

SUSSMAN & SIMCOX

ATTORNEYS AT LAW

Overview

COMPANY

Sussman & Simcox Attorneys at Law is a personal injury firm dedicated to providing fair and honest representation for members of their community who have been injured or involved in an accident.

CHALLENGES

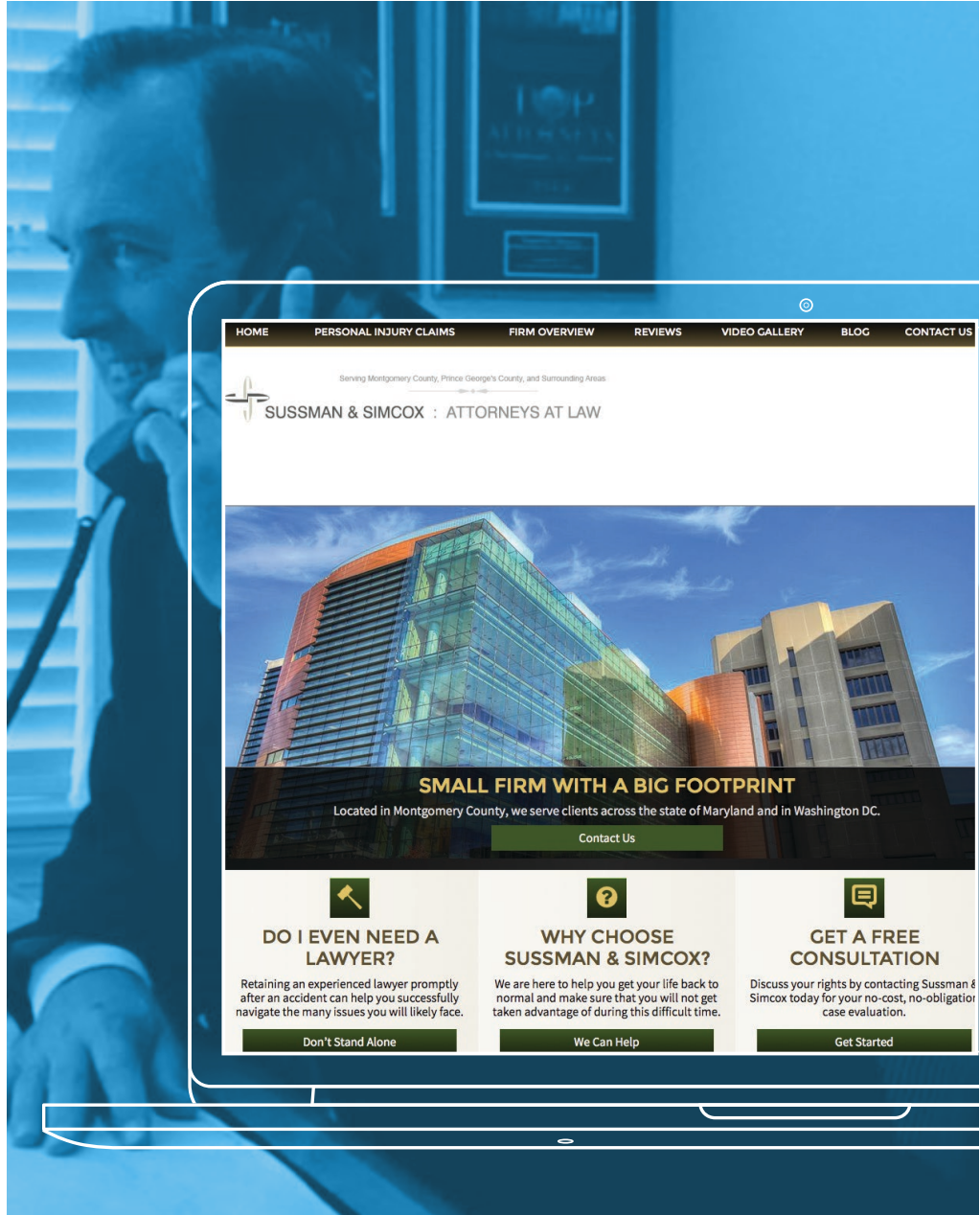
The firm found they needed a way to bring in clients on their own with the help of online marketing. They began working with a large online marketing company that specialized in law and promised big results but could not deliver on what they promised.

SOLUTIONS

After seeing very few results from their initial entry into online marketing and beginning to lose patience from the lack of customer support, Sussman & Simcox began using ReachLocal's SEO, search engine advertising, website, and lead conversion offerings to increase website visits and leads.

RESULTS

- Website visits increased from 50 visits a month to 60 visits a week almost immediately
- Enhanced reporting and tracking pinpoints from where leads are coming
- More leads from surrounding communities after expanding SEO efforts



“Our experience with ReachLocal versus our prior internet marketing provider has been night and day,” said Simcox. “The results have been immediate, and we have stayed with them for six years now because we see positive results, we have a game plan looking forward, and I’m very optimistic about what ReachLocal can and will do for our firm going forward.”

Howard Simcox, Partner, Sussman & Simcox

Sussman & Simcox is Attracting New Clients With ReachLocal

Sussman & Simcox is a personal injury firm in Gaithersburg, Maryland, dedicated to providing comprehensive and caring services to those who have been injured, as well as their families, throughout Maryland.

CHALLENGES

In the early 1990s, Sussman & Simcox represented a number of large insurance companies throughout Maryland that assigned them cases and clients. When they began focusing more on the personal injury side of law in 2000, they found they needed a way to attract new clients now that they were no longer being assigned cases. They started working with a large online marketing provider that focuses specifically on online marketing for lawyers.

Howard Simcox, a partner at Sussman & Simcox, discovered that the large online marketing provider promised big results that they couldn't deliver, and they had less than desirable client service. Frustrated with a lack of account management as well as positive results, Simcox began working with ReachLocal for SEO, website, lead management, and search engine advertising services.

SOLUTIONS

Simcox's ReachLocal team set up the firm with ReachSEO™, ReachSite™ + ReachEdge™, and ReachSearch™. These solutions work together to enhance the firm's presence on top search engines and give Simcox the ability to track exactly where calls and visits were coming from.

RESULTS

After switching to online marketing solutions from ReachLocal, Simcox reports the number of visits on his site went from 50 a month to 60 or more a week almost immediately, and that many of those website visitors were converting to leads by calling or contacting the firm through their website. Simcox recently had a new client tell him the firm has great SEO – after doing three searches for lawyers in the area, she saw Sussman & Simcox appear each time, so she called.

The firm also appreciates ReachLocal's dedication to service and robust reporting capabilities. ReachLocal's comprehensive reporting shows exactly where his website visits and calls are coming from, and he's been able to work with the ReachLocal team to make adjustments to his campaign. For example, he expanded the firm's reach to neighboring communities through a targeted keyword-focused approach.

"Going forward, I see ReachLocal continuing to provide the support services and the long term strategy for our firm," said Simcox.

The hands-on service and the ability to closely track progress has given him a sense of control and relief he was missing from his last provider. "Ultimately, it's a better sense of being in control of the whole plan, and we didn't have that before. I feel now like we are dealing with professional people who get it, and they're giving us guidance that is working."

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or visit www.reachlocal.com