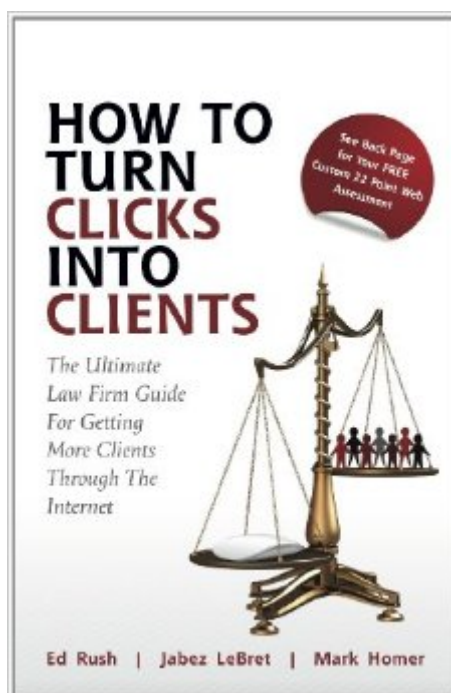


The book was found

How To Turn Clicks Into Clients: The Ultimate Law Firm Guide For Getting More Clients Through The Internet



Synopsis

Let's Face it: the internet is here to stay. If you are relying on traditional advertising... or you know for a fact that your website is not bringing you as many clients as it can, then this book is for you. It's a street-smart, tried and true, what's-working-now approach to getting more clients online. In other words, this is not theory. It's stuff that works. There are more than 673,000 local searches on Google every hour. What that means is that right now, at this very moment, there are people looking for the services that you provide. Problem is they'll never find you. And if they do, chances are there are 10-15 things on your site right now that will STOP them from ever calling you. Of course, your prospects will never tell you why; they'll just move on to your competitors. The strategies in here have been proven to work time and time again by those who choose to implement them. In this book, you will discover: The key components that MUST be on your firm's website. Chances are you are missing one if not all of these key elements. And you will be surprised at how simple it is to get things right. One thing you must do (or have someone do for you) every single week. This one strategy has been responsible for propelling more websites to the top of Google FAST... and you can do this... as long as you know how. How to get a flood of new clients right now PLUS...you'll get access to hundreds of dollars of free online resources. It's all inside!

RAVE REVIEWS There are too many so called "experts" in the online marketing social media arena. What sets Mark, Jabez and Ed apart from other legal online consulting companies is a complete understanding of online marketing and an excellent team. In my Social Media business I consult with my clients to focus on developing a long-term strategy to drive their marketing decisions. The Get Noticed Get Found team creates that long-term strategy with their attorneys so each firm's online actions produce the results that build a better practice, attract the right clients, and create a solid foundation that will last. Get this book to get their best practices that you can implement today!

-- KRISTA NEHER, CEO Boot Camp Digital, author of *The Social Media Field Guide*

Get Noticed Get Found built my law firm website from scratch with quality of personalization in record time. The best part of working with Ed, Mark, and Jabez is that they not only know the technical aspect of building a website, but also the marketing and design elements. Moreover, they always respond to my questions timely and completely. After having worked with many other companies, I now know the difference between a company who truly wants their clients to succeed in business via web marketing and those that only want to build websites!

--Victoria L. Collier, Collier & St. Clair, LLP, author of *47 Secret Veterans' Benefits for Seniors*

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Customer Reviews

I don't often write bad reviews, and I've never before returned a book. Unfortunately, there's a first time for everything. The authors mean well, but the book is very light on content and can be summarized as: "Write real content. Don't be spammy. Use social media." Though not a factor in my 2-star review -- I think any book review should judge content and content only -- the writing and editing are atrocious. If more than one person has read a manuscript, there is just no excuse for beginning multiple sentences and proper nouns with lowercase letters. Lesser offenses include things like "Youtube," "ice-cream," and "its'." Peppered throughout the book are useless quotations and interviews with unknown figures. Clayton T. Hasbrook, J.D., whom the reader should know as the owner of OklahomaLawyer.com, engaged in the following dialogue with the authors: Q: "How do you decide what firms you should use when searching for marketing help?" A: "There is a little sticker shock. You can find web firms that are \$2,000 and firms that are over \$20,000. That can make it difficult to choose." I mean no disrespect to Mr. Hasbrook, (J.D.) but use the exchange as an illustration of one of the authors' methods of padding their book with irrelevant, unhelpful content. (The wide margins, huge type size, full-page screenshots, and blank pages marked "Notes" don't hurt, either.) The authors repeatedly direct the reader to one of their websites. They have a curious way of doing this: stopping suddenly in the middle of the body of the chapter in order to display a graphic and a URL that together take up one half of one page.

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