

3 Reasons Your Website Isn't Helping Your Firm Generate New Clients



Visit our website for more information
www.ReganGraphicDesign.com/Attorneys

The best way to
predict the future
is to create it.

Abraham Lincoln



Regan Graphic Design
www.ReganGraphicDesign.com



732.539.0865

Mark@ReganGraphicDesign.com



3 Reasons Your Website Isn't Helping Your Firm Generate New Clients

If you're sick and tired of a website that just sits on the internet collecting dust, then you'll love this proven, stealth web marketing strategy.

Get proactive. Take your sales to the next level.
Get a return on your website investment by
incorporating a solid
traffic > conversion > nurturing sales strategy
and turn your website browsers
into new clients.



Regan Graphic Design
www.ReganGraphicDesign.com



732.539.0865

Mark@ReganGraphicDesign.com



#3 YOU MIGHT BE THINKING THAT MORE TRAFFIC EQUALS MORE SALES

Search engine optimization (SEO) and advertising are important. Getting traffic to your site is one of three critical factors to being successful online.

Many people think that getting more traffic on its own is the trick to getting more clients. But website traffic will move on if you don't have a solid web strategy in place to convert potential leads into clients.

DON'T... keep on spending more and more money on just Google Adwords, SEO, advertising in the local newspaper, etc. There's no point driving traffic to a leaky bucket.

DO... make your SEO and advertising-budget part of your overall website strategy. Take the time to plan and implement a solid sales funnel that'll get your website visitors calling you.



Regan Graphic Design
www.ReganGraphicDesign.com



732.539.0865

Mark@ReganGraphicDesign.com



#2 YOU'RE NOT GIVING YOUR WEB VISITORS A REASON TO GET IN CONTACT WITH YOU

Your website is nothing more than a pretty online brochure if you haven't factored in ways to get a web visitor's email address and then provide them an incentive to call you.

Targeted lead magnets are a great way to get web visitors to hand over their contact details. Think checklists, cheatsheets or a free tool. Then it's the job of the hands-on conversion tool – a free consultation or strategy session – to get them talking to you. You most likely already give a free initial consultation to your clients.

DON'T... waste your time and money on a website that lets visitors come and go without any potential sales interaction.

DO... increase your website's potential return on investment (ROI) by giving away your knowledge and resources, demonstrating your expertise and capabilities.



Regan Graphic Design
www.ReganGraphicDesign.com



732.539.0865

Mark@ReganGraphicDesign.com



#1 YOU'RE FORGETTING TO INVEST TIME INTO BUILDING RELATIONSHIPS

Sometimes people won't sign up on the first contact with your law firm, but that doesn't mean they aren't interested. They may need a bit more time, a bit more convincing, to know more about you and what you do.

This is where 'nurturing' comes into play. Often done in the form of a series of automated emails.

DON'T... don't blame the lack of time, not knowing what to write or any other excuse for not utilizing this highly successful sales growth tool.

DO... spend time getting the content (e.g. success stories, common questions, blog links) and tone of voice (ToV) right to leverage your web visitor's initial interest in your firm.

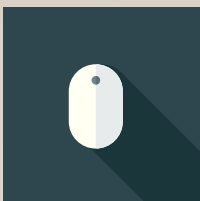


Regan Graphic Design
www.ReganGraphicDesign.com



732.539.0865

Mark@ReganGraphicDesign.com



So... does any of this sound familiar?

Are you focusing on just online traffic and not looking at the bigger sales funnel picture?

Do you have the tactics in place to capture and nurture visitors into buyers?

Do you feel as though your firm is losing out on valuable income?

Claim your free website audit today.

Simply click on the big red button below and we'll give your website an expert critique and identify the specific things you need to change to make it more profitable for you and your firm. Some of them you can do yourself. Then see your website inquiries double, or even triple in a under week.

CLICK TO BOOK YOUR FREE WEBSITE AUDIT >



Regan Graphic Design
www.ReganGraphicDesign.com

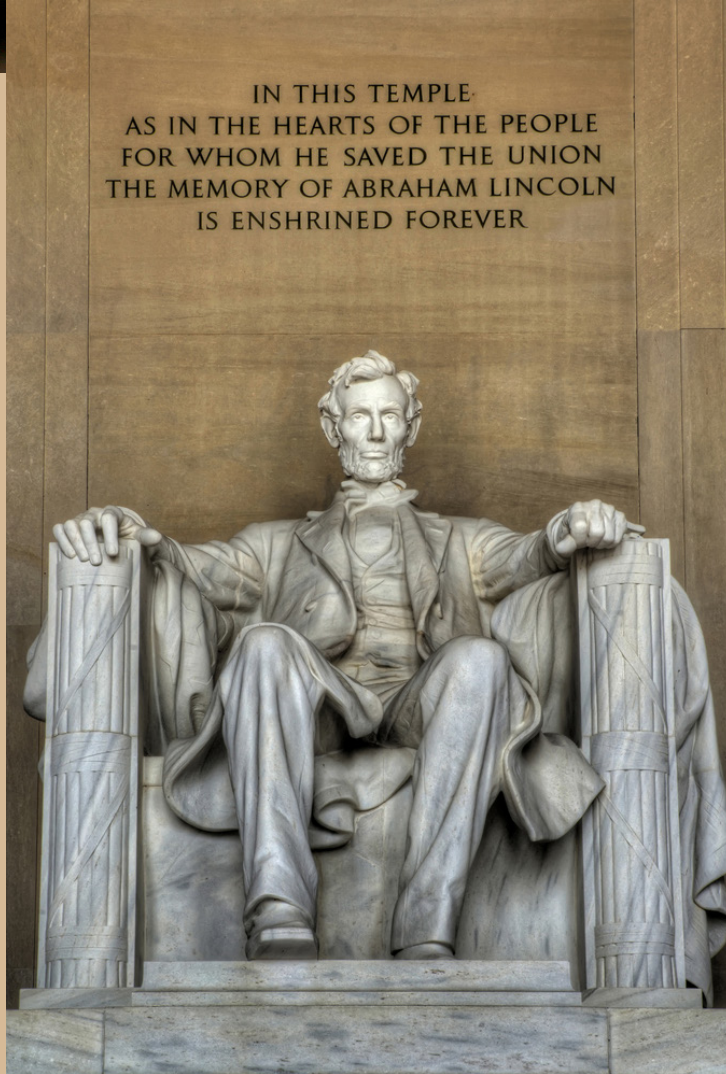


732.539.0865

Mark@ReganGraphicDesign.com

Attorney at Law

IN THIS TEMPLE
AS IN THE HEARTS OF THE PEOPLE
FOR WHOM HE SAVED THE UNION
THE MEMORY OF ABRAHAM LINCOLN
IS ENSHRINED FOREVER



Regan Graphic Design
www.ReganGraphicDesign.com

732.539.0865

Mark@ReganGraphicDesign.com