



DIGITAL • ADVISORY

Built for firms that
win clients one
search at a time.

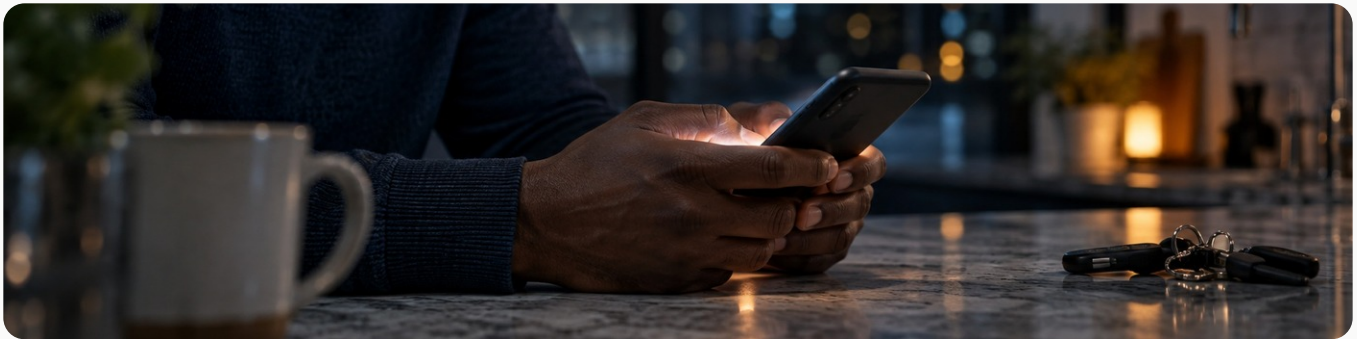
Clients now find a lawyer in more places than one.

Billboards, search, referrals and now AI answers all send people to your phone. We build the website, the local presence and the intake that turn those searches into signed cases.



How it works now.

This is the path most firms know. Someone sees a billboard, hears an ad, searches Google or asks a friend. They call or fill out a form, come in for a consultation and sign.

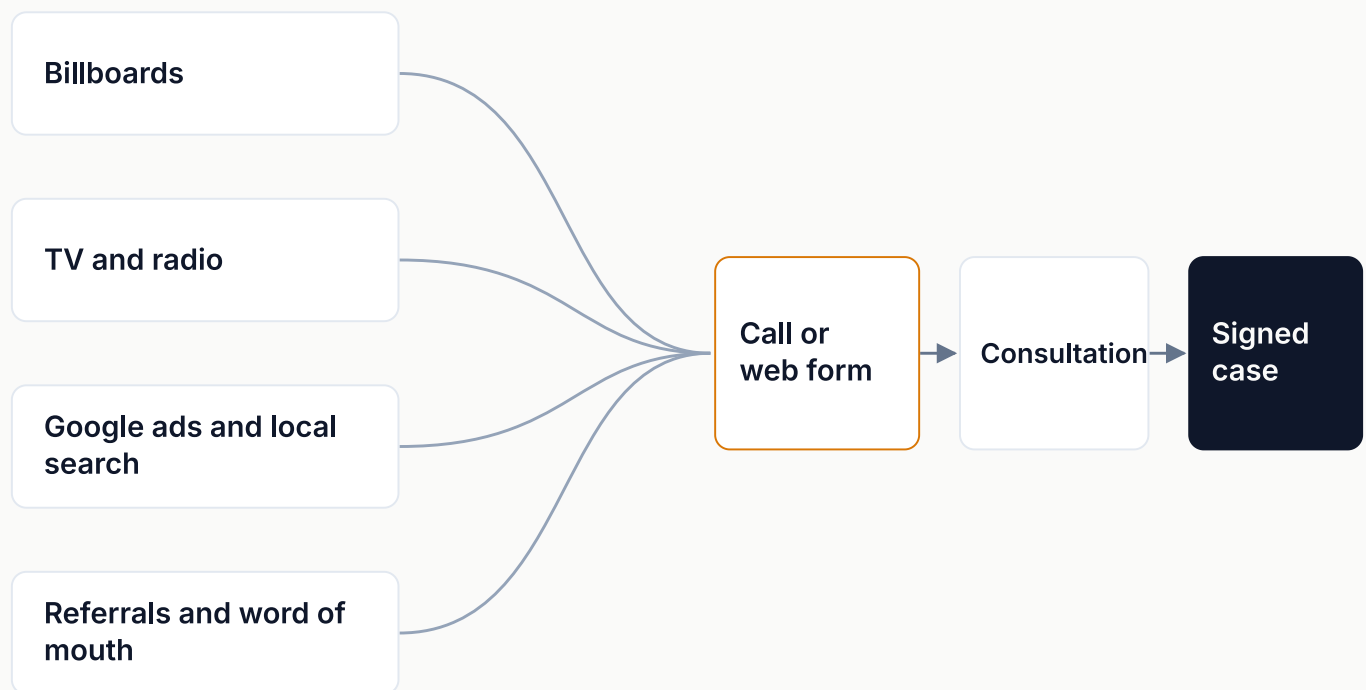


SOURCES

CONTACT

CONSULT

RESULT

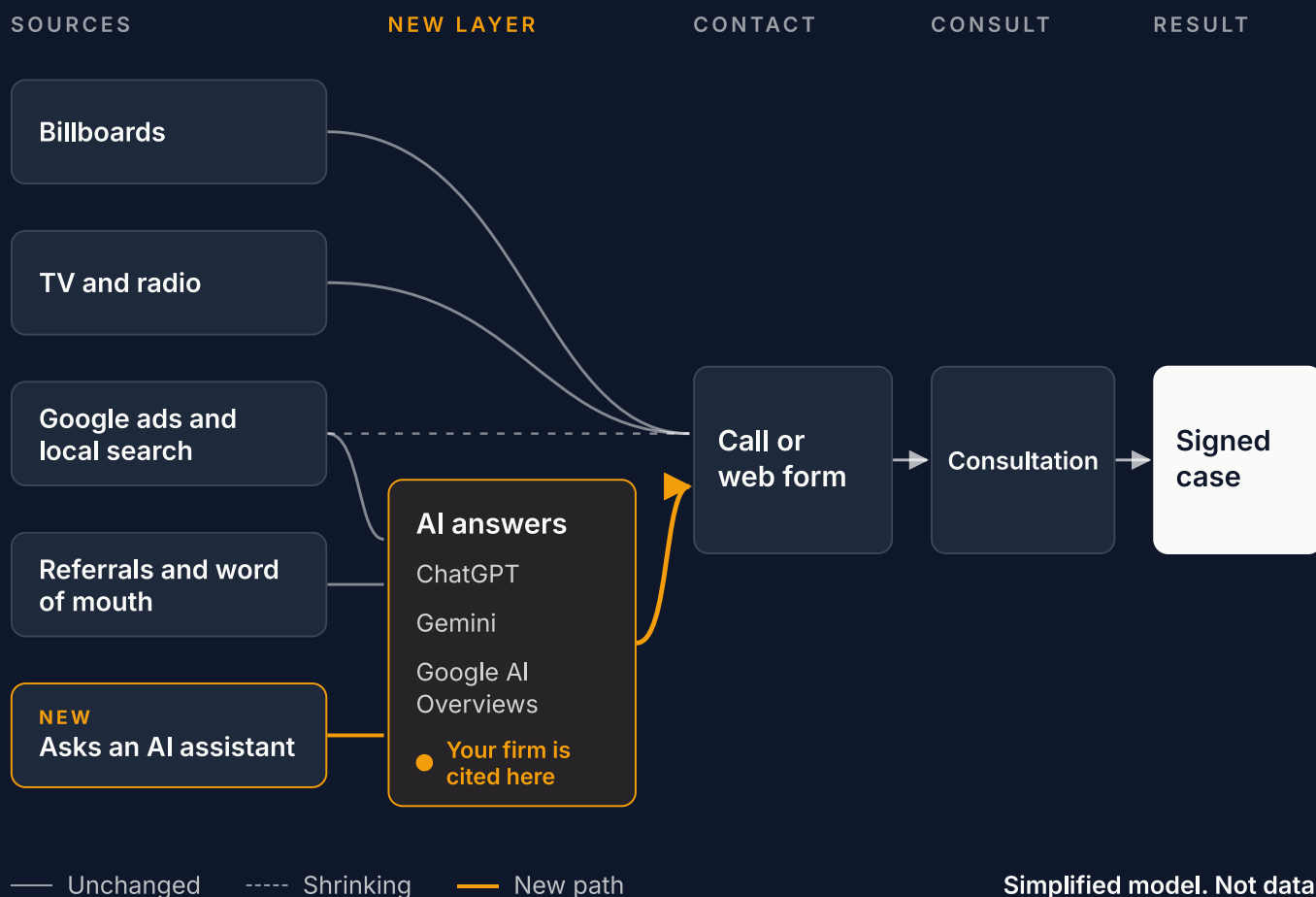


Simplified model for illustration. Not data.

HOW AI CHANGES THE PATH

Now an AI answers first.

People ask ChatGPT, Gemini or Google's AI Overviews who to call.
The answer names a short list of firms. Even a referral gets checked
against what the AI says. If your firm is not cited, you are not on
the list.

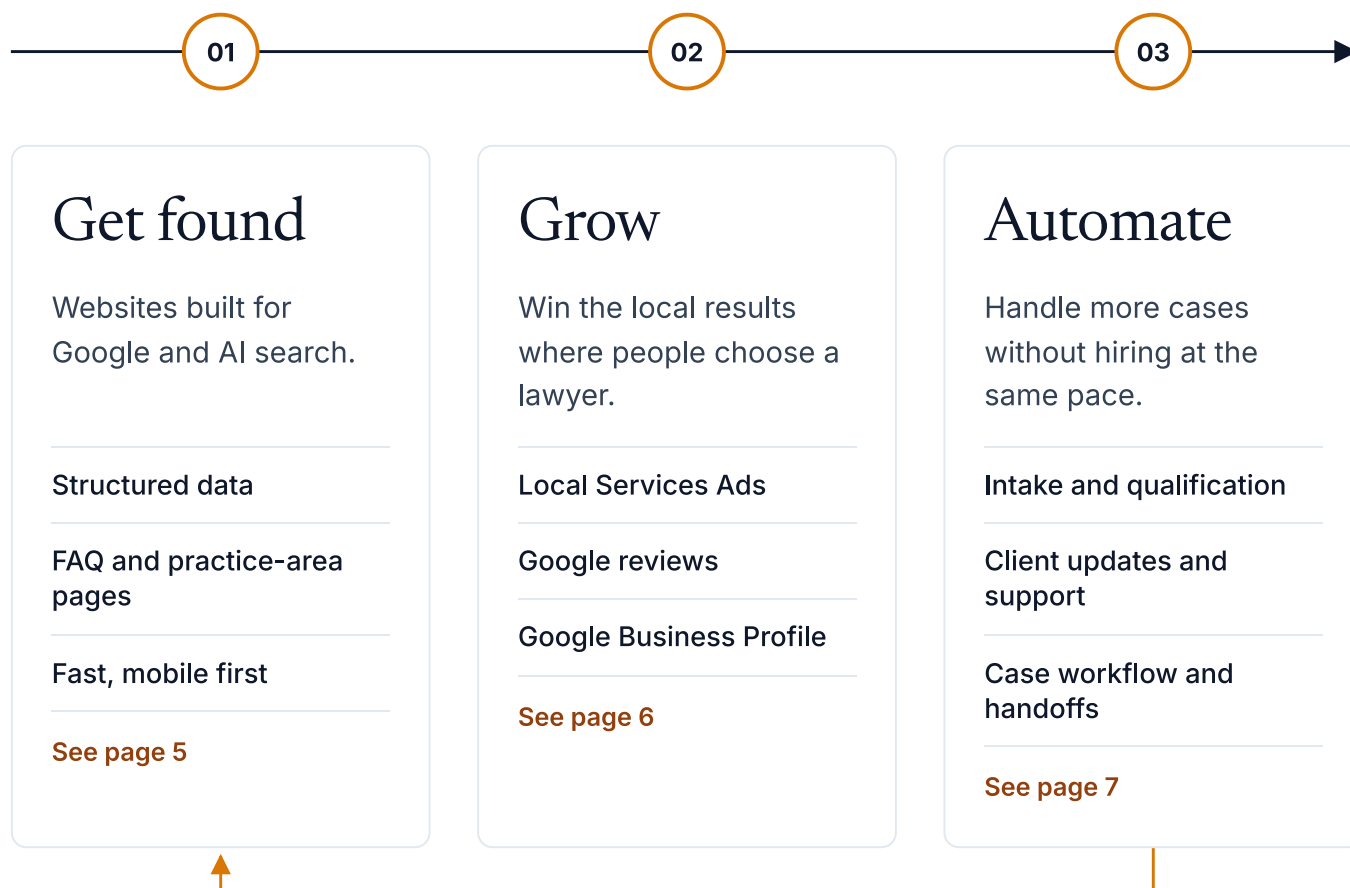


Get found. Grow. Automate.

Three parts that run as one system. Each one feeds the next.
Every step is measured, so you see what turns a search into a signed case.

SEARCHES, AI ANSWERS, REFERRALS

SIGNED CASES



KNOW WHAT WORKS Calls, forms and signed cases traced to their source. Page 8.

A website Google ranks and AI can quote.

AI answers pull from sites they can read and trust. We build yours so they can. Clear structure. Direct answers. A page for every case type you take.

Structured data

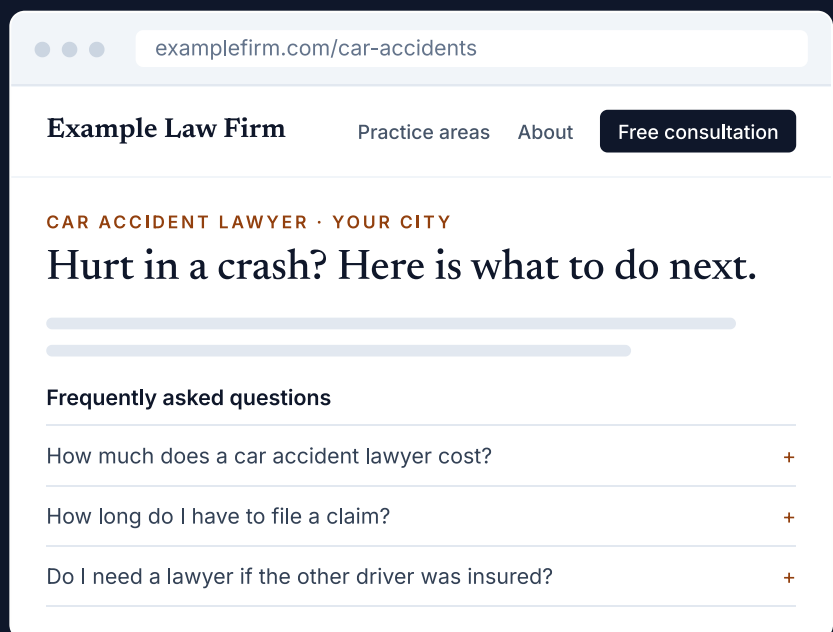
Schema markup tells Google and AI tools who you are, where you practice and what you handle.

FAQ and practice-area pages

One page per case type, with the questions clients ask, answered plainly.

Fast and mobile first

Built to load quickly on a phone, where people search after a crash or an arrest.



```
<script type="application/ld+json">
{ "@type": "LegalService",
  "name": "Example Law Firm",
  "areaServed": "Your City",
  "knowsAbout": ["Car accidents", "Truck accidents"] }
```

Example firm. Illustration of a practice-area page and its structured data.

Show up where people pick a lawyer.

The top of a local search is ads, map results and star ratings. We run all three so your firm is the one they call.

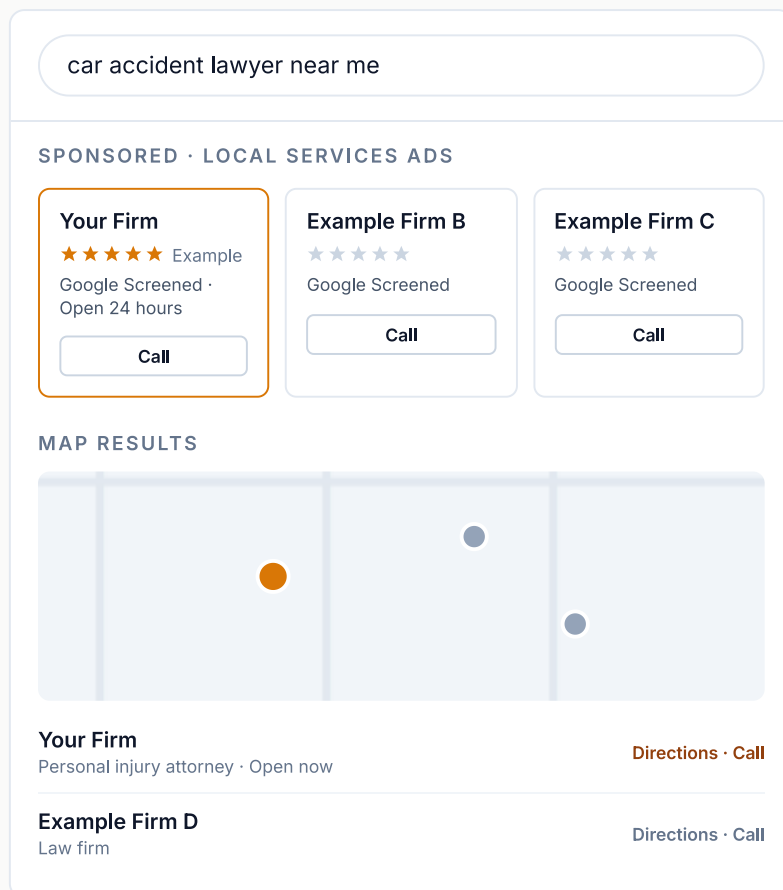


Illustration. Example firms, not real listings.

Local Services Ads

The Google Screened listings at the very top of the results. You pay per lead, not per click. We set them up, manage the budget and dispute bad leads.

Google reviews

A steady way to ask satisfied clients for reviews. A reply to every review, good or bad.

Google Business Profile

Categories, services, hours, photos and posts kept accurate and active, so you rank in the map results near you.

More cases. Same team.

Growth breaks the process you have now. More leads means more intake, more client calls, more status updates and more paperwork. We automate intake and client support so the people you have can handle more cases, without hiring at the same pace.

Case workflow · Example	OWNER
From first contact to signed case and beyond	
Capture and qualify new leads	Automated
Book consultations	Automated
Collect intake documents and records	Automated
Open the case in case management	Automated
Send case status updates	Automated
Answer routine client questions	Automated
Review the case and advise the client	Your team
Negotiate, settle and litigate	Your team
Your judgment is the product. We build everything else.	

Illustration. Tasks vary by firm and practice area.

Intake that runs itself

Every lead captured, qualified and scheduled, from every channel, day or night.

Client updates and support

Status updates and answers to routine questions go out on their own, so clients stop calling to ask where things stand.

Documents and data

Forms, records and signatures collected and filed to your case management.

Handoffs and tasks

Signed cases open in your case management with tasks assigned. No re-keying.

KNOW WHAT WORKS

You pay for billboards, TV, radio and Google ads. Do you know which ones sign cases?

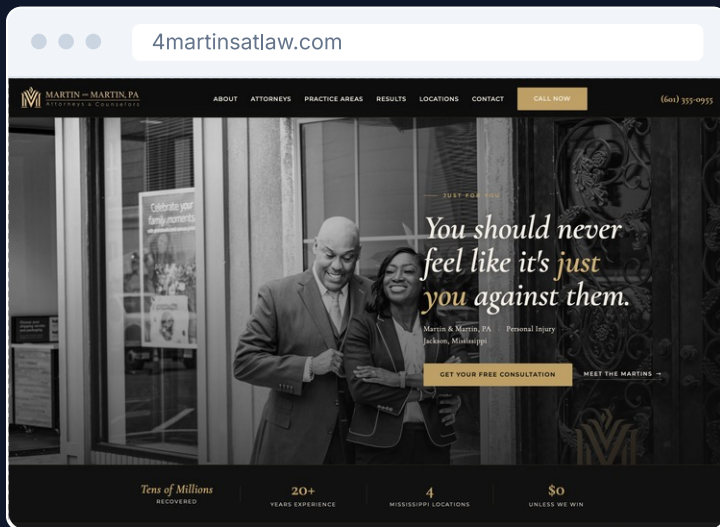
We connect your calls, forms and case outcomes, so every channel shows what it costs per signed case. Then you move money to what works.



We set up and connect the tools you already use, such as call tracking (for example, CallRail) and case management (for example, Filevine). Your firm owns every account.

PROOF

Work you can visit.



PERSONAL INJURY · JACKSON, MS

Martin & Martin

4martinsatlaw.com

A full rebuild: new design, clear structure, and written so Google and AI can read it.

GOOGLE REVIEWS

4 to [16]

Martin And Martin. Pa Attorneys & Coun...

4.5 ★★★★★ (16) · Personal injury attorney

10+ years in business · 228 E Capitol St

Before 302, and today.

Google Business Profile, checked Oct. 12, 2026.



SAME FIRM · GOOGLE SEARCH

Top of the page.

#1 business listing · #1 web result

Search the firm by name and Martin & Martin comes up first in the map listings and first in the web results, on the site we built.

NEXT STEP

See where your firm shows up in AI answers.

Get a free AI-visibility snapshot.

We ask ChatGPT, Gemini and Google AI Overviews the questions your clients ask, and check whether your firm is named. You get a short report and a call to walk through it.

- 01 Where AI answers cite you, and who they cite instead
- 02 How your Google Business Profile and reviews compare
- 03 What your site tells search engines, and what it leaves out



302digitaladvisory.com/snapshot

Scan with your phone camera

WHAT WORKING WITH US LOOKS LIKE



First call

We walk through your snapshot and your goals.



Build

We build your site, profiles, ads and intake.



Launch

We go live and connect tracking end to end.



Refine

We review the numbers with you and move budget to what signs cases.



For lawyers. By lawyers.

penny@302digitaladvisory.com · 302digitaladvisory.com

No contracts. Cancel anytime.



FREE AI-VISIBILITY SNAPSHOT

See what AI says about your
firm.

302digitaladvisory.com/snapshot

302digitaladvisory.com

penny@302digitaladvisory.com

We set up the tools. Your firm owns every account.

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