



James T. Johnson Attorney at Law

Traffic Defense on the Information Superhighway

Customer Details

James T. Johnson
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Industry

Legal

Challenges

Traditional marketing resulted in limited lead generation and low online visibility

Solution

Content Creations

Results

- Website ranks highly for targeted keywords
- The practice gained exposure in local searches
- Response to direct mail has significantly increased
- Was offered a position with the city of Jasper

Background

James Johnson opened his practice in 1994 and soon began representing clients throughout North Georgia. Although well versed in all facets of the law, he has developed a specialty for juvenile and traffic defense cases.

The Challenge

Mr. Johnson decided to focus more on the traffic defense side of his practice but traditional advertising was not generating the results he had hoped for.

Unlike other industries, attorneys have to be meticulous in the way they market themselves and their services or it can cause problems with the bar association. To be safe, many attorneys limit their advertising to a yellow page ad and maybe a television or radio commercial. Until this point, Mr. Johnson barely had a web presence and did not rank well for any of the keywords that are crucial to his industry.

“I read a study showing that people 18-25 were twice as likely to consult the Internet for an attorney as an older person,” Said Johnson. “Since that is the exact age group needing the most help with DUI and traffic defense, I knew I had to get online fast.”

The Solution

To get the project started, Mr. Johnson contacted a web designer to create an eye catching website and Content Creations to fill it with well written and targeted copy.

“After talking with Tom at Content Creations, I saw that a lot more went into online marketing than I ever realized” Said Johnson. “He looked over my situation and told me what kind of documents I needed, as well as what they would be used for.”

The practice received keyword rich content for the website that would interest human readers as well as attract the notice of search engine spiders.

Informative articles were created to use in article marketing. These articles would position Mr. Johnson as an expert in traffic and DUI defense as well as drive internet traffic to his site.

Special reports were written to aid in lead generation and direct marketing letters were designed to draw in new clients. After a month, Content Creations had the marketing materials prepared and worked with the web designer to distribute it across the internet.

“It was a fairly painless process. All I had to do was look over the copy and approve it so it would pass the scrutiny of the bar.” Said Johnson.

The Result

More Traffic Defense Clients than Ever Before

When the website went online there was an immediate upswing in interest. More clients began calling specifically for DUI defense and traffic related cases. The practice still had other types of cases coming in but the focus had definitely shifted just as Mr. Johnson had hoped it would.

“Having well written and targeted marketing materials has not only resulted in getting more clients but they are better qualified clients. They already know about me and how I can help them so all that’s left is to set up an appointment”

Higher Rankings in Local and Wide Search

“Once everything was in place, I started asking my new clients where they had heard about me. I was surprised by how many had found me on the Internet.” Said Johnson.

Even though his practice has only recently gained an online foothold, the company website is now ranking in search results alongside competing websites that have been up and running for five years or more. This kind of exposure has put Johnson onto an even playing field with entrenched lawyers who have been in the community for decades.

About Content Creations

Content Creations was started in 2009 by Tom Johnson. Tom has an extensive background in sales and marketing. He specializes in creating copy for both online and printed marketing materials. If you are interested in learning more about the copywriting services offered by Content Creations, you will find a list at www.abusinesswriter.com

Double the Response from Direct Mail Campaigns

When a defendant has a court date coming up on a traffic or DUI case, they are often flooded with letters from attorneys offering their services. It is nearly impossible to stand out in that crowd, let alone be seen as a trustworthy professional. However, the attention grabbing direct mail letter created for Mr. Johnson combined with a professional looking website did just that.

Many of the defendants responding to the direct mail letter said almost the same thing. That after reading the letter they were interested enough to visit the website and learn more. Once they had researched the website and was told about the free consultation, they felt comfortable enough to call the office and schedule an appointment.

New Career Opportunities

The higher online profile has led to quite a few unforeseen benefits. Soon after the website launch Mr. Johnson was offered a position with the city of Jasper.

“It’s not something I ever really planned on doing but when I was given the opportunity, I was happy to accept.” Admitted Johnson.

Greater Visibility in the Community

“Whenever someone mentions reading an article on my site or comments on a special report that I gave out, it still takes me off guard.” Said Johnson “It makes me wonder where my practice would be now if I had started online marketing years ago”