

DSS Saves the Day!

Client Success Story: Phillips & Garcia, P.C.



A little over two months ago we had a big problem and a big opportunity all rolled into one. We had no worthwhile and useful general law firm website to promote our main practice area of consumer protection, which includes class actions and serious personal injury. We had been developing a site with FWM, but we had fallen behind and had not completed all the tasks necessary to launch the site by the start of 2010 as planned.

In early January 2010, the opportunity came in the form of a serious consumer case against Bank of America we were about to file. Bank of America wrongly seized our client's home in Florida. Bank of America was supposed to foreclose on and seize a house ten houses away but, instead, foreclosed on our client's home, seized it and threw out their possessions. All of this despite the fact that they had no loan with the bank and owned their house free and clear of any mortgages or liens. We knew the case was press-worthy but had not yet launched our website, and, "bank foreclosure and seizure" cases were a new consumer law niche that we had not even anticipated featuring on our new site.

With the help of Mischelle Davis and my wife, Aimee, we put together a good press release and packet after filing the case in federal court against Bank of America. Media requests poured in - newspapers, local news, national news shows such as Fox, Good Morning America, the Today Show, radio morning

talks shows. But we were deer caught in the headlights because we had no web site to steer people to!

Enter FWM, Beth O'Rourke and "Captain DSS." We called Beth and asked to move up the launch of our site, even though most of the content wasn't done and approved and video clips we shot in Virginia hadn't been added. Never once did anyone

to the front page of the site. After the first news story on an ABC local station, we were able to quickly embed the video onto the front page of our site with DSS (with the help of Yvette Valencia from "We Do Web Content").

The story about our case had tremendous legs in the media and went around in cycles, eventually ending up on the

national ABC News website, just below a picture of Tiger Woods and across from a snapshot of the famous "Brangelina" pair.

I then started blogging my fingers to the bone on DSS as the news stories came out. When a story

came out, I tried to write about it and steer traffic to our site regarding the story. We also purchased the URL www.sloppybankpractices.com and FWM linked it to our site. We were able to use this URL with radio and newspaper reporters.

At the same time we continued our plan of having **We Do Web Content** write 14 weeks of content for our other practices areas which was also being loaded to the site daily via DSS and the help of FWM. **This daily content put us on search engine radar screens.**

Amazing Results!!

What? Two months ago we had no site. But now, we have had **3,847 visits to our site since its launch.** We have picked up at least **10 solid, real good case leads** on wrongful foreclosure and home seizures in various states. We are being told that **our blogs are now being discussed on other consumer websites.** We are getting between **5-10 new client contacts per week** from a combination of the website contact form and phone calls where callers tell us they found us "on the Web." **We are #1 on Google** for "Wrongful Foreclosure and Seizure Attorneys," which we basically created as a new niche practice area. I just received our first web site originated call regarding a potential class action where a bank is assessing illegal fees on small business checking accounts.

And, we're just getting started. We have not even added the video we shot for the site in Virginia with FWM. Two months ago we were wondering if any of this marketing stuff really works. We are now working feverishly to put systems in place to track and convert all these new contacts into clients. 🌐

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The screenshot shows the website for Phillips & Garcia, P.C. The header includes the firm name and a toll-free number (877-892-5620). Navigation tabs include Home, Practice Areas, Profiles, Library, Case Results, FAQ, Resources, and Contact Us. The main content area features a "Practice Areas" sidebar with links to Car & Truck Accidents, Child Injury, Consumer Class Action Litigation, Insurance Denials and Pleadings, Personal Injury & Motorcycle Accidents, and Wrongful Bank Foreclosure. The central article is titled "Wrongful Home Foreclosure, Massachusetts Personal Injury & Class Action Attorneys Specializing in Consumer Rights" and discusses the impact of the foreclosure crisis. A "Free Book" section offers a guide on stopping wrongful home foreclosures. A "Contact Information" section includes a form for name, phone, email, and a "Submit" button. The footer provides the firm's address in North Dartmouth, MA, and the toll-free number.

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at FWM say, "No Can Do." Actually all they kept saying was, "Yes, we can do that." At our request, FWM launched our barebones site on January 29, 2010. As the press was breaking the news about the case, I was working OT at night writing site content on DSS to add "Wrongful Foreclosure" to the front page of our site, add "Wrongful Foreclosure and Seizure" as a practice area and write a practice area page. We also created a free report for wrongful foreclosure and seizure, which FWM posted