



Case Study

Law Offices of James C. Zimmermann

Turning an outdated website into a lead generating machine

About the Law Offices of James C. Zimmermann



Practice Area

Bankruptcy



Challenge

Getting his website to work for him, not against



Location

New Jersey

I Problem

An outdated site that barely showed up in search results

The Law Offices of James C. Zimmermann, a sole practitioner firm based in northern New Jersey, represents consumers in a diverse range of practice areas. The firm's old website, outdated and one-dimensional, barely appeared in geographic or practice area search results. Attorney Jim Zimmermann wanted to increase the volume of new business coming in the door, but his website wasn't helping him reach that goal.

Mr. Zimmermann's original site was built by a developer who knew computers inside and out, but had no idea how to market a legal practice. To make matters worse, neither Zimmermann nor his developer had the time to maintain or enhance the site to keep pace with the changing needs of the firm. The lack of focus on the website was losing the firm prospective clients.

"When I met my Martindale-Hubbell® account manager, he showed me that my firm's listing on Google had the wrong address and that my business was being reported as closed," said Zimmermann. "I had moved, and Google didn't change the address." Potential clients found themselves at a pizza parlor rather than Zimmermann's office.

| Solution

Fresh, responsive design and informative content to drive leads

Jim Zimmermann was already using word of mouth, billboards and other advertising to promote his practice. The Martindale-Hubbell Web Visibility team worked with the firm to integrate its website strategy into its overall marketing plan and branding.

To give the firm the website it needed, three critical elements had to be addressed. First, we transformed the site to make it responsive and mobile friendly. Second, we selected a modern design appropriate for the firm's areas of practice, supplementing it with photographs that support the image and tone the firm wishes to represent. Finally, the home page was rewritten and additional content was added elsewhere on the site to better convey the solutions that Mr. Zimmermann offers to prospective clients.

In addition to updating the firm's website, we claimed the firm's Google Local Business profile to correct its address and create a robust search engine presence. As the firm added offices to its practice and website — first Wayne and then Pompton Lakes, NJ — we claimed those additional locations on Google. "Every time Martindale did something, there was a direct correlation — we'd add a location and the phone would ring. It was easy to see," said Zimmermann.



| Results

Low-cost investment yields
high returns

“Now I’m known as the guy with the cool website — I’ve had three lawyers tell me that,” said Zimmermann. “The new client calls I’m getting are discussing the site and mentioning the site, saying ‘I read this on your website.’ ”

Mr. Zimmermann’s goal was to achieve a 10% increase in business. The firm far surpassed that goal, with the new website being directly responsible for a 25% increase in business. The site made a huge jump in search engine rankings, and within six months, achieved prominence in search results. Jim Zimmermann is delighted with his return on investment.

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Convert more visitors into clients

Grow Your Client Base

Martindale-Avvo™

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Our Legal Marketing Network

