LEXGRO™

The Growth Method

A Framework for Predictable Law Firm Growth

Stop Guessing. Start Leading.

DIAGNOSE	→	DISCOVER	→	DESIGN	→	BUILD	→	SCALE	→	SHARPEN

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The Problem With Most Marketing

Most law firm marketing is reactive. Agencies guess at strategy. Tactics get thrown at walls. Results feel random. Spending is hard to justify.

The LEXGRO Growth Method replaces guesswork with engineering.

Six Phases, One System

Phase	Question Answered	Output
1. Diagnose	Where do we stand?	Current state assessment
2. Discover	What does the market need?	Intelligence brief
3. Design	What is our path?	Prioritized roadmap
4. Build	How do we execute?	Quality-controlled content
5. Scale	What is working?	Measured expansion
6. Sharpen	How do we improve?	Refinement cycles

Each phase builds on the last. Every decision is data-informed. Results compound.

1 DIAGNOSE
Know where you stand

Before strategy, understanding. The Diagnose phase establishes your current position across technical health, content quality, competitive landscape, and conversion paths.

Area	What We Analyze
Technical health	Speed, mobile, schema, crawlability
Content quality	AI patterns, cliches, readability, citations
SEO position	Rankings, traffic, keyword gaps
Competitive landscape	Who ranks, what they publish, their backlinks
Conversion path	Forms, CTAs, user journey friction

Deliverable: Current State Assessment

- Technical health score with prioritized fixes
- Content inventory with quality grades
- Competitive position map
- Quick win opportunities (low effort, high impact)

2 DISCOVER
Understand the landscape

Data-driven market intelligence. What does your audience actually need? What are competitors doing? Where are the gaps?

Source	What We Extract
Social sentiment	Pain points, language, objections
Competitor analysis	Content gaps, link profiles, ranking patterns
News monitoring	Trending topics, coverage opportunities
Primary sources	CDC, NIH, courts, OSHA data
Search intelligence	Volume, difficulty, intent signals

Deliverable: Intelligence Brief

- Audience pain point clusters with mention counts
- Content gap analysis with opportunity scores
- Competitor strengths and weaknesses

3 DESIGN
Map your path forward

Strategy before tactics. The Design phase turns intelligence into a prioritized roadmap with clear milestones.

Timeframe	Focus	Typical Activities
Month 1	Foundation	Technical fixes, quick win content
Months 2-3	Gap filling	Medium-difficulty pages, internal linking
Months 3-6	Authority building	Pillar content, backlink campaigns
Ongoing	Expansion	New topics, performance refinement

Deliverable: Prioritized Strategy Document

- 90-day content calendar with assigned topics
- Technical roadmap with sprint assignments
- Link building target list with outreach templates
- KPI targets and measurement plan

4 BUILD
Execute with quality gates

Implementation with automated quality control. Every piece passes checks before it goes live.

Stage	Activity	Quality Gate
Research	Topic intelligence	Source verification
Draft	Content creation	15-point audit pass
Visual	Image generation	Brand consistency check
Technical	Schema, linking	Link validation scan
Deploy	Publish	Live verification

Deliverable: Published Assets

Researched, audited, branded content. Technical implementations. Campaign launches. Link outreach.

5 SCALE
Expand what works

Measure results and identify expansion opportunities. Double down on what performs.

Category	Metric	Why It Matters
Traffic	Organic sessions, new users	Reach expansion
Rankings	Keyword positions, snippets	Visibility
Engagement	Time on page, pages/session	Quality signal
Conversions	Form fills, calls, chats	Business impact
Authority	Domain rating, backlinks	Long-term positioning

Deliverable: Growth Report

Performance dashboard, trend analysis, scaling recommendations.

6 SHARPEN
Refine continuously

Continuous improvement. Update what is outdated. Cut what is not working. Feed insights back into Diagnose.

Area	Activity	Frequency
Content	Update stats, refresh pages	Quarterly
Technical	Speed, schema updates	Monthly
Conversion	CTA testing, form optimization	Ongoing
Strategy	Roadmap revision	Quarterly

The Loop Continues

Sharpen feeds back into Diagnose. New gaps identified. New research conducted. The method is a continuous loop, not a one-time project.

Why This Works

Traditional Agency	The Growth Method
Starts with tactics	Starts with understanding
Guesses at audience needs	Mines actual pain points
Manual quality control	Automated QA at every stage
Reactive to trends	Proactive intelligence
Project-based thinking	Continuous improvement loop

Competitive Advantage

Every firm in your market will eventually try content marketing, SEO, and advertising. The difference is methodology. Competitors who guess will have inconsistent results. Firms using the Growth Method compound their advantages. The gap widens over time.

Implementation varies by firm size, practice area, and market. Contact Taqtics for a customized assessment.

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