

DIGITAL MARKETING SPECIALIST

Included with your LegacyKey Membership



POWERED BY LEGACYKEY + WISEGUYS DIGITAL MARKETING



VISIBILITY

Be found by more qualified estate planning clients in local search and AI platforms



AUTHORITY

Build trust with strong content, positive reviews, and credible online presence.



GROWTH

Convert more visitors into consultations, and grow your practice with confidence.

As an ENTERPRISE+ member of LegacyKey, you have a dedicated **Digital Marketing Specialist** available to actively monitor, manage, and improve your firm's online visibility every month.

Rather than navigating the constantly changing world of Google rankings, AI searches, online reviews, and website optimization on your own, your firm now has an experienced professional working behind the scenes to help your firm attract more qualified estate planning prospects.



GOOGLE BUSINESS PROFILE MANAGEMENT

Ongoing optimization of the firm's GBP listing, including category tuning, photo updates, Q&A management, and review response strategy to maintain and improve local map pack ranking.



WEBSITE CONVERSION OPTIMIZATION

Ongoing recommendations to boost conversions with improved CTA, intake flow, contact forms, trust signal, and user experience aligned toward consultation requests from existing traffic.



LOCAL SEO

Monthly citation review, NAP consistency monitoring, keyword ranking reports for primary city/market targeting in estate planning search terms (e.g., "estate planning attorney [city]," "will / trust attorney near me").



AI SEARCH OPTIMIZATION

Ongoing optimization to boost AI-driven search visibility in Google AI Overviews, ChatGPT, Perplexity, and voice searches. Includes content optimization, FAQ expansion, topical authority development, schema markup, and conversational search targeting focused on estate plan and elder law topics.



MONTHLY SEO CONTENT CREATION

Attorney-reviewed blog post or practice area page targeting a high-value long-tail keyword relevant to estate planning in the member's market; submitted for attorney approval before publishing.



REVIEW GENERATION STRATEGY

Guidance and implementation support for generating consistent, high-quality Google reviews to strengthen local rankings, improve click-through rates, and build trust with prospective estate planning clients.



TECHNICAL SEO MONITORING

Ongoing oversight of technical SEO health, including indexing issues, broken links, mobile usability concerns, site speed observations, and basic crawlability checks that may impact search visibility.



COMPETITIVE MARKET MONITORING

Regular monitoring of competing estate planning firms in the member's market, including changes in rankings, review growth, content strategy, and local visibility opportunities.



REPORTING & STRATEGY



MONTHLY PERFORMANCE REPORT

Summary of keyword rankings, GBP visibility metrics (searches, clicks, calls, direction requests), AI search visibility progress, and website traffic from organic/local sources; delivered with brief commentary on trends and next-month focus.



ONE 30-MINUTE STRATEGY CALL PER MONTH

Direct access to Specialist for review of the monthly report, content direction, AI visibility opportunities, and any tactical questions about the firm's digital presence.



QUARTERLY AI + SEARCH TRENDS UPDATE

Quarterly update summarizing major Google algorithm shifts, AI search developments, and emerging digital marketing opportunities relevant to estate planning law firms.



FOCUS ON YOUR LEGAL PRACTICE. WE'LL MAKE SURE YOU STAY VISIBLE.

Your LegacyKey Membership includes more than static tools and resources. You have access to a dedicated professional in digital marketing committed to helping your firm build visibility, credibility, and growth in an increasingly competitive online environment.