

## Overview

Hill & Ponton, P.A. is a law firm that specializes in Social Security Disability and Veterans Disability Claims. They have traditionally focused their marketing efforts on Television, Yellow Page and Word of Mouth advertising. The traditional view was that most of their prospective clients were not on the Internet. Initially, Hill & Ponton hired Get Ranked 365 to get a better understanding of the traffic that their TV advertising was driving to the web. Additionally, Hill & Ponton wanted to test an online lead generation program.

## Problem

Hill & Ponton, P.A. had a static Web site with old content that had not been updated in over a year. All potential contacts from the Web site came from a basic “contact us” form. The staff was not able to determine the priority of the lead and this resulted in spending a vast amount of time on the phone with many consumers that they could not help. Additionally, Hill & Ponton was not able to track the effectiveness of their offline advertising to drive traffic to the Web site.

## Solution

Hill & Ponton, P.A. hired Get Ranked 365 to develop an online lead generation program. This program includes the following services: ● Web site Development ● Web site Analytics and Call Tracking ● Search Engine Optimization ● Pay Per Click Management ● Local Map Optimization

**Results Website Redesign:** Get Ranked 365 developed a new WordPress® based Web site with a more evident call to action, and dynamic interview forms to help qualify prospective clients as well as the ability for the staff to more easily update content throughout the WordPress® admin area.

**Website Analytics:** Google Analytics and Call Tracking were installed on the Web site to track phone calls from online and offline sources. Get Ranked 365 tracked separate goals for each area of law. This tracking allowed Hill & Ponton to better understand the ROI of all online and offline marketing investments.

**SEO:** Given the firm’s specialization in Social Security and Veterans Disability terms; our SEO strategy was twofold. First, we optimized the Web site for important head terms and we conducted a link building campaign to build the overall authority of the Web site. Additionally, we worked with the attorneys at Hill & Ponton to publish topical blog posts on disabling conditions for veterans and social security issues. Hill and Ponton, P.A. has doubled and in some cases tripled the number.

**Paid Search Advertising:** Paid Search was used to generate traffic for both general terms within the geo-targeted area that they service as well as traffic on national terms. By improving the Web site and optimizing the keywords, we were able to double the overall leads while holding the budget constant. This was done with a combination of optimizing the traffic as well as improving the onsite conversion.