

CASE STUDY

Elder Law Lexington

Doubled Revenue and Cut Acquisition Costs 20% with HLM!

“HLM is professional and earns their fee by coming up with new and proactive ways for the business to maximize our budget”

— Matthew Smith, Owner Elder Law Lexington



New Name. New Website. New Opportunities.

Elder Law Lexington is an advanced Estate Planning and Elder Law practice that concentrates in Medicaid Planning and Special Needs Trusts for clients across Northern and Central Kentucky. They've helped thousands of clients protect their life savings with comprehensive plans by planning ahead for ongoing care.

KEY METRICS

20%

Reduction in Cost Per New Client

2X

Revenue Growth in 2 Years

+500

Organic Visits per Month Average



INDUSTRY
Legal



BUSINESS TYPE
Single Location



LOCATION
Florence, KY



HLM SERVICES

- HLM Performance
- SEO Custom
- Core70
- PPC

Matthew Smith was making big changes and needed a marketing partner that could keep up.

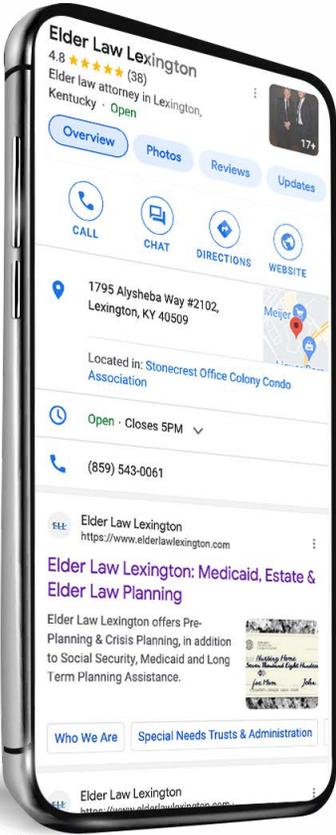
HLM delivered.

Unleash Online Potential!

Nobody knows your business better than you and not many agencies know the healthcare industry better than HLM.

Join the over 2,000 local businesses accelerating their growth with the strategies, tools, and technology, only available from HLM





Building a Strong Digital Foundation

Elder Law Lexington was established to provide solutions for the Estate Planning niche Medicaid Planning. He was also carving a legal niche in the complicated concentrations of Medicaid Planning and Special Needs Trusts. He needed a new brand, and a clean website that not only communicated empathy to seniors facing financial ruin for long term care, but articulated a feasible solution in a positive and inviting way. To give Elder Law's new website the biggest SEO advantages, we built it on our fast, powerful, Footprint™ technology. Now, Elder Law Lexington is reaping the rewards of a true digital marketing partnership. With their fully optimized established website and a dedicated team managing their website, SEO, and paid campaigns, they are retaining more clients, with bigger budgets, who are looking specifically for Estate Plans to include Medicaid Planning and Special Needs Trusts.

Professional Website with Powerful Message

Focus on Building Trust and Authority, and Name Recognition. In 2020 Owner Matthew Smith was making big changes in practice including a name change. This meant new branding, a new website, and a new URL. He was also carving a legal niche in the complicated concentrations of Medicaid Planning and Special Needs Trusts. He needed a new brand, and a clean website that not only communicated empathy to seniors facing financial ruin for long term care, but articulated a feasible solution in a positive and inviting way. With the new URL and website gaining authority and trust with search engines, Elder Law Lexington is reaching more Elder Law clients with bigger budgets, looking specifically for Estate Plans that include Medicaid Planning and Special Needs Trusts.

Local SEO and Google Business Optimization

Focus on Quality Leads, Building Reviews, NAP Consistency. Although the attorneys at Elder Law had excellent reputations in the community, a new website URL meant starting from scratch. Our SEO experts created a robust strategy that included establishing and optimizing a Google Business Profile and generating backlinks from reputable directories to the new website. This combination of local SEO tactics sent powerful trust signals to Google through NAP (Name Address Phone Number) consistency and gave the law firm many more opportunities to reach new clients. Today, the Elder Law Lexington Google Business Profile averages about 1,500 views and the website averages about 500 organic visits per month.

Unlock your potential. Gain your competitive edge.

In today's ultra-competitive digital marketing landscape, the difference between gaining a customer and losing one to a competitor is razor-thin. That's why you need a digital agency that's experienced in your industry, builds its own technology, and specializes in multi-channel digital marketing strategies that strengthen your brand position to dominate search results and gain maximum business impact.

Competitive Insights

Real-time competitor insights to get ahead and stay ahead.

- Understand your market & competitive landscape
- Identify your online weaknesses
- See competitor strategies
- Set benchmarks for success

Unmatched Transparency

Alignment, communication, and transparency you need to grow.

- One login access to critical metrics, leads, support, and account info
- Real-time HLM activity tracker
- Built-in feedback loops to rate leads & performance

Leading Technology

Reach your best customers, stay relevant, and operate leaner.

- Industry's best website speed, security, & stability
- Real-time lead tracking & management
- Customer feedback & reviews generator
- Intuitive, mistake-proof website CMS