

A photograph of three business professionals in an office setting. A woman in an orange top is leaning over a man in a blue shirt who is sitting at a desk and looking at a laptop. Another man in a purple shirt is standing behind him, also looking at the screen. The background shows office posters, including one that says 'jokes.' and another that says 'intolerant of mediocrity - and laziness'.

Generating Business Online

Chris Davidson
Moore Legal Technology



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SUCCESS

Your online presence should

- Increase your turnover
- Enhance your brand
- Improve your efficiency
- Future proof your firm



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Driving success online

- Market your firm
- Attract clients
- Sell more
- Retain clients
- Measure and improve



Ten Top Tips

1. Don't be all things to all people
2. Develop your brand to differentiate
3. Offer sophisticated design and user experience
4. Mobile matters
5. Content is king
6. Increase your online visibility
7. Pick your low hanging fruit
8. Google Ads for quick wins
9. Understand your marketing data
10. HANDLE. CALLS. BETTER!



Does it work?

"Working with Moore Legal Technology has quite literally transformed our practice."

Principal Solicitor, London



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Does it work?

"Since engaging with Moore Legal Technology, online enquiries have steadily increased and we have seen an increase of almost 90% in converted enquires in the year we have been working together."

Marketing Manager, Full Service Firm, London



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Does it work?

"Not only does our online presence now epitomise the quality and professionalism we display offline, we have seen increased levels of organic traffic to the website, rankings have increased for targeted areas of practice – and locations"

Marketing Director, Full Service Firm, Glasgow



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A scene from the movie 'The Sandlot' featuring a police officer and a young man in a locker room. The officer, on the left, is wearing a tan uniform and a cap, looking towards the young man. The young man, on the right, has long brown hair and is wearing a black t-shirt with a green skeleton graphic. He is holding a guitar. The background shows white lockers.

TÜRN IT UP TO 11!



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