

How to Significantly Improve Your Firm's Website in the **Next 30 Days...**

B12

B12

Specialize in helping legal firms get online

Over \$27 Million in funding invested in our solution

Our investors have supported

facebook stripe
HubSpot airbnb

Featured publications

O'REILLY® VentureBeat
FASTCOMPANY TC TechCrunch WSJ

We've also received a couple of awards:



Every firm is different

B12

Some have a **big design firm** managing the website





But many don't...

**No matter your situation, there
are ways to improve your website**

Things have changed

B12

People expect things **faster than ever**



Uber

The image shows a line of yellow taxis on a city street. A black square is overlaid in the center, containing the word 'Uber' in white. The background is slightly blurred, showing buildings and a traffic light. The taxi in the foreground has '7N40' on its roof and 'MTC' on its side. There are also stickers on the side of the taxi that say 'METERED FARE' and 'FLAT FARE 3.95'.



And in a **few clicks**

And there are
new choices
available

Upwork

legalzoom®

stripe | ATLAS



Alistair C.
Patent Attorney
Eainbridge Island, WA



Invite to Job

\$875.00/hr

100% Job Success

TOP RATED

I am a skilled Patent and Trademark Attorney with over 20 years of experience. I hold a PhD in Aerospace Engineering and I am registered with the USPTO. I can help you or your business perform prior art searches to
Suggested because they worked on 3 jobs that match your search.



Ariel H.
U.S.-E.U. Tech/Software Contract and Entertainment Law Attorney, PhD
Miami Beach, FL



Invite to Job

\$150.00/hr

\$100k+ earned

99% Job Success

TOP RATED

Dr. Ariel Humphrey is an International Licensed Tech / IT / Software Contract, Corporate, Intellectual Property, Tax, Entertainment & Art Trade Lawyer. 1) TECH LAW As Co-Founder & Managing Director of TECH LAW.

Off the shelf packages are here

LLC/CORPORATION FOR US & NON-US RESIDENTS WITH ALL REQUIRED DOCUMENTS AND DETAILS FOR WALMART SELLER STORE APPLICATION APPROVAL

• Upon Hiring Me, You Will Get:

1. New LLC/Corporation
2. EIN
3. W9
4. DUNS#
5. US Business Phone Number
6. US Business Address for NON-US Residents
7. Domain, Hosting, Professional Email
8. Professional Company Website With Logo
9. Business Payoneer/HyperWallet Account






ORDER NOW

PLATINUM

\$3,250

LLC/Corporation, EIN, W9, DUNS#, Business Phone#, Business Address, Professional Website & Email, Payoneer/HyperWallet

 45 Days Delivery

-  2 Completed Forms
-  2 Reviewed Form
-  2 Submitted Forms

Continue (\$3,250)

Websites have **changed**



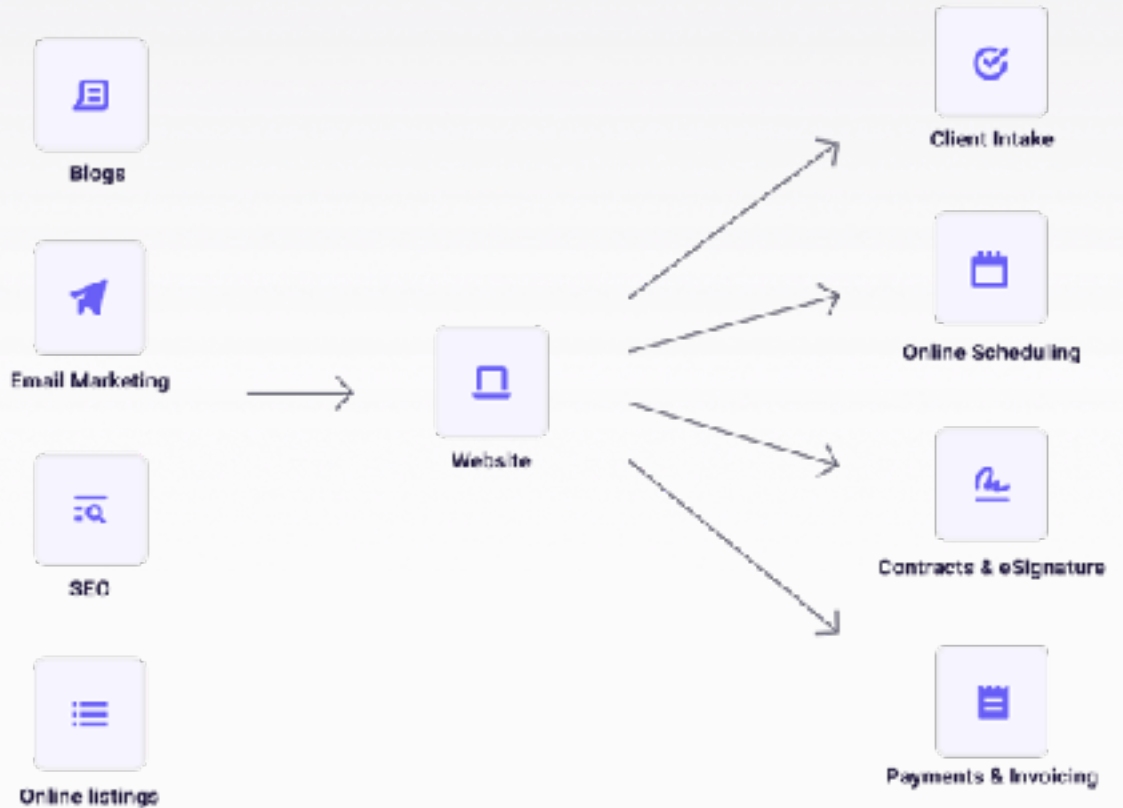
Business cards



Catalogs



Today websites
are becoming the
business hub



Let's improve your website

For potential clients

For existing clients

For you

B12

B12

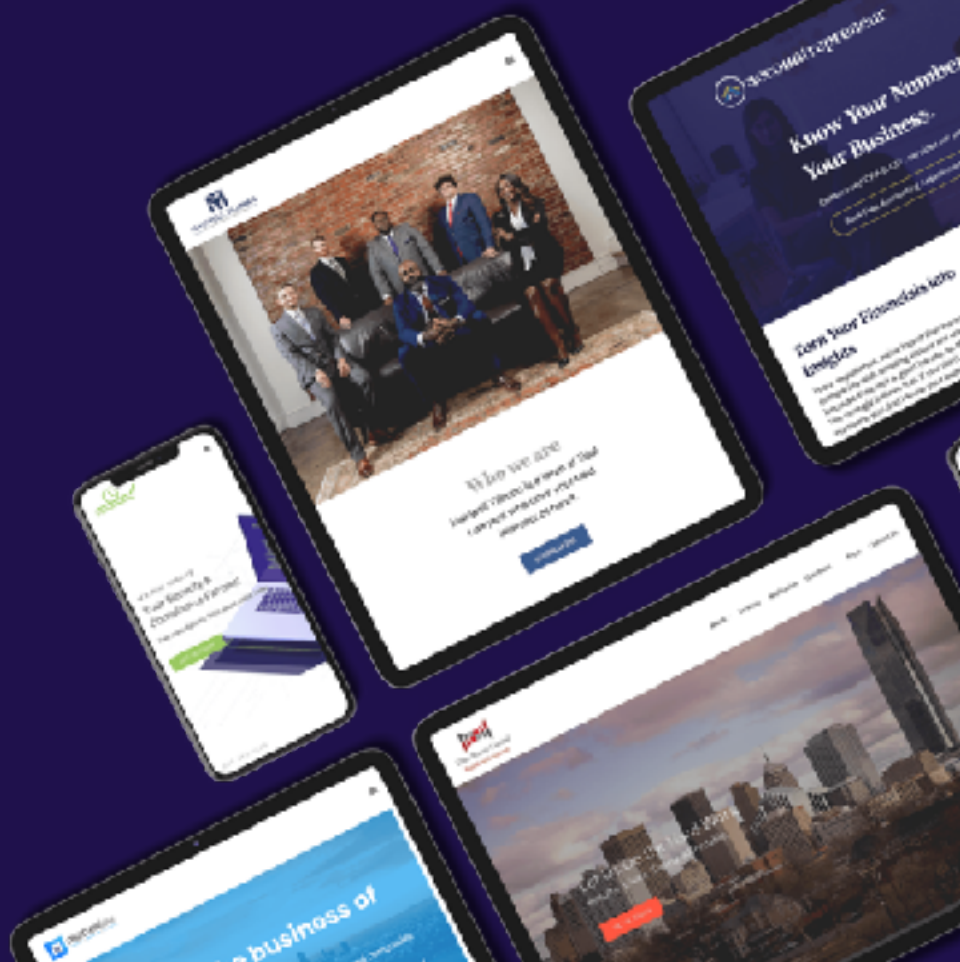
Website Audit

Website Design

Website Content

Usability & Conversion


Functionality





Start with a **website audit**

- ✓ Take a step back
- ✓ Put yourself in the shoes of a potential client who just found you on Google
- ✓ Review the site and ask “Would this site make me get in touch?”

A man in a white sweater and a woman in a brown sweater are shaking hands in a bright, modern office setting. The background is a large window with a view of a city skyline. The lighting is warm and natural, suggesting a positive and professional interaction.

Remember what potential clients are thinking:

- ✓ Does this look like a firm I want to work with?
- ✓ Do they do the kind of work I need?
- ✓ How expensive are they?

**Remember...nobody tells you why
they didn't reach out to you**

Little things can add up and impact your firm

B12

B12

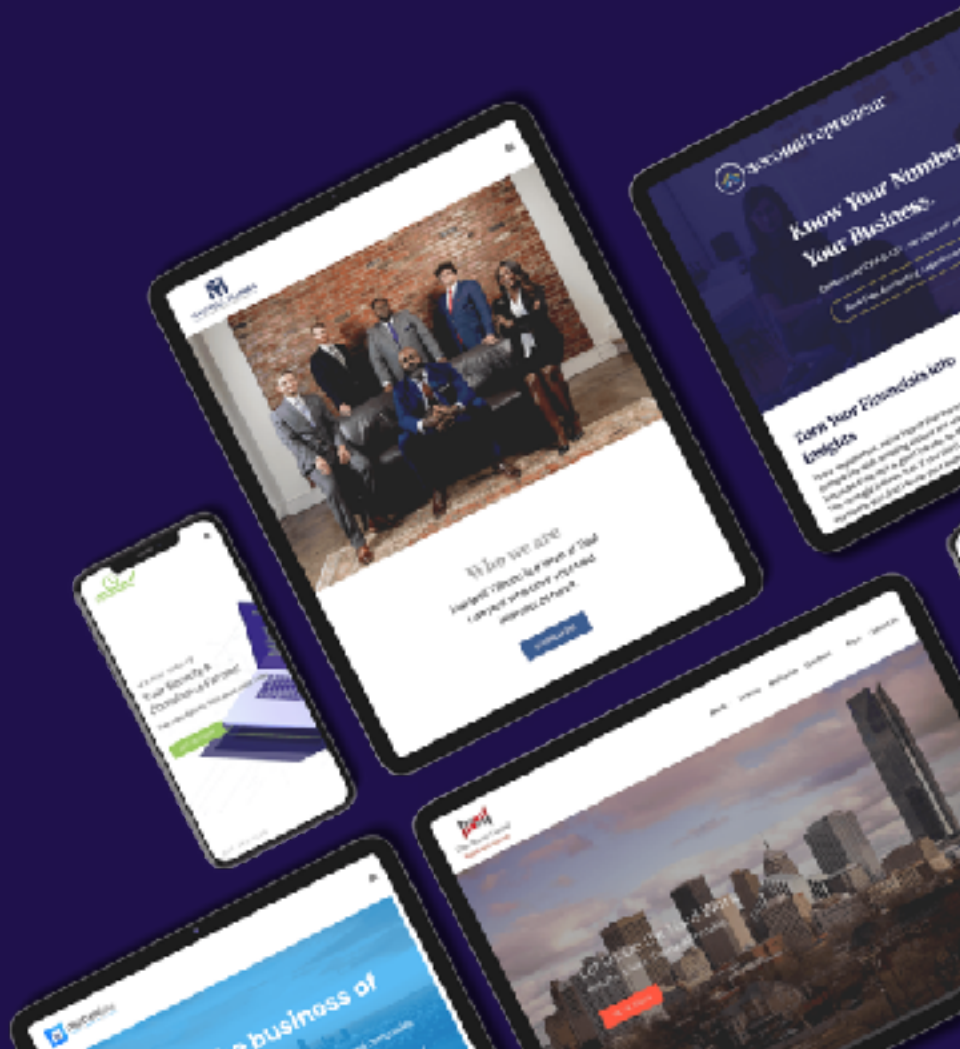
Website Audit

Website Design

Website Content

Usability & Conversion

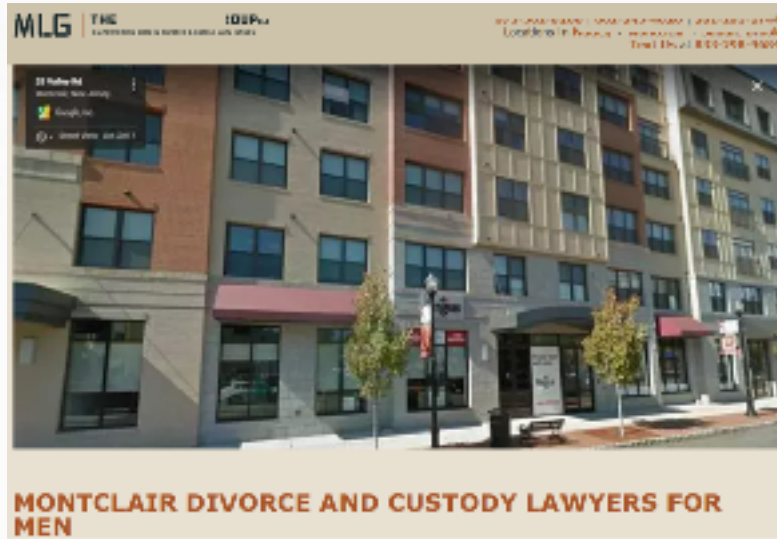
Functionality



Does your design match your

target?

Are you trying to impress someone or feel friendly & relatable?

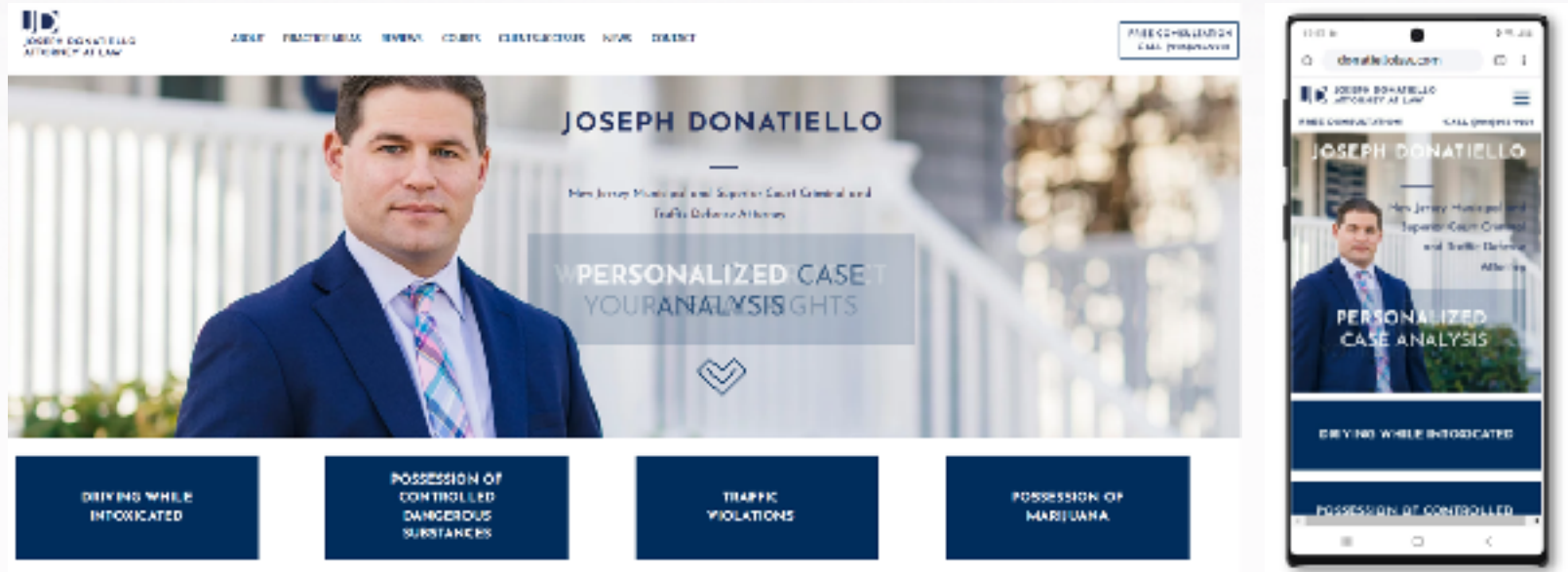


**Divorce and custody
lawyer**



Employment lawyer

Are your **practice areas** immediately clear?



People don't like to read - they like to skim



We Provide A Strong Defense

If you've been charged with a crime, you don't need anyone to tell you how serious the situation is. With so much on the line such as your freedom, your money, your reputation and your family, you need to mount a strong criminal defense. The stakes are simply too high to trust your case with anyone other than our team of experienced, tenacious and passionate attorneys.

At the Law Office of Andy Weinstein, Esq., our lawyers have decades of combined legal experience handling all types of criminal matters. Representing clients throughout New York's five boroughs and New Jersey, we bring experience from both sides of the aisle. Lawyers on our team have worked as prosecutors and as criminal defense lawyers. We know how the other side works up these cases, and we know how to fight them effectively. Our clients trust our experience, knowledge and dedication.

What Can Our Team Help With?

If there is any way to get you out of the charges you're facing, we will find it. We specialize in all state crimes, including:

- **White Collar Crimes, Fraud and Larceny:** We also defend companies and individuals in white collar criminal cases, government regulatory proceedings and unfair contract actions by self-regulatory organizations. Our trial attorneys are former prosecutors who understand the government's perspective and are well-trained in counseling clients who have been caught up in government investigations and investigations as targets or witnesses.
- **DUI/DWI and Vehicular Crimes:** In addition to first offense, multiple offense and aggravated DUI/DWI charges in New York and New Jersey, we can also help you with the administrative process of protecting your driving privileges. This process is completely separate from the criminal defense process, so it is critical to manage both processes if you need your driving privileges intact.
- **Drugs, Controlled Substances and Controlled Dangerous Substances (CDS):** We have seen virtually every kind of drug crime charge there is, and we are ready to defend you. Some of the crimes we have seen as prosecutors and criminal defense attorneys include possession, distribution and sale, possession with intent, possession of paraphernalia, drug trafficking and prescription drug crimes.
- **Sex Offenses:** Sex crime accusations are particularly sensitive. It is important to handle these cases with discretion and care as well as with skill. Our lawyers will fight to protect your freedom and protect your reputation. We handle cases involving rape, statutory rape, child pornography, sexual assault and related charges.
- **Violent Crimes and Weapon Offenses:** Things involving death or injuries can be devastating to your reputation, career and freedom. Whether you are charged with murder, manslaughter, robbery, burglary, assault or weapon offenses relating to a gun or firearm, our legal team ensures that your

Use more **bullets & headlines**

Need graphic design help? **Canva** is amazing.

The Canva logo is displayed in a stylized, multi-colored font, transitioning from blue to purple.

Category



Letterhead (110)

Logo (90)

Business Card (75)

Instagram Post (22)

Facebook Post (10)

Your Story (12)

+ View more



B12

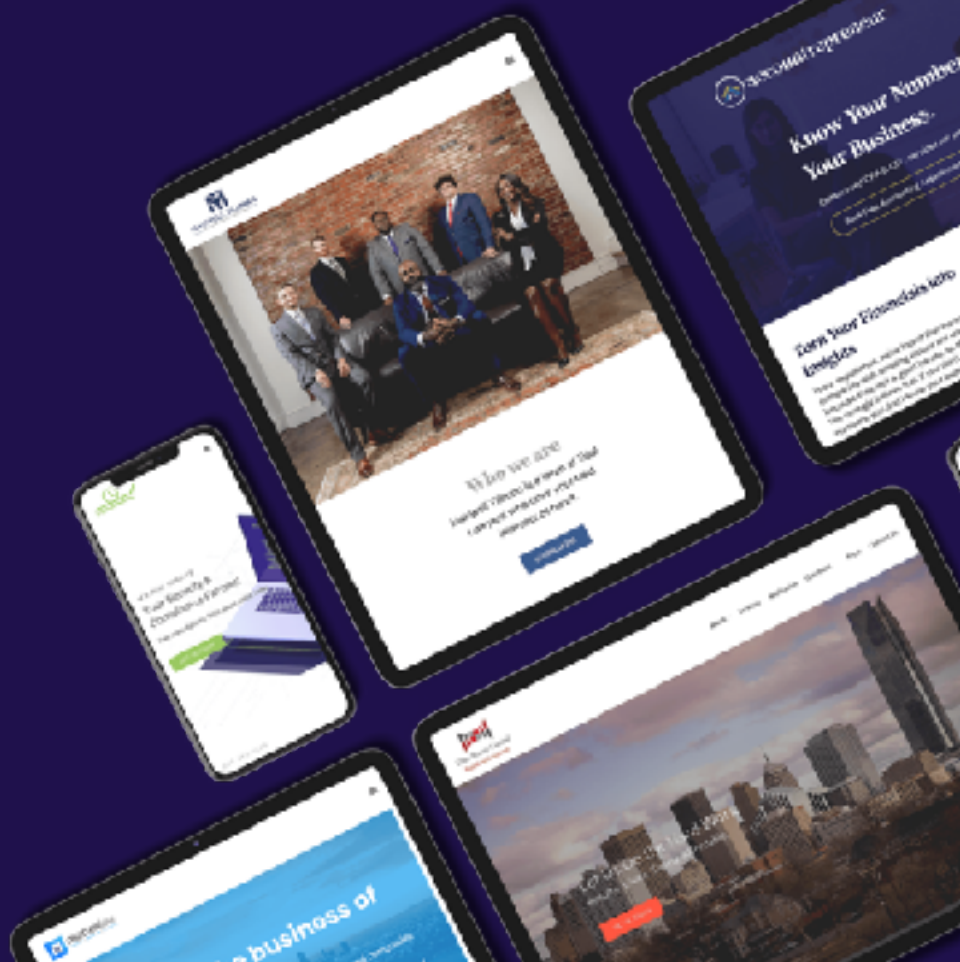
Website Audit

Website Design

Website Content

Usability & Conversion

Functionality



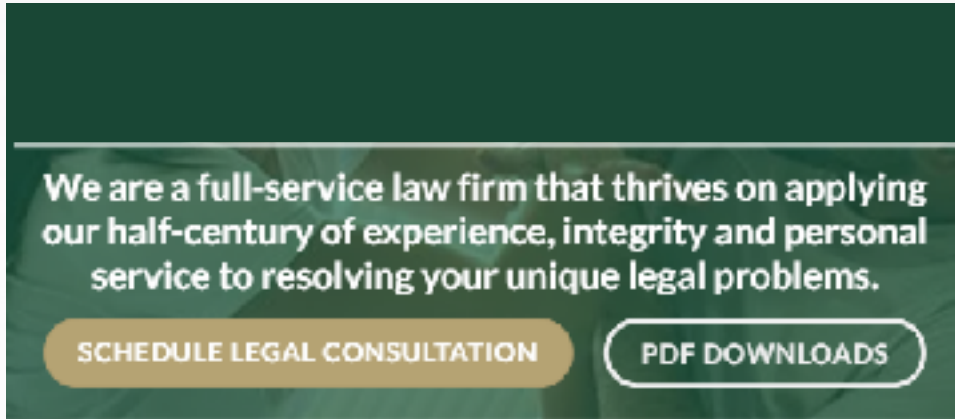
Remember some **marketing basics**

Focus on the prospects, and the **benefits** you offer them.

Keep it **short**, and break up the copy.

Write like you talk

Which headline will generate **more interest**?



We are a full-service law firm that thrives on applying our half-century of experience, integrity and personal service to resolving your unique legal problems.

SCHEDULE LEGAL CONSULTATION

PDF DOWNLOADS

I don't know what this means



Big Firm Benefits

Cost Conscious Representation

Business, Patent and Trademark, Commercial Litigation, Real Estate, Personal Injury & More

Simple and effective

New Jersey Lawyer Blog

New Jersey Nursing Home Covid Deaths Prompt Lawsuits

February 20, 2021 | by



Probably no U.S. state except New York has seen nursing facilities for the aged hit harder by the Covid-19 crisis than New Jersey. To date, over 7,000 Garden State nursing home residents have succumbed to the virus.

Back in the spring of 2020, in the early days of the pandemic, New Jersey Gov. Phil Murphy and

10 months since last post

Is your **content** up to date?

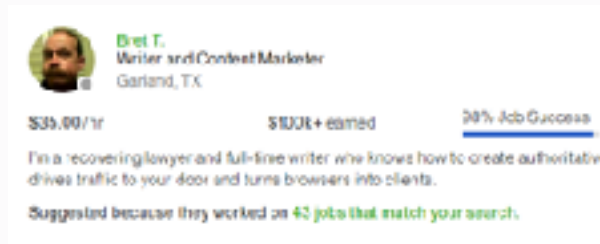
Check your:

- ✓ Copyright dates
- ✓ Blog Content
- ✓ Attorney List

Creating **content** doesn't have to be tough

Find a local **law student** and have them write 2 blog posts per month.

Find a **specialist**



Bret T.
Writer and Content Marketer
Garland, TX

\$35.00/hr \$100K+ earned 99% Job Success

I'm a recovering lawyer and full-time writer who knows how to create authoritative drives traffic to your door and turns browsers into clients.

Suggested because they worked on 42 jobs that match your search.

Use **your platform**

B12

What happens when you **Google** yourself?

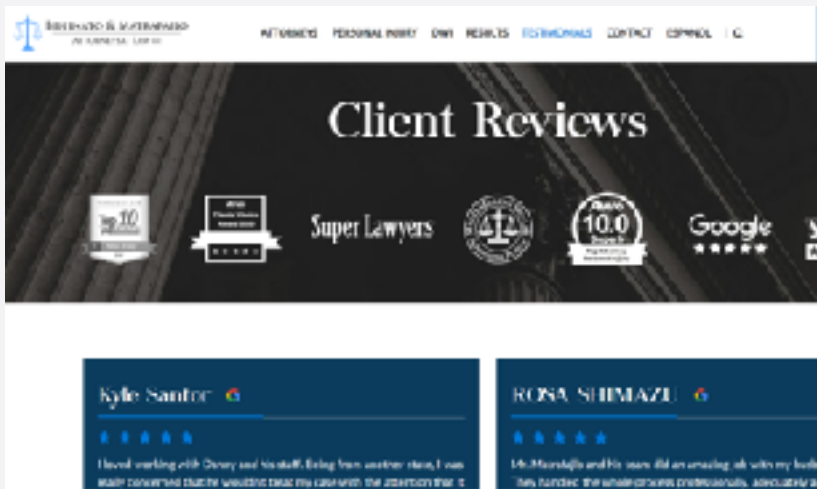
Google:

- ✓ “*Your firm*”
- ✓ “*Your firm reviews*”

Andrew Rubin, Attorney at Law
4.7 ★★★★★ (11) · Attorney
10+ years in business · 95 Park St
Open · Closes 5:15PM · (973) 509...
📍 Provides: **Breach Of Contract**
Disputes

The Law Office of Frank J. Materla
5.0 ★★★★★ (17) · General prac...
5+ years in business · Upper Mont...
Open · Closes 5:30PM · (973) 337...
📍 "Mr. Materla was above and beyond what I expected from..."

Google Reviews



Build a Review page (30
minutes)

Optimize your reviews

- ✓ Ask your (happy) clients for reviews. Email them a link to your Google profile.
- ✓ Create a Simple “**Reviews**” page on your website. **(30 Minutes)**

B12

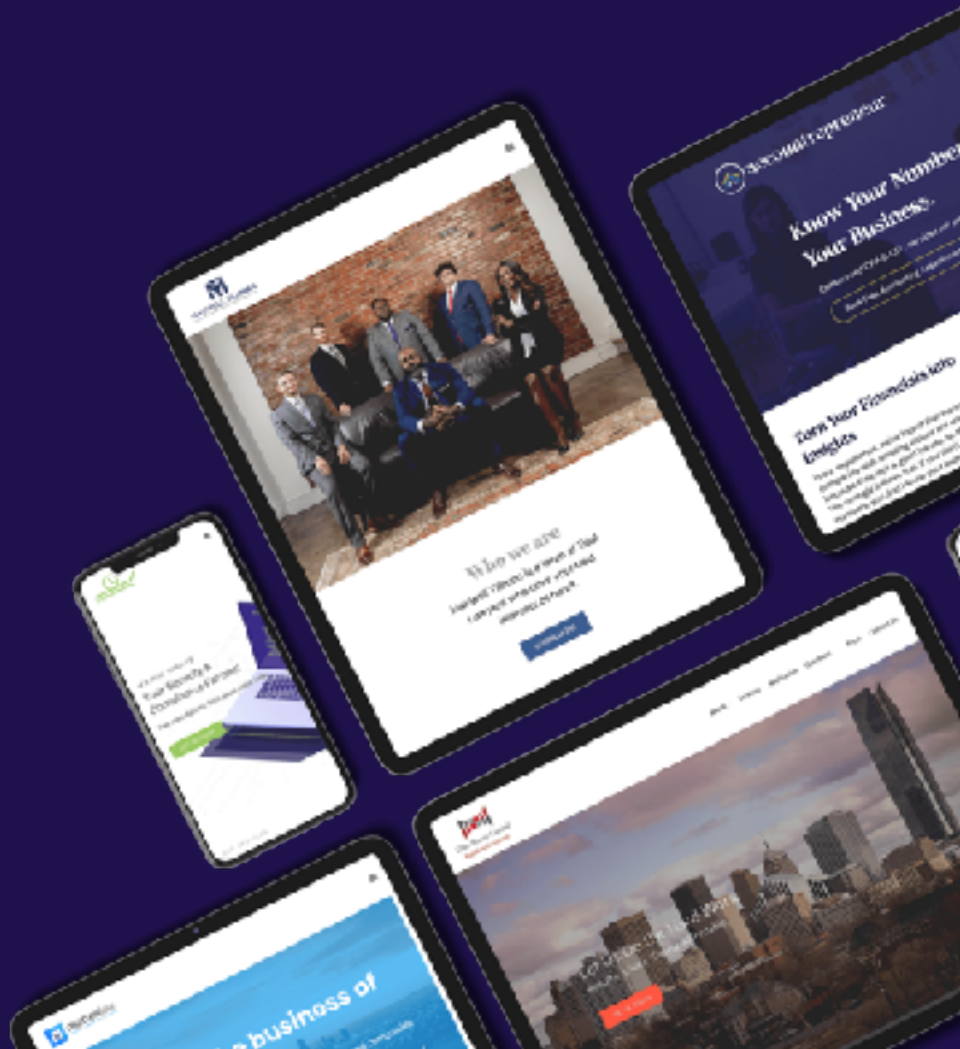
Website Audit

Website Design

Website Content

Usability & Conversion

Functionality



How is your **site speed**?

People won't wait for your site to load.

You can get a website health check:

www.B12.io/rater

84% Health

Search engines love healthy websites and so do visitors. The faster your website performs, the higher it'll rank.

Speed

Whoo...that was fast! Fast load times are critical to conversion, given that 40% of people abandon a website that takes more than 3 seconds to load.

Technical Best Practices

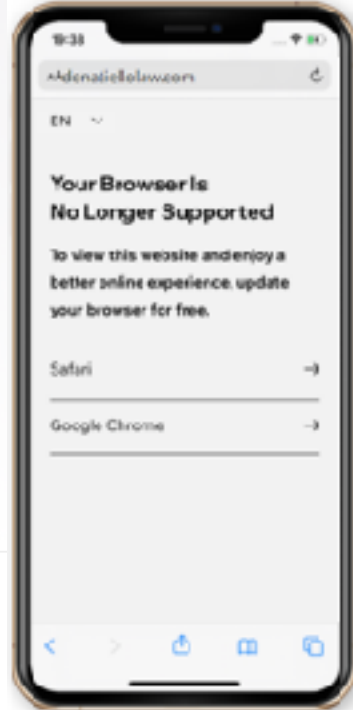
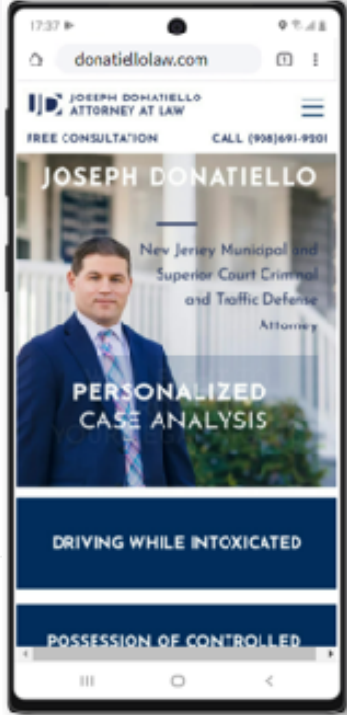
You're in great shape! There are a couple of technical optimizations that you can implement to adhere to best practices approved by Google.

Google **penalizes** slow sites.

Review your mobile site

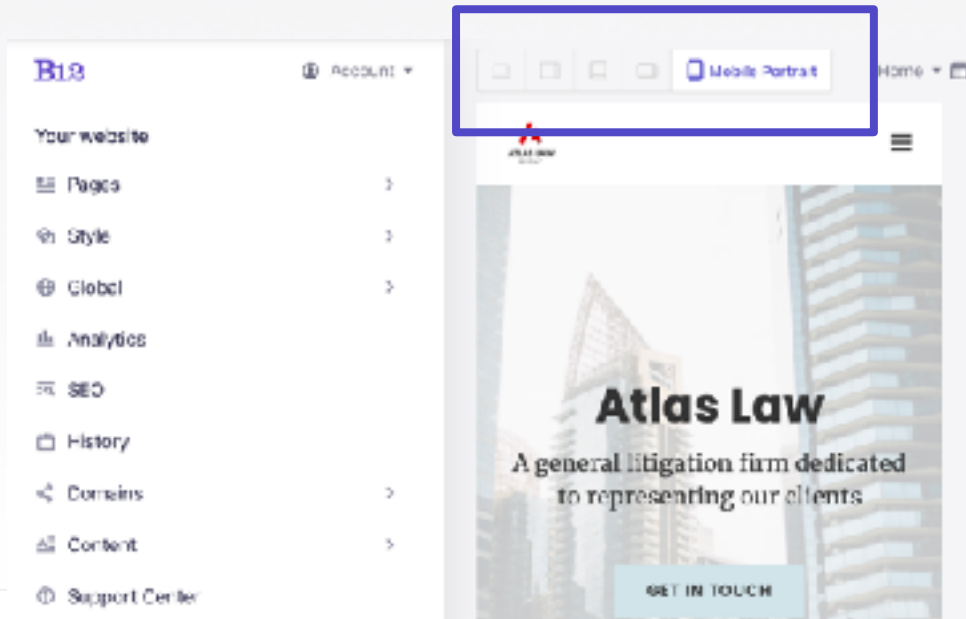
- ✓ Does it look nice?
- ✓ Can you read everything?
- ✓ Can you easily navigate and find info?
- ✓ How easily can someone get in touch / ask a question?
 - **Click to call**
 - **Form**
 - **Chat**





Free tool: BrowserStack.com

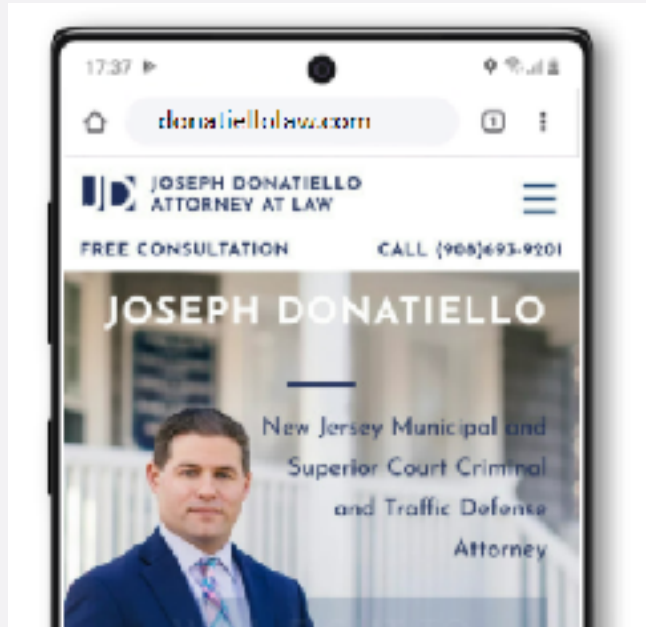
Shows you how your site looks on different browsers and phones.



Fix mobile in a website builder

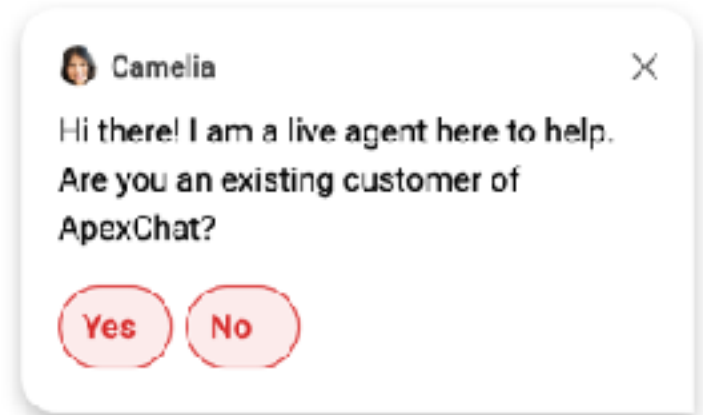
Most tools allow you to edit mobile separately (but most people don't do it)

Make it easy & inviting to get in touch



Click to call

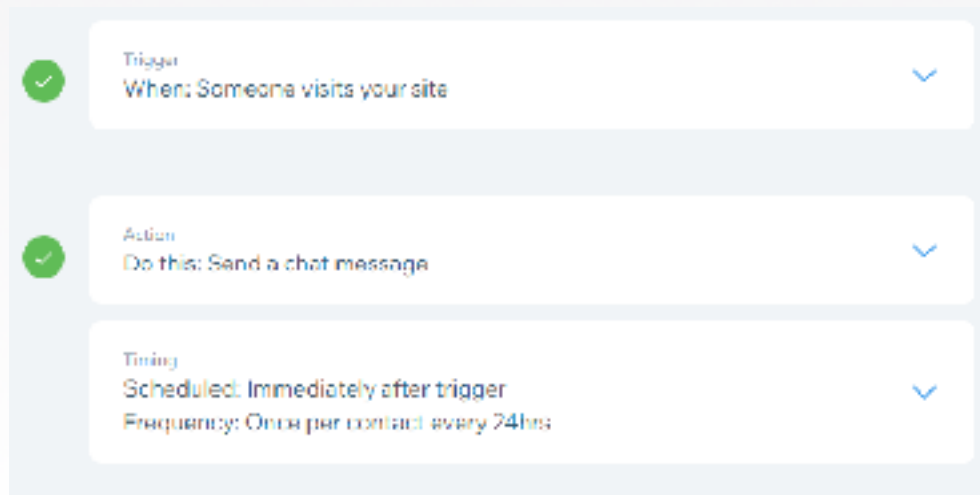
Site chat



Add online chat in less than an hour



and many others



Easily create rules

Make your **forms** simple and inviting

CONTACT FORM

We will Return your Message by phone and/or email. You must understand and agree that your use of this form does not create an attorney-client relationship and that any information you send us using this form would not be confidential. Accordingly, you should NOT send time sensitive information or information for which you would expect confidentiality.

*First	*Last
*Phone Number	
*Street Address 1	
*Street Address 2	
*City	*State / Region
*Postal / Zip Code	*SEND STATE
*E-mail	
*Title	
*Your Comments	
<input type="checkbox"/> I understand and agree that the use of this form does not create an attorney-client relationship and that any information I send using this form would not be confidential. I do so and understand that I should NOT send time sensitive information or information for which I would expect confidentiality.	
submit	

Bad

Free Case Evaluation

First Name*

Last Name*

Phone Number*

Email Address*

Case Details*

Good

B12

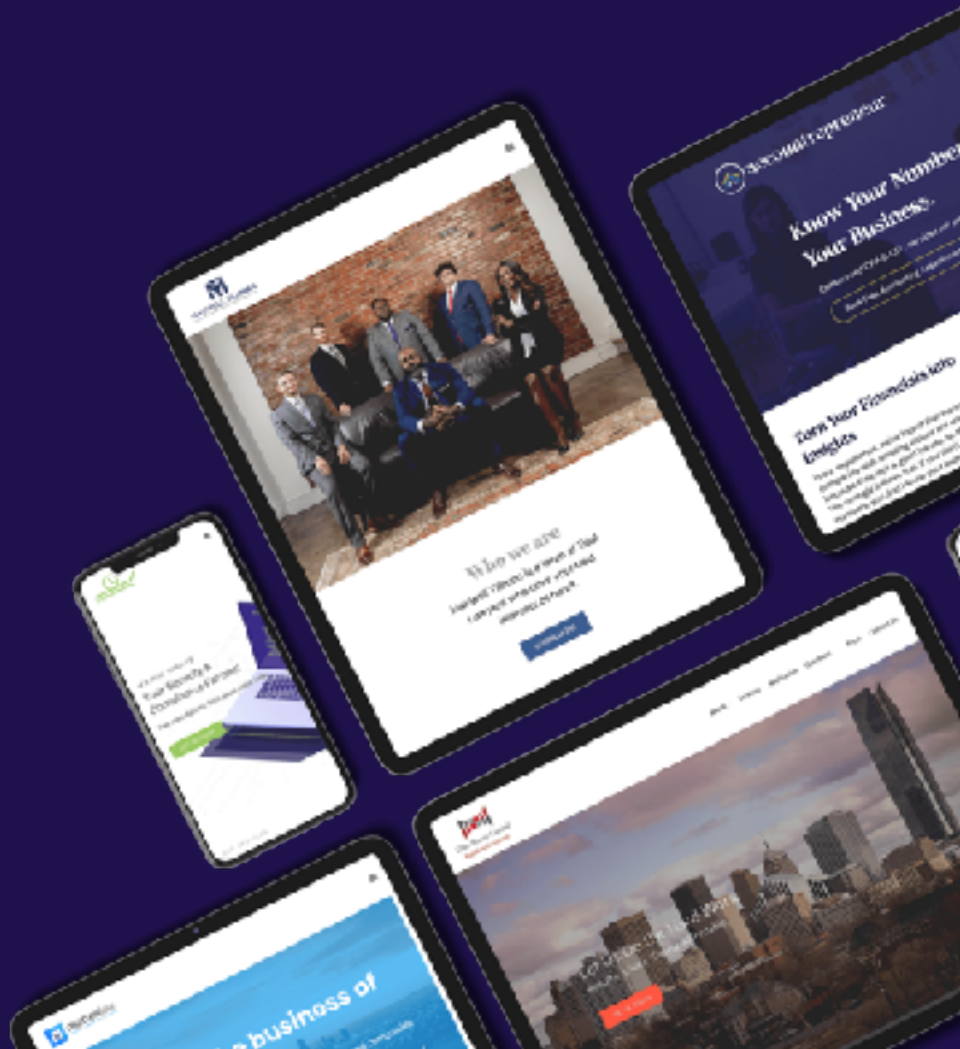
Website Audit

Website Design

Website Content

Usability & Conversion

Functionality



Easily **capture emails**
from your website visitors.



Signup and launch in **30 minutes**



Add instant scheduling



Signup and launch onto your website in **under an hour**

Date
September 27th, 2021

Start time
9:00 AM


Appointment duration
15m

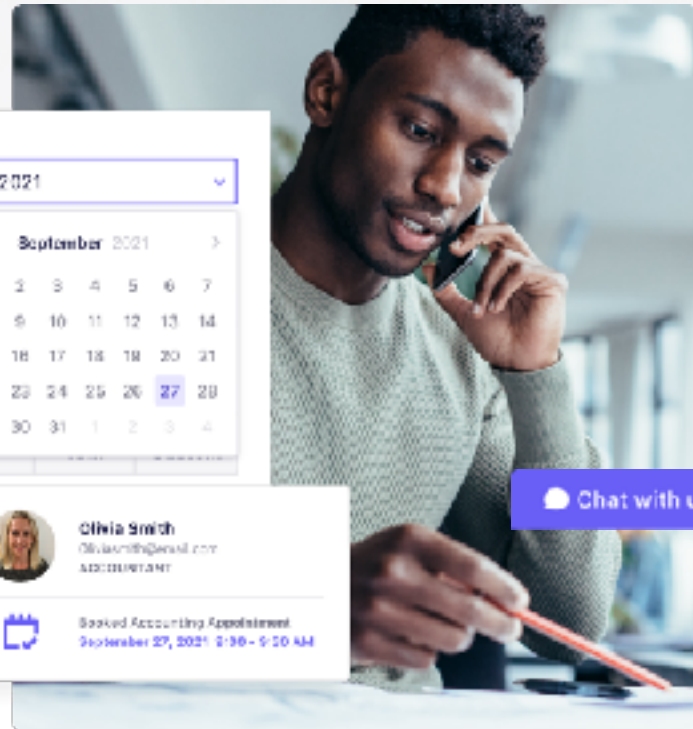
Time between appointments
None

September 2021						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

 **Olivia Smith**
OliviaSmith@b12.com
ACCOUNTANT

 Booked Accounting Appointment
September 27, 2021 9:00 - 9:15 AM

 Chat with us



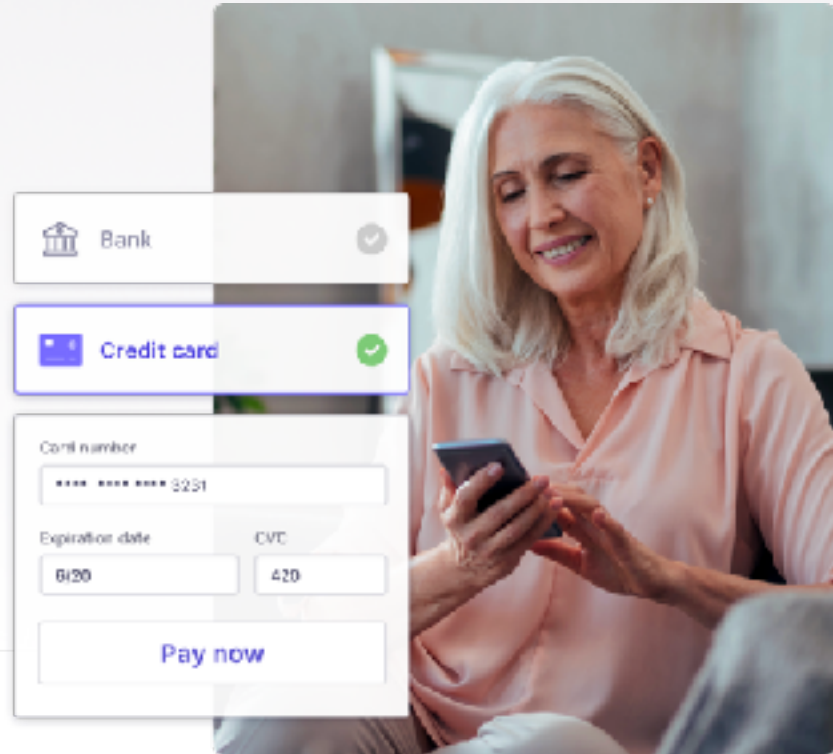
Make payments
seamless

stripe

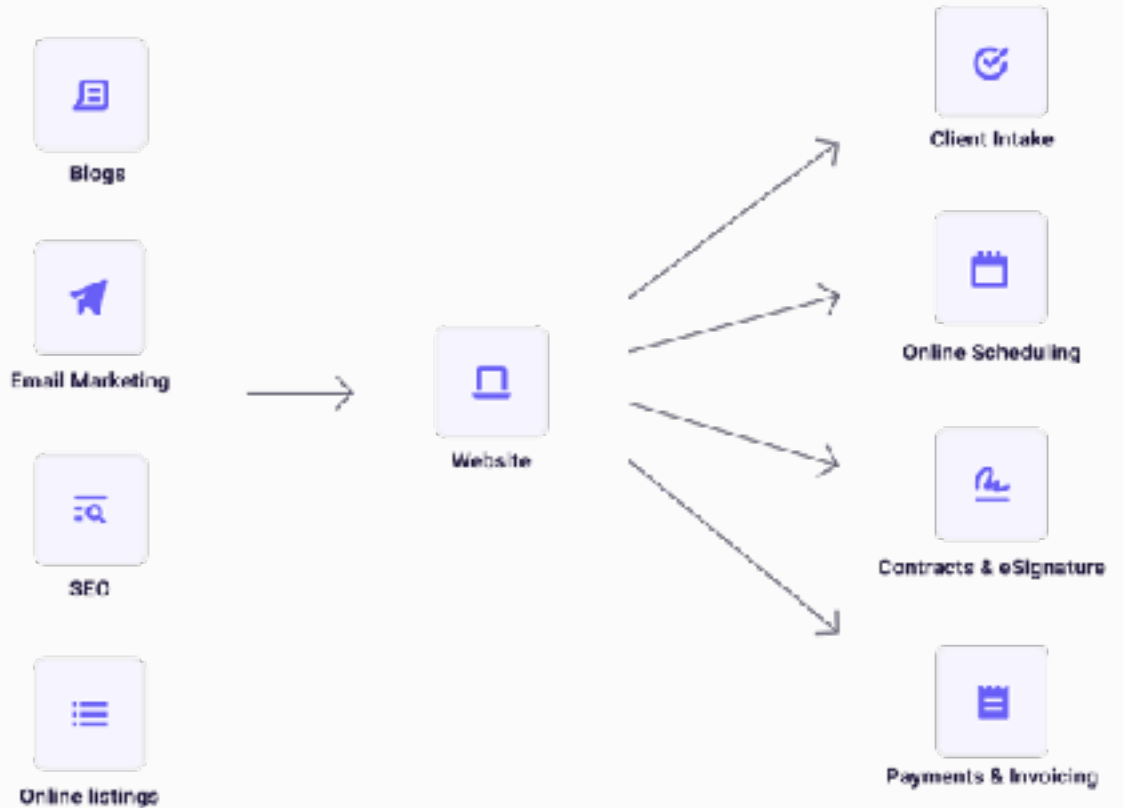
B12

qb intuit
quickbooks.

Contracts, payment pages and digital
invoicing **get your firm paid faster**



Make it all work
together



An Efficient Process

1. Capture email



3. Intake form



5. Payment



2. Schedule your intro



4. Contract

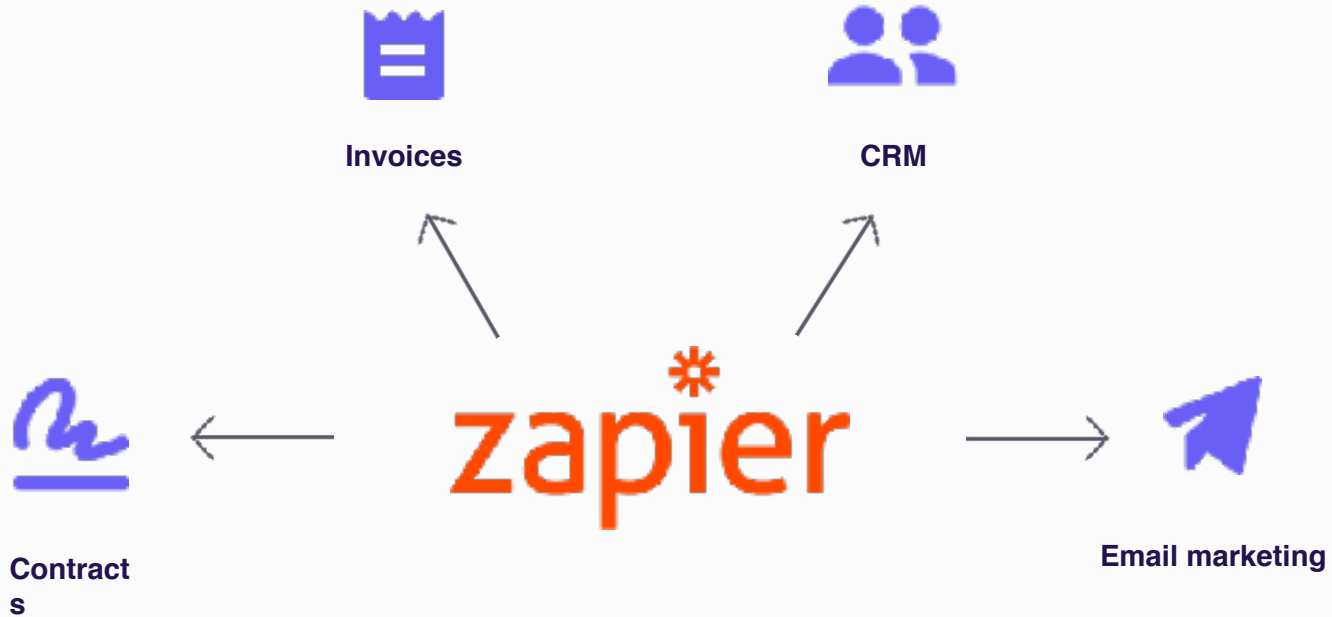


6. Continued relationship



How to tie it **all together**

Connect everything using 3rd party tools



Horizontal platforms



Legal platform, done for you



B12

Thank you!

Can B12 help your firm?
Send me an email at nb@b12.io

