

Case Study: *Midwest Disability, P.A.*

Firm raises visibility in two markets after partnering with FindLaw

“We made many inquiries, but found that FindLaw by far had the most experience.”

Thomas Klint
Attorney, *Midwest Disability, P.A.*



SUMMARY

SITUATION

Midwest Disability had no Internet presence and was missing out on potential clients.

SOLUTION

In 2010, Midwest Disability partnered with FindLaw to set up an initial website.

RESULT

The website successfully generated more leads leading to new clients while also helping boost visibility in the two additional markets the firm had recently expanded into.

SITUATION

In 2010, Midwest Disability decided that in order to keep up with the changing consumer marketplace, it was time to establish an Internet presence by creating a website.

The firm knew that it needed to hire a professional in order to get a well-designed site that produced results.

After shopping around, Midwest Disability decided to partner with FindLaw because FindLaw had the most experience with creating websites specifically for law firms.

COURSE OF ACTION

FindLaw conducted background research on Midwest Disability to determine what separated the firm from its competitors.

Based on the findings, FindLaw built an in-depth website with features like in-site chat and specific landing pages designed to target new clients and meet the firm's objectives.

During the past few years, FindLaw has worked closely with Midwest Disability to continually update its site to keep its content relevant and its capabilities competitive. Updates and additions to the site have included:

- Call Tracking
- Blogs
- Mobile Solutions
- Conversion Solutions
- Landing Pages

ABOUT MIDWEST DISABILITY

Location:
Minneapolis, MN

Size:
14 attorneys

Scope and services:

- Social Security Disability Claims

Solutions:

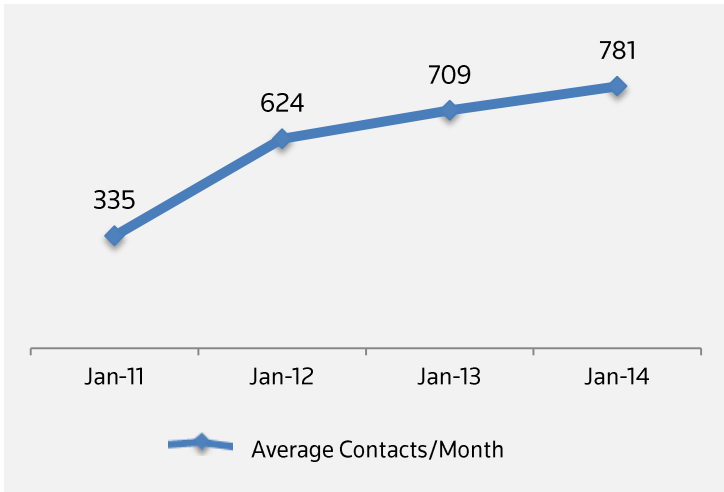
- Website
- Mobile
- Call Tracking
- Landing Pages

RESULTS

Midwest Disability has seen and continues to see annual growth from a lead generation standpoint.

STEADY GROWTH

As shown in the chart below, from 2011 to 2014, Midwest Disability has seen the number of email and phone call leads generated steadily increase each year.



By increasing its number of leads each year, Midwest Disability has been able to increase not only the total number of cases it receives but the quality of cases has improved as well. These successful results have led to a positive ROI from its investment in a website through FindLaw.

MARKET EXPANSION

The effectiveness of the website and other FindLaw products like the lead generation management service has also helped with the Midwest Disability's recent market expansion. The firm expanded to serve two additional markets, and the site's successful results have helped increase the firm's awareness in these new markets. As Midwest Disability continues to grow year over year, it remains enthusiastic about its future and FindLaw's role in its growth.

“No one could match the experience that FindLaw had when marketing attorneys on the Internet.”

Thomas Klint
Attorney, Midwest Disability, P.A.

CONCLUSION

Midwest Disability was already an established, successful firm, but it needed to adapt quickly to avoid losing visibility in a market that had moved online. FindLaw brought the firm into the Internet age with an initial site launch that produced a measurable impact on its business. Ongoing services and guidance have kept the site relevant while delivering consistent lead-generation and conversion results.

Results that have helped Midwest Disability grow with confidence and helped generate new business in new markets.

REQUEST YOUR FREE CONSULTATIVE MARKETING ANALYSIS

1-866-443-4635
Lawyermarketing.com