



Case Study

Robert Reid McInvale Attorney at Law

Using SEO to Stay Ahead
of the Competition

About Robert Reid McInvale Attorney at Law



Practice Area

Family Law



Challenge

Standing out in a crowded local market



Location

Texas

| Challenge

Attracting new clients becomes even harder when you're focused on a specific clientele

Robert Reid McInvale practices child custody and family law in Houston, Texas. The firm competes with more than 160 other law firms comprising 2,000+ attorneys to attract new clients. Attorney McInvale needed a marketing strategy, not only to be heard above the din, but also to attract the right type of client; his practice focuses on a higher end clientele.

McInvale was no novice to marketing. When he practiced personal injury law in the 1980s, he wrote and produced his own TV ads and even hired Miss Runner Up USA to star. He also advertised in the yellow pages and on the radio, so when he decided to focus on family law, he was up for the challenge.

| Solution

Laser-focused content drives more clients — and the right ones.

When the Internet became a viable option for attorneys seeking new business, McInvale was immediately onboard. He was one of Martindale-Hubbell's initial SEO clients — back in 2005 — and since then has partnered with them to grow his practice.

For McInvale, Martindale has focused on two key strategies: content and a laser-like target on the type of clients he wants to attract. McInvale has always been involved in generating content for marketing purposes, but to bring in the right clients, some fine-tuning was needed. “The adage that you want to advertise to as many people as possible is not true,” notes McInvale. “You want to advertise to those that will hire you.”



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Selecting the use of terms such as “asset protection,” eliminating the word “free” and focusing on the litigation aspect of his practice have all helped to send the correct message to prospects. Client reviews also play a critical role in both the site's content and its search engine ranking. McInvale has formalized a process to regularly ask clients to provide this key feedback.

The SEO team further strengthened the firm's internal website links and implemented a specific keyword strategy so Google knows what to rank. A website overhaul two years ago helped as well. “The quality of the client increased with the redesign,” said McInvale. New professional photography and bold imagery, along with the content and reviews, has the phone ringing with the right kinds of prospects.

| Results

Teamwork consistently puts the firm on page one of Google

The firm's website consistently appears on the first page of Google search results for consumers seeking a child custody lawyer in Houston.

"It's a two part punch," said McInvale. "SEO puts me in a position to have my information read and the content is what gets them to call. I know prospects read it because they quote it to me – 'You had a son in the Navy.' You have to give them the information they're looking for."

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[Martindale-Hubbell] knows how to keep Google happy.

McInvale attributes his site's success to Martindale's accumulated technical expertise. He says they have the knowledge and information to make the necessary adjustments with Google. "They know how to keep Google happy."

Martindale acknowledges that McInvale plays a critical role as well. He provides regular feedback and sets goals as to what he wants. He checks his site daily, constantly encourages client reviews and provides Martindale with topical information that can be used to keep the site's content fresh. He also doesn't hesitate to let them know what is or is not working.

"They know what they're doing and I know what I'm doing and between the two of us it seems to work very well. We're partners in an effort to market me."

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.

OUR LEGAL MARKETING NETWORK

