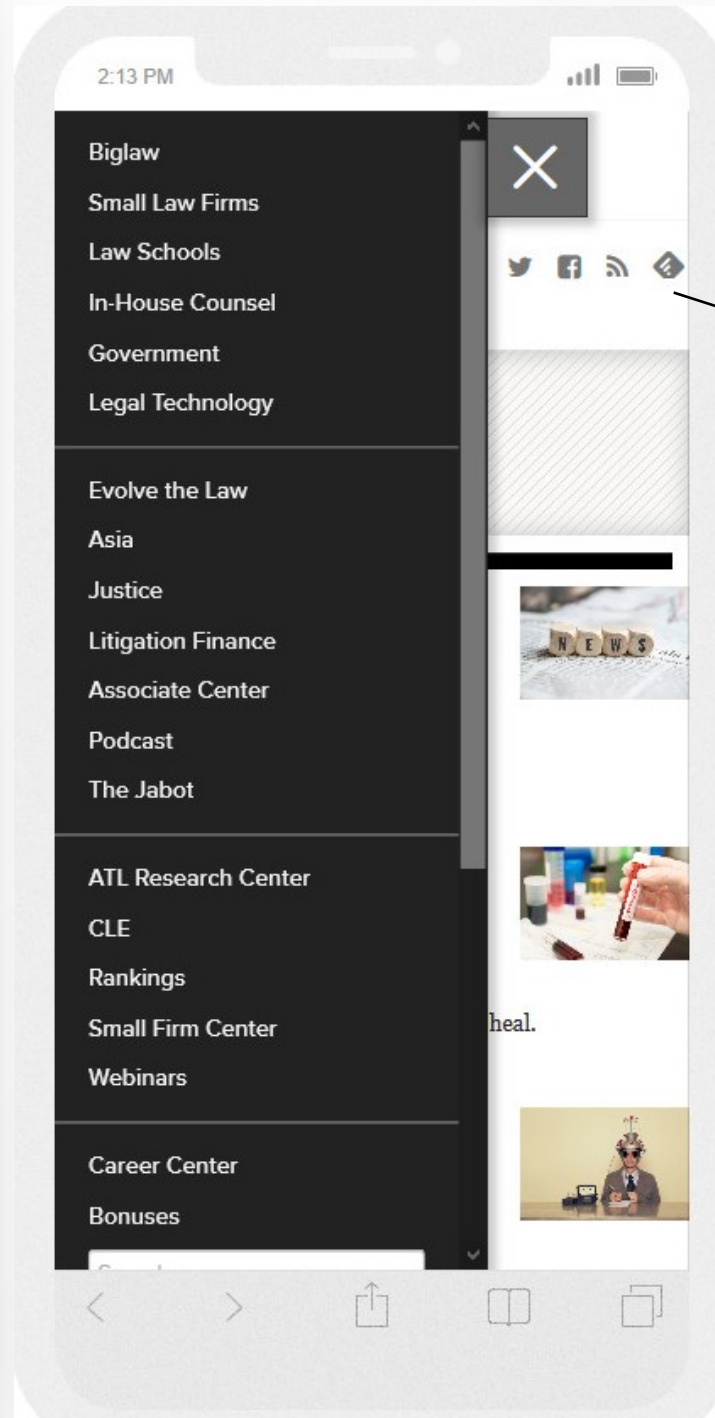
Advertisement shows at top of the screen

Hard to Read

Content is a bit all over the map

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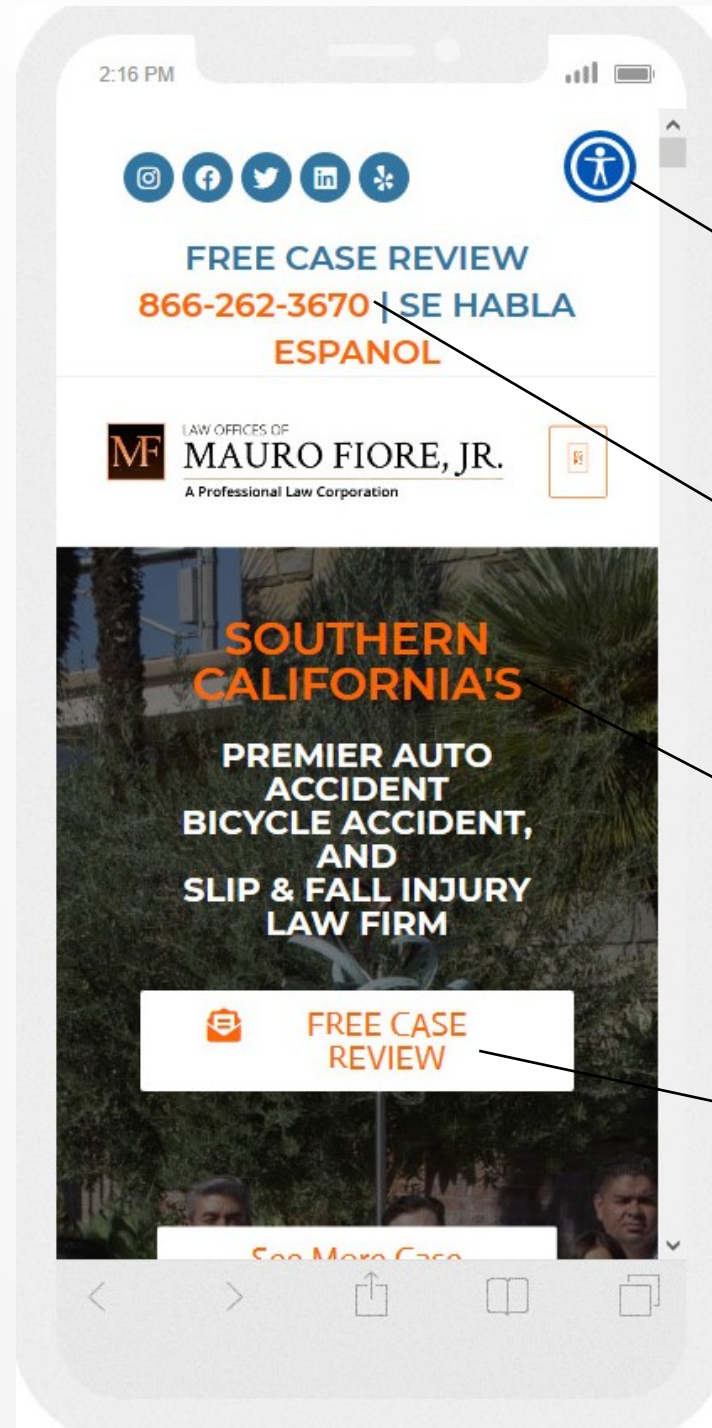
A BAD EXAMPLE

Menu Chaos

Clicking the menu should simplify your journey, not overwhelm

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A GOOD EXAMPLE

ADA Accessibility

- Clickable phone number at top of screen

Clickable Phone

- Clickable phone number at top of screen

Direct Tagline

- Clickable phone number at top of screen

Alternate Contact

- Another way for a user to quickly take action

ABOUT US

We craft results-driven social media campaigns for small businesses with \$3M-\$10M annual revenues.

- ∞ 30+ years' experience
- ∞ Proactive and immediate communication
- ∞ Consulting and advising

Call 310.807.2260



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