



Lamplighter
WEB DESIGN

Website Performance Upgrade Proposal

Opfer Campbell Beck P.C. - Growth Business Package

Current Website Performance Analysis

Your Current Challenges:

- **Mobile Performance Score: 60/100** - Significantly below optimal performance standards
- **Accessibility Compliance Risk:** Scores below 100 expose law firms to ADA compliance lawsuits
- **SEO Performance Gap:** Less than perfect SEO scores limit your visibility in competitive legal markets
- **Lost Client Conversions:** Legal websites lose 57% of potential clients when pages take over 3 seconds to load
- **Competition Advantage:** Your current LCP (Largest Contentful Paint) of 7.3 seconds means clients are likely leaving for faster competitors before your content even loads

The OCB Law Group Opportunity

Your firm serves **5 distinct practice areas** with significant search volume in Parker/Denver:

- **Family Law** (high emotional urgency - speed and accessibility matter)
- **Business Law** (professional clients expect fast, compliant performance)
- **Estate Planning** (trust-building crucial - performance equals credibility)
- **HOA Law** (specialized niche - easy to dominate with superior technical performance)
- **Civil Law and Litigation** (complex cases requiring credible, fast-loading presentation)

Current Site Issues We'll Solve:

- **X** PageSpeed score of 60 (should be 90+)
- **X** LCP of 7.3 seconds (should be under 3 seconds)
- **X** Accessibility compliance gaps creating lawsuit exposure
- **X** SEO performance limiting local search visibility
- **X** WordPress overhead slowing client conversions
- **X** Security vulnerabilities requiring constant maintenance

Growth Business Package Solution - \$250/month

What You Get:

- **Superior Performance:** Hand-coded site achieving 90+ PageSpeed scores
- **All Current Pages Included:** Perfect for your 5 practice areas plus supporting content
- **Mobile-First Design:** Optimized for clients searching on phones (60%+ of traffic)
- **Local SEO Optimization:** Built-in optimization for "Parker family lawyer," "Denver estate attorney," etc.
- **One FREE Integration:** Case Management software integration for streamlined client intake

- **FREE Service Pages:** Dedicated pages for each practice area
- **Direct Support:** Text/call the developer directly - local Monument, CO response
- **Unlimited Content Updates:** Change rates, add attorneys, update content anytime
- **Enterprise Security:** No WordPress vulnerabilities to manage
- **ADA Compliance:** 100/100 Accessibility scores protecting against lawsuits
- **Perfect SEO Scores:** 100/100 SEO optimization for maximum search visibility

Critical Legal Industry Compliance Issues

ADA Compliance Risk:

Law firms face increasing ADA website compliance lawsuits. Accessibility scores below 100 create legal vulnerability. Recent settlements in Colorado have cost firms \$15,000-\$50,000 plus attorney fees. Our hand-coded approach ensures perfect accessibility compliance.

SEO Performance Requirements:

Legal markets in Parker/Denver are highly competitive. Anything less than 100/100 SEO scores means potential clients find your competitors first. Our technical optimization ensures maximum search visibility.

ROI Analysis: What This Means for Your Practice

Conservative Analysis Based on Typical Legal Website Performance:

Current Performance Impact:

- Losing approximately 3-5 potential clients monthly to slow loading and poor user experience
- Average case value: \$2,500-\$15,000 depending on practice area

- Monthly lost revenue: \$7,500-\$75,000

With Lamplighter Upgrade:

- Capture additional 3-5 clients monthly from improved performance
- Better local search rankings = 2-3 more organic leads monthly
- Enhanced mobile experience = higher contact form conversion
- **Potential monthly revenue increase: \$12,500-\$100,000**

Your Investment: \$250/month

ROI: 5,000-40,000% return on investment

Performance Standards We Deliver

90+

PageSpeed Score
(vs your current 60)

<3s

LCP Time
(vs your current 7.3s)

100/100

Accessibility Score
(ADA compliance)

100/100

SEO Score
(maximum visibility)

Local Advantage:

- Monument, CO-based development team
- Same mountain time zone for immediate response
- Understanding of Colorado legal market

- Direct access to developer via call/text

Proposed Site Architecture

Core Pages (11 total):

1. Homepage (current conversion-focused design)
2. Family Law Services
3. Business Law Services
4. Estate Planning Services
5. HOA Law Services
6. Civil Law and Litigation Services
7. About the Attorneys
8. Transparent Billing/Pricing
9. No-Cost Consultation Booking
10. Client Resources/Blog
11. Contact/Location

FREE Integration: Case Management Software

Seamless integration with your existing case management system for:

- Automated client intake forms
- Reduced administrative overhead

Implementation Timeline

Discovery & Design

Week 1-3

Analyze current site performance and content, design new mobile-first architecture optimized for legal clients, plan case management integration strategy

Development & Testing

Week 4-6

Hand-code new website for maximum performance and compliance, implement perfect accessibility and SEO optimization, set up case management integration

Launch & Optimization

Week 7

Deploy new site with performance monitoring, redirect old URLs to maintain SEO value

Looking Forward to Working Together

I'm genuinely excited about the opportunity to work with your local team here in Colorado. It's been a pleasure getting to know and work with Chris Wilcox, and I'm confident we can create something exceptional for Opfer Campbell Beck P.C.

Investment: \$250/month (no upfront costs)

Contract: 12-month initial term

Local Partnership: Direct collaboration with your Monument, CO development team

Please don't hesitate to reach out with any questions about this proposal. I'm happy to schedule a follow-up video call to discuss any specific aspects of your website needs or walk through examples of our work with other professional service firms.

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