

BOWDEN CYR, PLLC
OAKDALE, MN

CASE STUDY



FIRM: Bowden Cyr, PLLC
LOCATION: Oakdale, MN
YEAR FOUNDED: 2009
SIZE: 4 attorneys

SCOPE AND SERVICES: Family Law, Personal Injury, Estate Planning and Wills

MARKETING SOLUTIONS: FindLaw directory, mobile-focused website, call tracking, Super Lawyers directory profile, Ask Super Lawyers answer page

Susan Bowden and Lisa Watson Cyr have established an online presence that has attracted an abundance of clients. By pairing their website with exposure on two FindLaw legal directories, they increased their chances of being found by legal consumers looking for representation.

With 40+ years of combined experience and a strong marketing mix, Bowden Cyr is positioned to resolve cases and produce results for their clients in a timely manner.

"AFTER SWITCHING TO FINDLAW, I'VE BEEN BLOWN AWAY BY THE EXCEPTIONAL CUSTOMER SERVICE AND QUICK RESPONSE TIME."

- ATTORNEY SUSAN BOWDEN



THE SITUATION

It wasn't a panic situation for Bowden Cyr when they were with another marketing provider, but they definitely had a feeling they weren't getting the best results possible and that a change was needed. A variety of factors led to this realization, with the most important being the low quality of contacts they were receiving.

Having been selected to the prestigious Super Lawyers list, both Susan Bowden and Lisa Watson Cyr were already familiar with the Super Lawyers and FindLaw brands so they decided to start a new partnership with the leaders in the legal marketing space. Once the initial consultation and review of the firm were complete, the FindLaw team started crafting a plan to ensure future marketing efforts were strategically considered, with the ultimate goal of producing higher-quality contacts for the firm.

To accomplish this, they needed to get in front of the right audience and make sure the consumers had a clear path of action when arriving at bowdencyr.com. After just a short time, the high level of customer service and positive results for Bowden Cyr fully validated their decision to make a change and that they chose the right partner to help them in FindLaw.

FINDLAW SOLUTION

To drive higher-quality leads for Bowden Cyr, the FindLaw team focused on three key areas that were most likely to position the firm for success. These areas were:

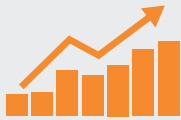
- **Legal Directory Placements:** Owning real estate on the FindLaw.com and SuperLawyers.com lawyer directories put Bowden Cyr in front of an audience actively looking for legal representation. These placements were chosen because FindLaw research showed they often produce conversion rates up to 5x higher than visitors from a Google search.
- **Website Conversion:** When building the new website, there was a focus on organizing the different practice areas independent of one another so that visitors had clear direction on how Bowden Cyr can help them and how they could get in touch.
- **Mobile Optimization:** Creating a user-friendly mobile experience was top of mind in order to accommodate the 44 percent of people who search online for an attorney using their mobile phone.*

*Source: FindLaw US Consumer Legal Needs Survey 2015

“THE KNOWLEDGE FINDLAW HAS ABOUT LEGAL CONSUMERS REALLY HELPED US FOCUS ON THE RIGHT AUDIENCE”

- ATTORNEY LISA WATSON CYR

RESULTS



Bowden Cyr saw a dramatic increase in the quantity of leads they received through their FindLaw marketing campaign versus with another provider. In addition, the quality of divorce leads have also shown a noticeable improvement.



Overall site traffic has not grown over the past 12 months, which goes to show the importance of focusing on driving quality traffic versus only worrying about the number of visitors to their website.

ABOUT FINDLAW

At FindLaw, we partner with you to provide legal marketing solutions that effectively attract, engage and connect you with potential clients. Simply put, we find clients with a legal need and put you in front of them.

To learn more about how FindLaw can help your firm, please call **866.44.FINDLAW** or visit **LawyerMarketing.com**.