



Marketing Intelligence & Growth Systems

# Strategic Growth Proposal & 90-Day Roadmap

Sean F. Hampton, Esq. | Mobile, Alabama  
Hampton Law Wins

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## EXECUTIVE SUMMARY

# 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

## DAY 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

## DAY 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

## DAY 61-90: SCALE

*"Expand and Automate"*

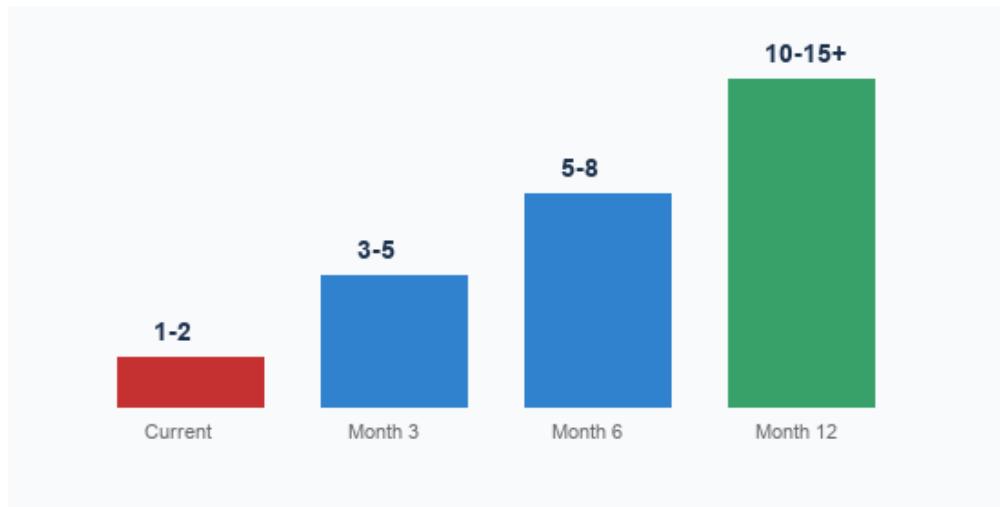
- Geographic Expansion: Baldwin & Escambia County pages
- AEO/GEO Optimization: AI citation tracking
- Automation: Missed Call Text-Back system
- Performance Review: Comprehensive metrics analysis
- Scale Planning: Discuss Growth Package if KPIs met

## 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%

## GROWTH OPPORTUNITIES

# 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)

## VALUE ANALYSIS

# 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

# 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?**

(251) 367-6948 | [info@premierleadmarketing.ai](mailto:info@premierleadmarketing.ai)

# Premier Lead Marketing, LLC



(251) 367-6948 | [info@premierleadmarketing.ai](mailto:info@premierleadmarketing.ai)

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