

# Logins & Discovery

## {Attorney}

The following are a set of questions that help us get to know you & your business better to help us do the best possible job we can do. These questions will help us uncover how your business works, your customers & community, your SEO/marketing background & expectations, and the resources we have to work with, all extremely critical to our performance.

Remember to be honest and as detailed as possible. If you have any questions on why we're asking you these things, feel free to just ask - there's a good reason for each!

### I. Who is our primary point of contact?

#### 1. Main Contact

Who will be the main point of contact for your firm in regards to communication with us for your marketing efforts?

- Name:
- Direct Phone Extension and/or Cell:
- Email:

#### 2. Business Address

What is the exact name, address, phone number and website URL for the law firm?

Primary Office Location

- Name:
- Address:
- Phone Number:
- Website URL:

If there is more than one office please list them.

2nd Location

- Name:
- Address:
- Phone Number:
- Website URL:

Third Location

- Name:
- Address:
- Phone Number:
- Website URL:

## II. Do you have any photography or logos we can use?

### 1. Images for Promotion

Do you have any photography, logos, images we can use to optimize your directories, profiles and social media?  
Can you upload them with your reply?

## III. What are your digital marketing logins?

### 1. Technical Logins

What are your logins for the following?

- Website Hosting:
- Website Domain Registrar:
- Google Analytics:
- Google Search Console (aka Google Webmaster Tools):
- Google My Business (aka Google Local):

### 2. Social Media Logins

What are the logins to your social media accounts listed below?  
(Add 'NO' inline if you do not have an account setup)

- Facebook:
- Twitter:
- LinkedIn:
- Google Plus Profile:
- YouTube:
- Any Others (Foursquare, Flickr, Vimeo, etc.):

Please provide any other Web 2.0 or social media logins your firm has created here.

### 3. Legal Profile Logins (If Applicable)

What are your logins for your Avvo & Justia accounts? If you do not have an account setup please let us know.

- AVVO: PW:
- Justia: PW:

## IV. Do you pay for any of the following PPC or Lead services?

### 1. Lead Gen Services

- Do you currently pay for FindLaw directories?
- Are you listed in Law Info Directories?
- Do you currently pay for Avvo Ads?
- Do you currently pay for Justia Ads?
- Do you currently pay for Lawyers.com Directories?
- Do you currently pay for Nolo lead generation?
- Do you currently pay for Thumbtack lead generation?
- Do you currently pay for 4LegalLeads?
- Do you currently have an active Google Adwords account?
- Do you currently have an active Bing Ads account?

## V. Do you have any other blogs or websites?

### 1. Additional Websites

Do you have any other personal blogs or websites that are active besides your main website? Please list all below.

## VI. Who are the attorneys at your firm?

### 1. Attorneys & Bar Numbers

What are the names & bar numbers for *all* attorneys at the firm? (Needed in order to claim some legal directories)

### 2. Education

What year did each attorney at the firm graduate from law school and where? (Needed for some legal directories)

## VII. What are your primary keyword phrases?

### 1. Keyword Phrases

What are the core legal service areas and keyword phrases you would like to rank for? Can you rank them in an order of importance below? (We'll do our own keyword research as well)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

### 2. Geography

What are the main GEO (geographic) location keywords you want to target?

- 1.
- 2.
- 3.
- 4.
- 5.

## VIII. Are there any advertising bar regulations we should be aware of?

### 1. Bar Regulations

Are there any advertising ethical guidelines we should be aware of in your state besides general rules that apply to all such as you cannot say specializes, you're the best, etc.?

## IX. Who are the competitors you want to beat?

### 1. Competitors

Who are your top 5 competitors?

1. Competitor one:
2. Competitor two:
3. Competitor three:
4. Competitor four:
5. Competitor five:

## X. Have you worked with any other digital marketing agencies?

### 1. Past Experiences

Describe your previous experience with SEOs: Worked with Internet Lava from 2011 up until now.

Was it good/bad? Why?

What's making you change SEO vendors now?

What do you wish your old SEO vendor did for you?

Have you or a past SEO vendor done anything, to your knowledge, that is, or could be, considered against Google's Webmaster guidelines? Define exactly what and be as detailed as possible.

*Thanks for taking the time to answer! We really appreciate it.*