



Marketing Intelligence & Growth Systems

Strategic Growth Proposal & 90-Day Roadmap

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Hampton Law Wins

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The Path Forward

Every day your website stays invisible to Google, Lee & Hughes is answering the call from YOUR ideal client. While you're working cases and serving clients, they're capturing 3-6x more eviction leads because their digital presence dominates Mobile's search results.

Not because they're better attorneys - because they got there first.

Here's how we close that gap in 90 days.

YOUR INITIAL INVESTMENT

\$500

per month

Initial Term: 3 Months | Results-Focused Engagement

What's Included in the Starter Package

- ✓ Complete Website Technical Audit & Critical Fixes
- ✓ Robots.txt & Indexing Repair
- ✓ Contact Form Debugging & Testing
- ✓ On-Page SEO Optimization (titles, meta, headers)
- ✓ Schema Markup Implementation
- ✓ Google Business Profile Full Optimization
- ✓ GEO/AEO Optimization for AI Search
- ✓ Local Citation Building (15 directories)
- ✓ Review Acquisition Campaign Setup
- ✓ Monthly Performance Reports & Strategy Calls

The Strategic Advantage:

At \$500/month, you're investing 67% LESS than Lee & Hughes (\$1,500-\$3,000/mo) while gaining access to AI optimization strategies they don't even know exist yet.

The Roadmap to Digital Dominance

DAYS 0-30: FOUNDATION

"Stop the Bleeding"

- Technical Triage: Fix robots.txt blocking, remove noindex tags, submit sitemap
- Contact Form Repair: Debug SMTP, add thank-you page, SMS notification
- Speed Optimization: Target 80+ mobile score
- GBP Launch: Claim, verify, populate with 20+ photos
- Tracking Setup: GA4 + GTM + call tracking installed

DAYS 31-60: ACCELERATION

"Build the Asset"

- Eviction Landing Page: 1,200+ word cornerstone (8,100 monthly searches)
- FAQ Content Hub: 20 Q&As with FAQPage schema
- Citation Building: 15+ legal directories
- Review Campaign: Automated email/SMS triggers
- Blog Production: 8 posts targeting long-tail queries

DAYS 61-90: SCALE

"Expand and Automate"

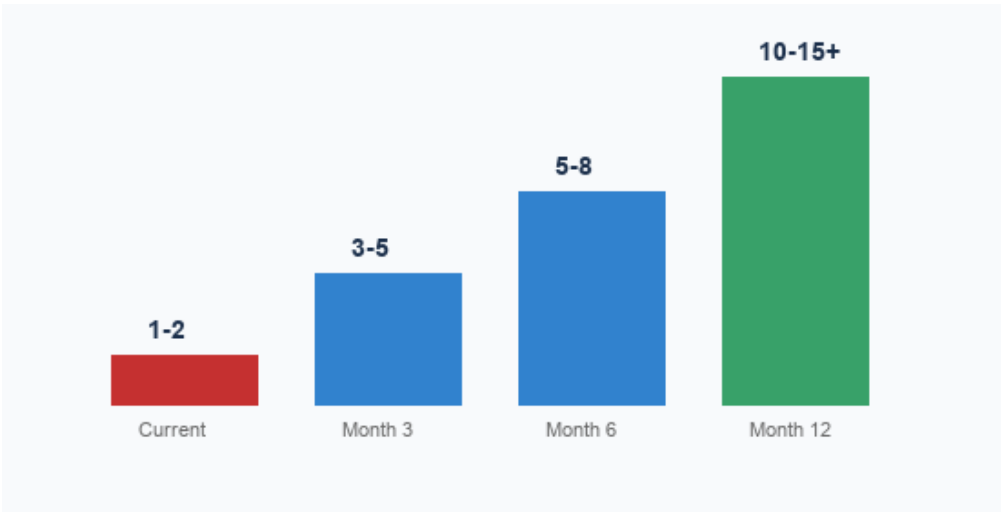
- Geographic Expansion: Baldwin & Escambia County pages
- AEO/GEO Optimization: AI citation tracking
- Automation: Missed Call Text-Back system
- Performance Review: Comprehensive metrics analysis
- Scale Planning: Discuss Growth Package if KPIs met

EXPECTED RESULTS

ROI Projections & Timeline

| Timeline | Expected Outcomes | Key Metrics |
|----------|--|---|
| Month 1 | Technical fixes complete, GBP optimized | Website speed +40%, mobile 80+ |
| Month 2 | SEO indexed, local visibility increasing | GBP impressions +50%, 3-5 keywords page 1 |
| Month 3 | Measurable lead increase | 3-5 new leads/month, +5 reviews |
| Month 6+ | Established local authority | 5-10 organic leads/month, top 3 keywords |

Projected Monthly Lead Growth



Organic leads per month - Conservative projections based on market data

ROI Calculation: 90-Day Projection

Total Investment (3 months): \$1,500
Expected New Leads (Month 3): 3-5 leads
Conversion Rate: 33%
New Cases Signed: 1-2 cases
Revenue @ \$2,000/case avg: \$2,000 - \$4,000

ROI (90 Days): 33% - 167%

Service Packages & Upgrades

Scale your marketing as your practice grows. These itemized services can be added at any time.

| Package | Investment | Key Services |
|----------------------|------------|--|
| STARTER (Current) | \$500/mo | Technical SEO, GBP Optimization, Citations, Review Campaign, Monthly Reporting |
| GROWTH (Recommended) | \$1,500/mo | Everything in Starter PLUS: LSA, 8 blog posts/mo, Geographic Expansion, Automated Reviews, Bi-Weekly Calls |
| DOMINATION | \$3,000/mo | Everything in Growth PLUS: Google Ads PPC, \$1K ad spend, Video Content, Premium Links, Weekly Sessions |

Itemized Upsell Services

| Service | Price | Description |
|--|----------------|---|
| Google Local Services Ads (LSA) Management | +\$500/mo | 'Google Screened' badge + pay-per-lead |
| Google Ads PPC Campaign | +\$750/mo | Search campaigns for high-intent keywords |
| Additional County Landing Pages | \$350/page | Expand to Washington, Clarke, MS counties |
| Video Content Production | \$500/video | Professional attorney videos |
| SSDI-Specific Landing Pages | \$400/page | Target disability keyword searches |
| Database Reactivation Campaign | \$300 one-time | Re-engage past leads and clients |

How Spend Equates to ROI

| Metric | Value | Notes |
|-------------------------|-------------------|------------------------------|
| Average Case Fee | \$1,500 - \$2,500 | Mobile, AL market rates |
| Cost Per Lead (Organic) | \$30 - \$80 | After 90-day optimization |
| Cost Per Lead (LSA/PPC) | \$50 - \$150 | Paid advertising |
| Conversion Rate | 25-33% | 4 leads = 1 case |
| Cost Per Signed Case | \$120 - \$400 | Depending on channel |
| Revenue Per Case | \$2,000 (avg) | Blended eviction fees |
| ROI Multiplier | 5x - 17x | For every \$1, earn \$5-\$17 |

The Self-Funding Growth Flywheel

Phase 1 (\$500/mo): Generate 2-3 organic eviction cases = \$5,000 revenue

Phase 2: Reinvest \$1,500 into Growth Package, keep \$3,500 profit

Phase 3 (\$1,500/mo): Generate 5-8 cases = \$15,000 revenue

Result: Marketing becomes 10-15% of revenue, enabling unlimited scaling

The Hidden Multiplier: Landlord Lifetime Value

Unlike one-time clients, landlords become repeat customers. Year 1: Initial eviction (\$2,000) + 2 additional evictions (\$4,000) + Lease reviews (\$500) = \$6,500 from ONE landlord. Effective ROI: 32x

What Other Law Firms Have Achieved

Case Study: Personal Injury Firm (Southeast)

A solo PI attorney invested in SEO and GBP optimization. Within 6 months, organic leads increased 340%.

| Metric | Result |
|-----------------|---------|
| Lead Increase | 340% |
| Monthly Spend | \$2,400 |
| New Cases/Month | 12 |
| ROI | 8.5x |

Case Study: Family Law Practice (Gulf Coast)

A 3-attorney firm focused on local SEO. Reviews grew from 12 to 67 in 8 months.

| Metric | Result |
|-----------------|---------|
| Review Growth | 458% |
| Monthly Spend | \$1,500 |
| Local Pack Rank | #1 |
| ROI | 6.2x |

Industry Benchmarks (2025-2026)

| Metric | Industry Average | Top Performers |
|---------------------------|-------------------|------------------------------|
| Law Firm Marketing Budget | 10-15% of revenue | 15-20% (top performers) |
| Monthly SEO Investment | \$2,000 - \$5,000 | \$5,000 - \$15,000 |
| Google Ads CPC (Legal) | \$50 - \$200 | \$200 - \$500 (PI) |
| Time to SEO Results | 4-6 months | 3-4 months (with foundation) |

Service Value Comparison

| Service | Market Rate | Your Price |
|------------------------------------|------------------------------|------------|
| Technical SEO Audit & Repair | \$1,500 - \$2,500 (one-time) | INCLUDED |
| Google Business Profile Management | \$500 - \$1,500/month | INCLUDED |
| Content Marketing (Landing Pages) | \$1,200 - \$2,400/month | INCLUDED |
| Reputation Management System | \$300 - \$800/month | INCLUDED |
| Analytics & ROI Reporting | \$500/month | INCLUDED |
| CRM Access (GoHighLevel) | \$300 - \$600/month | INCLUDED |
| TOTAL MONTHLY VALUE | \$4,300+ | \$500 |

You're receiving over \$4,300 in monthly value for \$500

Engagement Terms

| Item | Details |
|--------------------------|---|
| Monthly Investment | \$500/month |
| Initial Term | 3 Months |
| Total Initial Investment | \$1,500 |
| Guarantee | 80+ mobile speed by Month 1 or Month 2 free |
| Renewal | Month-to-month after initial term |

GETTING STARTED

Next Steps to Launch

Step 1: Schedule Your Strategy Call

15 Minutes - Discuss priorities, answer questions, map Week 1 actions

Step 2: Grant Access & Onboarding

24-48 Hours - Website credentials, GBP access, Search Console

Step 3: Week 1 - Stop the Bleeding

Days 1-7 - Fix robots.txt, speed optimization, GBP audit, form repair

Step 4: Week 2 - Build Momentum

Days 8-14 - On-page SEO, citations, AI optimization. You're in the game.

TIME-SENSITIVE OPPORTUNITY

We're accepting 3 new legal clients per quarter. Two spots committed for Q1 2026. This proposal expires in 7 days.

Ready to Start?

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Premier Lead Marketing, LLC



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