

**Case Study**  
**Jeff Field & Associates**

Keeping a Steady Stream of  
Clients in a Declining Market

# About Jeff Field & Associates



## Practice Area

Bankruptcy Law



## Challenge

Growing a practice in a soft market



## Location

Georgia

## | Challenge

It's great news for everyone when the economy is strong, except bankruptcy attorneys.

Jeff Field practices bankruptcy law in Northern Georgia. His firm is based in Scottdale and he has five other offices throughout the area. When the economy swings upward, bankruptcy practices often face a downturn as fewer people have need of their services. Attorney Field's practice is no exception and he faces the ongoing challenge of maintaining market share by bringing in a steady stream of new cases.

# | Solution

A foundation of strong content provides the key differentiator

Martindale-Hubbell helps Field combine a strong website with search engine optimization (SEO) tactics and pay per click advertising to position him ahead of his competitors.

An investment in good content serves as the base of the strategy. “People want answers to some pretty basic questions,” says Field. “We have articles and content that are readable and understandable by lots of different people – no lawyer-like big words and phrases.” The content runs deep – more than five dozen pages and over 50 blog posts. And the fact that the firm continuously adds new content that matches prospective clients’ search intent keeps Google’s crawlers returning.

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SEO builds on strong content. Martindale advised Field to capitalize on his different office locations. They helped claim and optimize a Google My Business (GMB) profile for each location and recommended that Field add a corresponding location-specific page for each office to his website. Prospects come directly to these pages, not only from clicks on the different GMB profiles, but also through organic searches. Internal linking on the website ties it all together and helps improve the flow from Google’s perspective.

At Martindale’s recommendation, the firm has been through three website refreshes to stay inline with, or ahead of, Google’s ever-changing algorithms.

# | Results

Success equals steady monthly growth in new clients from the firm’s marketing efforts

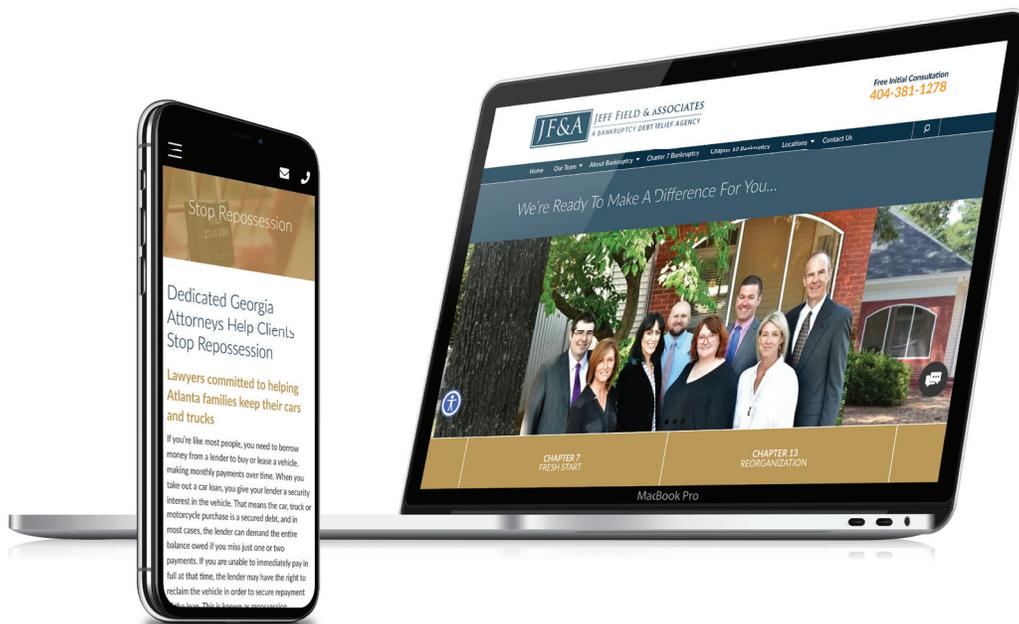
Jeff Field & Associates appears on the first page of Google for almost every bankruptcy related search term in his geographic areas. Since the beginning of 2019, organic calls and chats have increased 51% compared to the prior period – when bankruptcy cases are on the wane. “Each month when we do our new account reviews, the percentage we attribute to coming from our website and other online campaigns continues to increase,” notes Field.

Martindale points out that Field’s success also can be attributed to his intake process. The firm responds around the clock and immediately to incoming inquiries, including on weekends, when prospects are surprisingly gratified to receive a response. Field’s active management of his GMB contributes as well.

“You want prospects to take action,” says Field. “Your website needs to engage them and prompt them to take that next step.”

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**increase in organic calls and chats compared to the prior period**

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# Convert more visitors into clients

**Grow Your Client Base**

## Martindale-Avvo™

Martindale-Hubbell is powered by Martindale-Avvo, the largest legal marketing network helping attorneys grow their practice through exposure to 25 million consumers monthly. We drive prospects to attorneys with real-time lead generation, online legal profiles, live chat, website services, and lead intake and management tools.

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### OUR LEGAL MARKETING NETWORK

