

FAQ

Taking a Closer Look

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Attorney Profile](#)

1. Why should I use LawClick's services?

We offer proven, innovative online solutions for promoting professionals in the legal field. Our senior staff provides you with the marketing horsepower you need to compete and win new consults. We know how to best leverage the web, and how to present each attorney's unique customer value. *We understand how to convert interested prospects into paying clients.*

2. How are you different from most of your competitors?

First and foremost, we embrace and promote a project-management discipline and culture, one that is results-centered and performance-driven. We persistently measure those key indicators that optimize each client's return-on-investment. *We earn our return-on-investment by helping our clients do the same.*

3. What is your core marketing expertise?

We offer both online and traditional marketing services. However, given the Internet's significant growth and economic efficiencies, we are Web-centric. *We also provide "Marketing Life-Cycle Management" consulting to help in the prioritization, implementation and fulfillment of our clients' various marketing initiatives.*

4. What are your primary services?

We build and maintain custom business websites. We provide content-management services and professional, web-friendly copywriting. We offer three levels of search engine optimization: Fundamental, Enhanced and SEO Warfare. We provide Pay-Per-Click campaign management. We offer network and commercial quality video production services. We develop Social Media referral networks. *We have a complete online business solution.*

5. Do you have a primary client focus?

We are exclusively dedicated to the legal field, and we service both retail-based and corporate law firms. We enjoy great insight into how attorneys operate and which marketing techniques do and don't work. *Practice areas that naturally benefit from our complete online consult generation solution include:*

1. *Bankruptcy*
2. *Criminal Defense*
3. *DUI*
4. *Estate Planning*
5. *Family Law*
6. *Medical Malpractice*
7. *Personal Injury*
8. *Real Estate*
9. *Workers' Comp Liability and Insurance*

6. I'm interested in learning more, what's the next step?

We offer a 20-minute online presentation. You can sit comfortably at your desk while one of our marketing strategists shares our business solution and answers your questions. If you decide to move forward, we'll set up an in-office visit. This "discovery meeting" helps us identify and address your firm's unique needs.