



# **Qualify Your Law Firm Digital Marketing Vendor**

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If your firm wants to get the most out of a marketing investment, it won't just be about choosing an agency - it's about choosing the right partner.

### **Why is this important?**

While your marketing agency focuses on getting you business, your firm can focus on the practice of law.

You don't have to

**wear all  
the hats**

in your firm!



## So, where can you begin?

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It all starts by asking the right questions ... and this is all possible right here!

With the following 20+ Q&A checklist, you will be able to ask and find answers to:

- 👉 Legal marketing expertise
- 👉 Team qualifications
- 👉 Types of services
- 👉 Proof of success
- 👉 Your digital property ownership rights

By the end, you will also find a  
**FREE printable checklist!**



Please note: As a digital marketing agency for law firms, here at **Consultwebs**, we believe in transparency.

This checklist includes our approach, but ultimately we encourage you to **book a 1-1 call with us for more specific strategizing.**

## Questions to Ask Your Digital Vendor:

**1. How long have you provided marketing services for law firms?**

**2. What areas of digital marketing services do you provide? Do you focus on specific types of campaigns?**

**3. How many of your attorney clients currently receive ongoing digital marketing services?**

**4. Do you offer services for all types of practice areas?**

**5. Do you list any examples of your client sites on your website?**

## Consultwebs Answers:

**We have worked exclusively with law firms since 1999 - more than 20 years!**

During this time, we have engineered a proven digital marketing system built specifically for the unique needs of law firms.

Consultwebs is your one-stop shop when it comes to law firm marketing.

**With us, you can expect short-term and long-term sales activations** through services like [SEO](#), [Digital Ads](#), [Social Media](#), [Content Marketing](#), [Email Marketing](#), [Streaming Advertising](#), and [more](#).

We partner with over 200 law firms across the US and Canada to help them drive more cases. **Consultwebs intentionally limits the number of law firm clients we take in a given market to ensure our interests are aligned with yours.** Feel free to ask more about this during a [1-1 session with our senior marketing advisor](#).

**We work with all types of practice areas in law**, from [personal injury law](#), [family law](#), [criminal law](#), [bankruptcy law](#), [estate planning](#), and more.

Yes! We are proud of the success of our clients' campaigns. We believe it is important to be transparent in the quality of our work so you can make an educated decision. [Click here to view our law firm web design portfolio](#).

## Questions to Ask Your Digital Vendor:

**6. How frequently do you expect to communicate with your clients on the status of their campaign? What type of reports do you provide to your clients?**

**7. How do you measure the ROI of your campaigns for legal clients?**

**8. Do you help your clients calculate the ROI on their marketing investment?**

**9. Of course, many law firms wish to monitor their marketing ROI and examine metrics such as leads and call forms. For those firms keen on daily tracking of their marketing efforts, how do you facilitate this? Is there a specific platform you use?**

## Consultwebs Answers:

**Our standard is to hold monthly meetings** with every client and meetings in between as a campaign requires. Email communication is also frequent. The reports will depend on the type of campaigns you are investing in, however, our main focus is always the same: ROI.

**We believe all roads should lead to more leads!** This means there's a priority on tracking cost per lead and leads. [Read more about measuring your law firm's marketing ROI here.](#)

We have created tools designed especially for law firms to calculate the ROI of our marketing efforts and readily provide assistance using these tools. Our digital marketing experts review this monthly with our clients. **(More is found in the following answer.)**

We understand all clients have their own wants and needs. For law firms that want to track their marketing's success actively, [Consultwebs has a platform called LawEval](#) which is 100% designed for law firms looking to track their leads, analytics, and overall performance.

**And, if you are part of the Consultwebs community, the Analytics Module is available for FREE if you've got an [SEO](#) or [Digital Advertising](#) contract.**

## Questions to Ask Your Digital Vendor:

**10. \*Do your clients own the services you provide for them, or do those services remain your intellectual property? If you retain rights to any of your services, please identify them.**

**11. Speaking of services. When it comes to advertising, there are so many types of campaigns. Do you offer any type of integrated advertising campaigns?**

**12. How many staff are dedicated to digital marketing?**

**13. In your point of view, what is a successful client relationship?**

## Consultwebs Answers:

**\*This is a very important question to ask all vendors.** Our clients retain all rights to the websites, designs, and content we create for them.

We have had clients come to us from other vendors where the client learned that the vendor owned the websites, designs, and content.

We understand today's advertising arena is competitive, and there are a lot of moving pieces: bidding, keywords, types of advertising campaigns, and more. **At Consultwebs, we offer law firms the Agile approach to advertising.** This means our team swiftly places your advertising money where trends and data suggest it will be best spent.

**We have more than 100 full-time team members, all dedicated to legal marketing. When working with Consultwebs, there is a dedicated team behind your specific success.** This includes a digital marketing manager, a digital marketing specialist, an SEO specialist, etc.

We strive to become a true partner in growing your law firm. This has two aspects to it: first, **working hard to deliver a great return on your marketing investment, second, ensuring that doing business together is as easy as possible.**

## Questions to Ask Your Digital Vendor:

## Consultwebs Answers:

**14. Do you provide references in addition to any testimonials?**

Yes! When [booking a 1-1 session with our senior marketing advisor](#), just ask, and we will send over a list of current clients you can speak to about their experience partnering with Consultwebs. [You can also view more law firm testimonials here.](#)

**15. What is your company's greatest strength?**

Letting our results speak for itself. **Providing a great experience for law firm clients and backing that up with a growing caseload.**

**16. Do you list your managers and employees on your website along with their bios?**

Yes. We feel it is important for prospective clients to know with whom they will be working. [Check out the incredible staff behind the success of our clients here.](#)

**17. Why is your team the most qualified? Are your Content Team and SEO team Google Analytics certified?**

Our team comprises dedicated professionals with varied expertise, including licensed attorneys, award-winning journalists, and Google-certified individuals. Our Client Services team is Google Analytics Certified, and we ensure our **entire team receives extensive and ongoing training.**

**18. Do you have a proven track record?**

Yes. We have an extensive track record of success. Please ask the senior marketing advisor for specific case studies during [your 1-1 session. And if you want an overall proof of our success, check this out.](#) New York City, Chicago, Dallas, Houston, and Atlanta are just a few examples of highly competitive cities where our clients succeed online.

## Questions to Ask Your Digital Vendor:

**19. Other than law firm digital marketing, what does your law firm marketing agency do?**

**20. Do you have full-time licensed attorneys on your content team?**

**21. For the law firms that are more hands-on with their marketing, how do you keep them informed of the latest in legal marketing?**

## Consultwebs Answers:

Nothing. We are solely focused on getting law firms more cases from the Internet. We have found that a marketing vendor spread across multiple industries is not able to provide highly effective marketing in the competitive legal market.

Law firms face unique challenges, and only focused expertise can provide the best results.

Our content team includes full-time licensed attorney writers and they are also Google Analytics certified. This allows us to develop high-quality, relevant content that appeals to potential clients and is optimized for search engines.

We believe that sharing is caring; that's why we continuously provide new inspiration and content on all things law firm marketing and management.

- a| [Check out our blog post for the latest incredible insights.](#)
- b| [Dive into our LAWsome podcast to get to know the top leaders in law.](#)
- c| [Subscribe here to be the first to receive the latest in all things law, marketing, and management.](#)

Your Firm's **FREE Printable Vendor Comparison Checklist.**



We previously provided you with our answers.

If you want to meet with other vendors, please print this checklist to fill it out and come to your own conclusions.

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