

The LEXGRO Method

A Framework for Predictable Law Firm Growth

AUDIT → RESEARCH → PLAN → EXECUTE → GROW →
OPTIMIZE

The Problem with Most Marketing

Most law firm marketing is reactive. Agencies guess at strategy, throw tactics at the wall, and hope something sticks. Results are inconsistent. Spending is hard to justify. Growth feels random.

"Stop guessing. Start leading."

Our Approach: Systematic Growth

The LEXGRO Method is a six-phase framework that transforms marketing from guesswork to engineering. Each phase builds on the last. Every decision is data-informed. Results compound over time.

1. AUDIT	2. RESEARCH	3. PLAN	4. EXECUTE	5. GROW	6. OPTIMIZE
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Phase	Question Answered	Key Output
1. Audit	Where are we now?	Current state assessment
2. Research	What does the market need?	Intelligence brief
3. Plan	What's our roadmap?	Prioritized strategy
4. Execute	How do we implement?	Content + campaigns
5. Grow	Are we scaling?	Measurement + expansion
6. Optimize	How do we improve?	Refinement cycles

AUDIT

Before strategy, understanding. The Audit phase establishes where the firm stands today.

What We Analyze

Area	What We Look At	Tool/Method
Website Technical	Speed, schema, mobile, crawlability	LEXLY Link Validator
Content Quality	AI tells, cliches, readability, citations	LEXLY Audit
SEO Position	Rankings, traffic, keyword gaps	LEXLY Gap Analysis
Competitive Landscape	Who ranks, what they publish, their backlinks	LEXLY Research
Brand Consistency	Visual identity, voice, messaging	Manual review
Conversion Path	Forms, CTAs, user journey	Analytics + UX audit

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)

RESEARCH

Data-driven market intelligence. What does your audience actually need?

Intelligence Sources

Source Type	What We Extract	Application
Social Sentiment	Pain points, language, objections	FAQ content, ad copy
Competitor Analysis	Content gaps, link profiles, rankings	Roadmap priorities
News Monitoring	Trending topics, coverage opportunities	Timely content
Primary Sources	CDC, NIH, courts, OSHA data	Authoritative citations
Search Intelligence	Volume, difficulty, intent signals	Keyword targeting

Deliverable: Intelligence Brief

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

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PLAN

Strategy before tactics. The Plan phase turns intelligence into a prioritized roadmap.

Planning Framework

Timeframe	Focus	Typical Activities
Month 1	Foundation + Quick Wins	Technical fixes, low-difficulty content
Months 2-3	Gap Filling	Medium-difficulty pages, internal linking
Months 3-6	Authority Building	Pillar content, backlink campaigns
Ongoing	Expansion + Optimization	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
- Channel strategy (organic, paid, CTV, social)
- KPI targets and measurement plan

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EXECUTE

Implementation with quality control. Every piece meets standards before publish.

Execution Pipeline

Stage	Activity	Quality Gate
Research	Topic intelligence gathering	Source verification
Draft	Content creation	15-point audit pass
Visual	Image generation	Brand consistency check
Technical	Schema, linking, meta	Link validation scan
Review	Final QA	Human approval
Deploy	Publish + distribution	Live verification

Deliverable: Published Assets

- Researched, audited, branded content
- Technical SEO implementations
- Campaign launches (paid, CTV, social)
- Outreach for link acquisition



Measure, scale, expand. The Grow phase tracks results and identifies expansion opportunities.

Growth Metrics

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

Deliverable: Growth Report + Expansion Plan

- Performance dashboard with trend analysis
- What's working, what needs adjustment
- New opportunity identification
- Scaling recommendations



Continuous improvement. The Optimize phase refines what works and cuts what doesn't.

Optimization Activities

Area	Optimization	Frequency
Content	Update stats, refresh outdated pages	Quarterly
Technical	Speed improvements, schema updates	Monthly
Conversion	CTA testing, form optimization	Ongoing
Paid	Audience refinement, creative refresh	Weekly
Strategy	Roadmap revision based on data	Quarterly

The Cycle Continues

Optimization feeds back into Audit. New gaps identified. New research conducted. Plan updated. The methodology is a continuous loop, not a one-time project.

Why This Works

Traditional Agency	The LEXGRO 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
Hope for results	Engineer predictable growth

Competitive Framework

Every firm in your market will eventually try some version of content marketing, SEO, and advertising. The difference is methodology.

Competitors who guess will have inconsistent results. Firms using the LEXGRO Method compound their advantages over time. The gap widens.

Implementation Note

Scope, timeline, and investment vary by firm size, practice area, and market. Contact Taqtics for a customized assessment and proposal.