

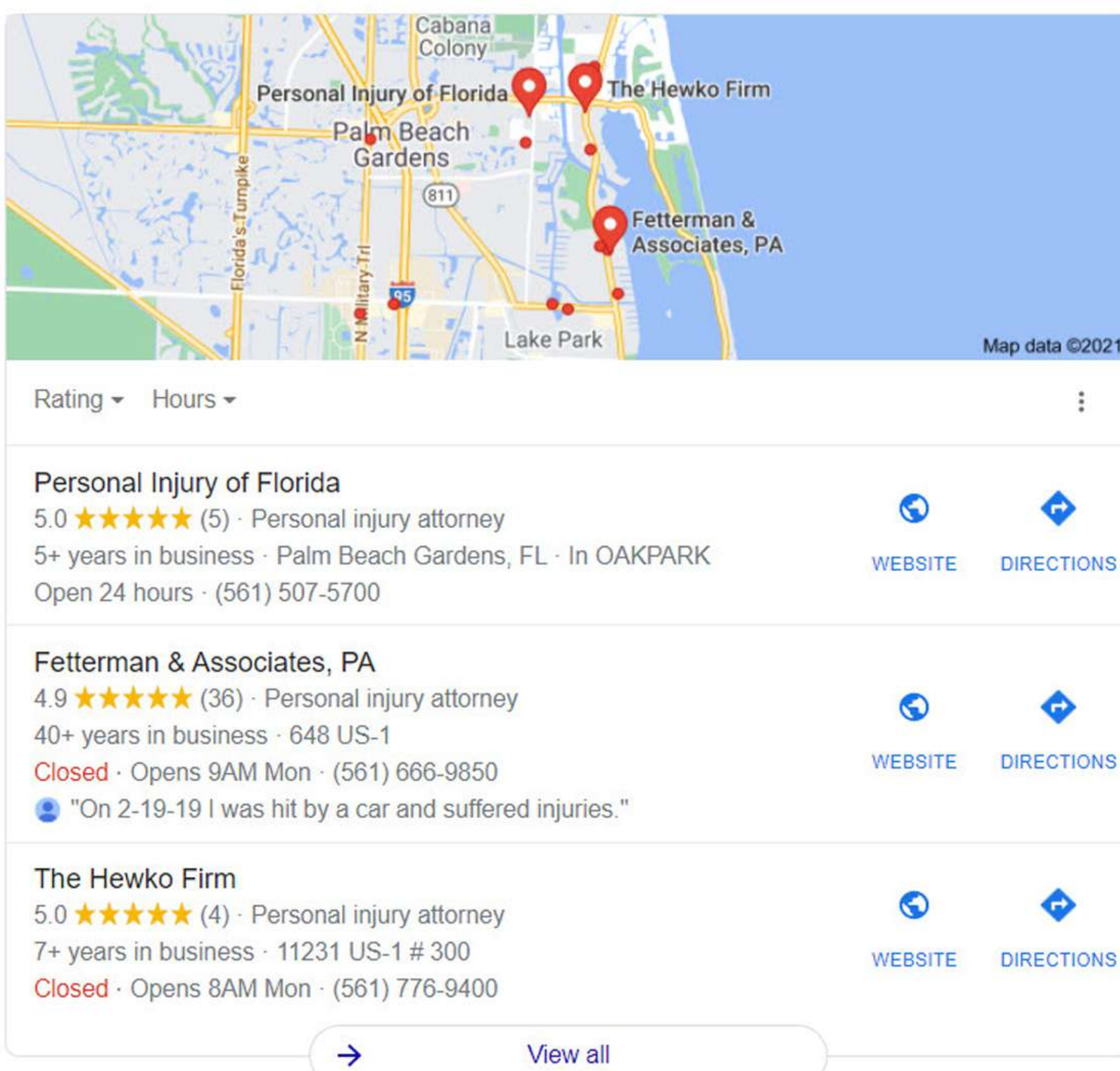
## THE POWER OF GOOGLE MY BUSINESS AND LOCAL MARKETING



### WHAT IS GOOGLE MY BUSINESS?

Google My Business (which used to be known as Google Local and Google Places) is the platform that powers Google's business listings. This gives your law firm the opportunity to be present in the local 3 pack, manage what is presented and under what search terms it is presented.

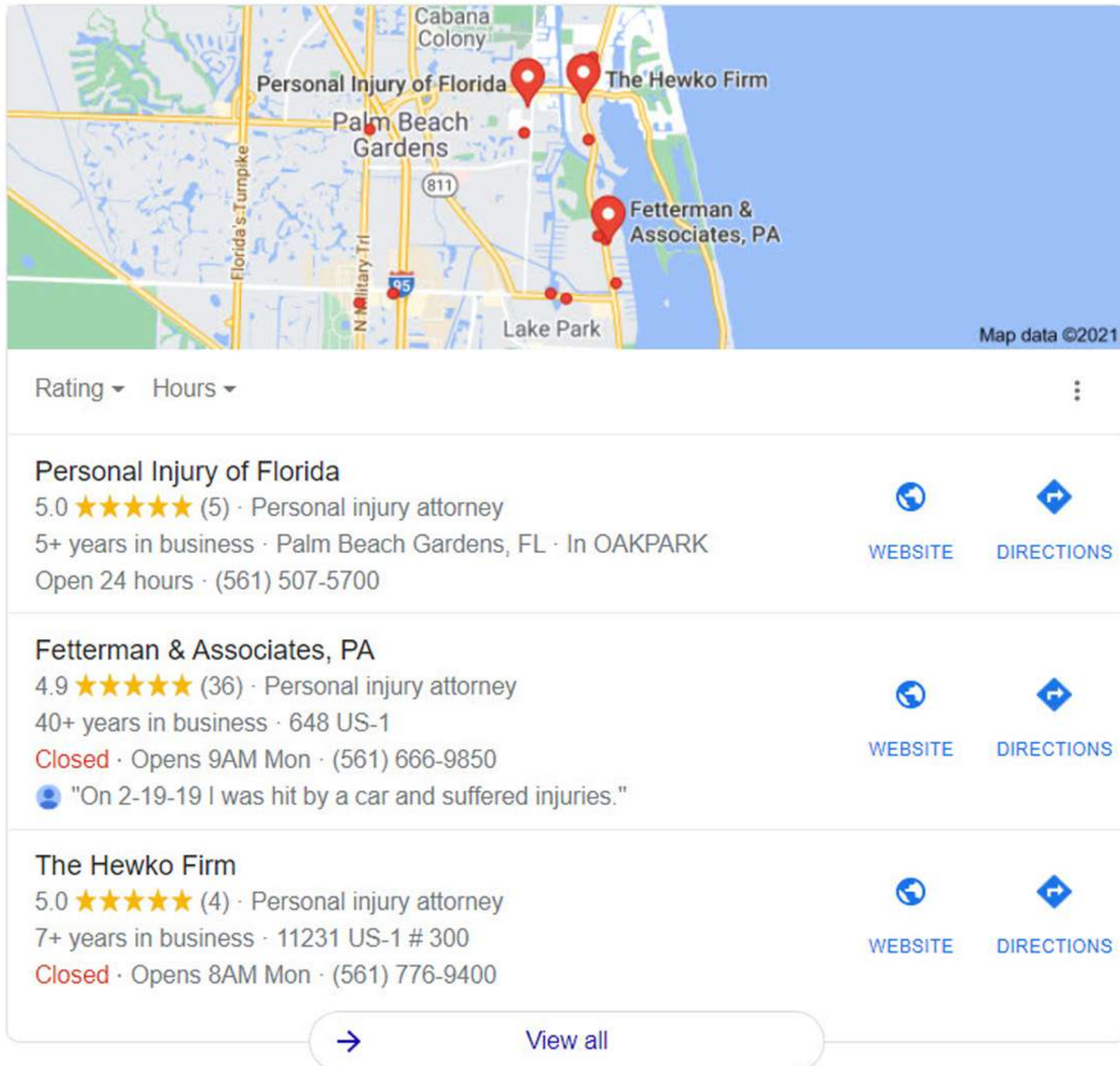
### WHY DOES GOOGLE MY BUSINESS AND LOCAL SEARCH MATTER?



- 92% of searchers will pick businesses on the first page of local search results.
- "Near me" or "close by" type searches grew by more than 900% over two years.
- 46% of all Google searches are looking for local information.
- 84% of people trust online reviews just as much as the word of a friend.
- 97% of the customers say that reviews influence their buying decision.
- Voice search on mobile is triggered by local factors.
- Local Marketing and GMB is the cornerstone of all SEOs (search engine optimization).



# THE 3 PIECES OF THE GOOGLE MY BUSINESS LISTING

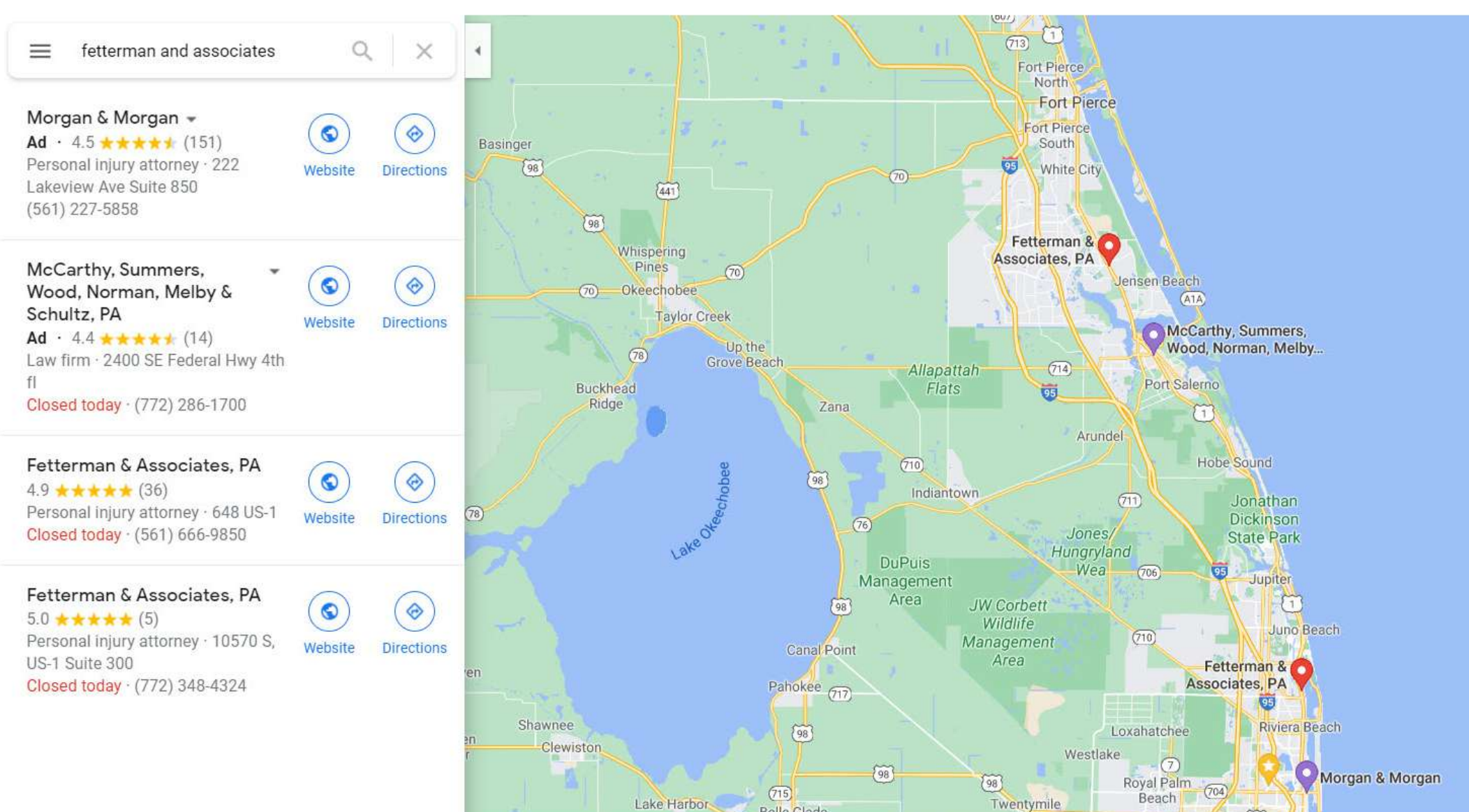
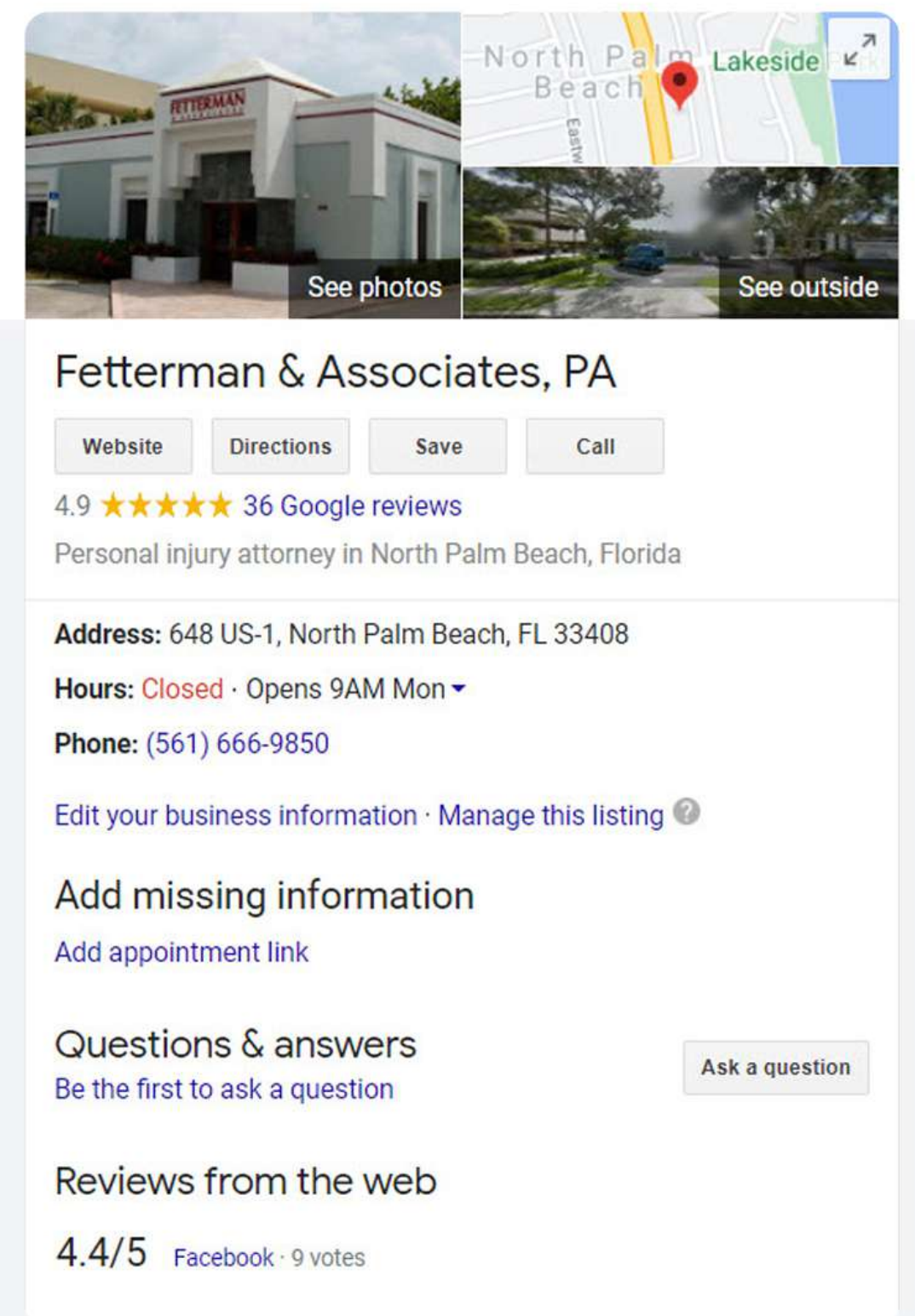


## 1. THE 3 PACK

This appears on over 50% of Legal Search results and drives over 37% of clicks on the pages.

## 2. THE KNOWLEDGE PANEL

This is the information box that appears to the top-right of search results (desktop) or near the top of the page on mobile when someone runs a search specifically for your law firm. Complete and accurate Google My Business listings get 7x more clicks.



## 3. GOOGLE MAPS

Help those looking for directions and local business.



# OUR PROGRAMS FOR GOOGLE MY BUSINESS AND LOCAL MARKETING

## LEGAL TARGETED LOCAL MARKETING SOLUTIONS

### LEGAL LOCAL

**\$299** A MONTH

- Claim Your Listing
- Audit Your Local Placement
- Build a Complete Profile Including:
  - ✓ Clean NAP (Name, Address and Phone)
  - ✓ Keywords/Categories
  - ✓ Messaging
  - ✓ Appointment Links
  - ✓ Description
  - ✓ Services Description
  - ✓ Tracking
  - ✓ Cover Images and Branding
- Weekly posts on your profile link to your site
- Citation Building, Cleaning and Placement in over 400 locations
- Question and Answer on GMB
- Image Placement Monthly
- Review Management and Response
- Google link for Review
- Complete Management and Rank Checking

### LOCAL LEGAL AND REVIEW

**\$499** A MONTH

- Everything Including the GMB Local Program
- Birdeye Review System
- Review Management and outreach
- Auto Contact System
- Reviews for up to 3 Different Locations
- Review Syndication
- Review Page built for your website