



Puzzle Piece Consulting

SEO AUDIT PLAN

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We Fit the Pieces Together.



Purpose:

Select and monitor a right-sized online marketing firm for Your Law Firm and escape the grip of the Large, Cumbersome firm that gets limited results.

Payoff:

Your Law Firm will have a clear, concise and defined plan for Search Engine Optimization and Social Media negotiated by an online marketing insider. This insures the plan will have clear milestones and minimizes the firm's investment while maximizing dividends.



PPC Deliverables Commitment:

- PPC audits site for current issues that have plagued Your Law Firm in dealing with FindLaw/Lawyers.com, etc. ☐
- PPC will in conjunction with Your Law Firm, put together deliverables and time line for Search/Social Media firm to achieve. (2 hours) ☐
- PPC will select five (5) Search/Social Media firms to submit RFP in accordance with deliverables set and cost. (2-3 hours) ☐
- PPC will review plans and recommend two (2) firms for final review with Your Law Firm personnel. (2-3 hours) ☐
- PPC will monitor (monthly) progress and respond (as needed) to Search/Social Media firm for the first year in conjunction with Your Law Firm to insure deliverables are met in a timely fashion. (1-2 hours per month) ☐

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Who we've worked with:



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