CASE STUDY

FIRM: The Babcock Law Firm

LOCATION: Colorado

WEBSITE: injurylawcolorado.com

ENJURIS PARTNER SINCE 2016

THE
BABCOCK
LAW FIRM LLC

Mack Babcock & The Babcock Law Firm
How Enjuris helped a boutique Colorado law firm compete on a national level

The Babcock Law Firm is a boutique law firm that specializes in personal injury, workers' compensation and insurance bad faith litigation in Colorado. They 100% represent plaintiffs, not insurance companies, corporations or businesses. The firm represents individuals and families who have been hurt by another person's negligence, workplace injury, or wrongful conduct by insurance companies.

The Challenge

As a boutique law practice, The Babcock Law Firm was looking to outsource help with marketing, business development and lead acquisition. Since they only work with plaintiffs, they can't rely on repeat customers because that would mean someone is getting hurt over and over again.

Prior to joining Enjuris, the firm was using traditional methods like referral resources including prior clients, doctors, etc. Starting a small firm like this typically means a lawyer has a very limited caseload or no caseload at all because they came from another, larger firm. The firm needed to develop a strong caseload by expanding beyond traditional methods and finding ways to cast a wider net to include people who search online for a law firm.

Mack Babcock wasn't getting the results he desired. Instead, the competitive nature of the legal industry showed that the trend was for large, national law firm websites to dominate the rankings.

The Solution

Soon after starting The Babcock Law Firm Mack Babcock decided to use the capital he had earned to develop an online presence. Mack met with multiple marketing companies to make sure they weren't working with any of his competitors because he wanted to make his website the top site in Colorado for what he does.

He discovered that most marketing companies signed up numerous firms in the same geographic area. He had a problem with that concept. These companies told him they would do great marketing for his business because they had success with his competitors. But that didn't make sense to Mack because he knew they were telling all of their clients that they could get them on Page 1 and would ask for more money to get each ahead of the competition.

After a series of conversations with different companies, he decided Enjuris was a perfect fit. The Babcock Law Firm joined Enjuris as a Premier Partner in 2016 to help compete on both an individual level and on a national scale.

The Results

Within **4 years** after Mack Babcock became an Enjuris Partner in 2016, he saw the following results:

14,038
Website traffic increased from 327 per month

$69,700/mo
Organic search value increased from $4,100/month
(Based on what it would cost through paid advertising)

1000%
Top 3 rankings increase

653%
Page 1 rankings increase

In addition, organic search, page views, user engagement, referring domains, backlinks and other vital metrics all saw a marked rise shortly after joining Enjuris.

How we do it

Since then, Enjuris has provided high-quality digital marketing and business development services to boost leads for this successful Colorado law firm. In addition to gaining recognition and media exposure from our interview with Mack Babcock, The Babcock Law Firm has benefited from other Enjuris Partner perks—including:

✓ Individual Author page on the Enjuris blog
✓ Published guest blogs on Enjuris (with a link to his website)
✓ Priority display in our national lawyer directory
✓ Additional features in his directory listing to attract more leads (such as video and optimized content)
✓ Territory protection (we don't partner with his direct competitors)
✓ Featured on the Enjuris home page
✓ Featured in the Colorado Personal Injury Guide as an Enjuris Partner
✓ Featured as a Partner on Enjuris' Ask An Attorney page
✓ Exclusive access to be featured in Enjuris content and research projects

" They're always on top of things. If I detect an issue, I get an immediate response... They're great at communication. I run my firm like a business because I have a background in business, so I enjoy the numbers and analyze my marketing every year. I run a cost-benefit analysis and can tell you how much I make per case on the ones I get through my online presence. It has been a good experience from a communication and outcome standpoint. I have very close friends who are my competitors and we talk about our firms and marketing strategies. From those conversations, I know I'm beating my competitors on cost value.

Some of my competitors are paying 150% of what I'm paying for the same level of service, but sometimes not for the same level of success that I'm receiving "

- Mack Babcock, Owner and Managing Attorney, The Babcock Law Firm

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Mack Babcock has also been featured by a number of high-profile sites thanks in part to his recognition as an Enjuris Partner.

The New York Times · NBC NEWS · Enjuris® · LEGAL TALK NETWORK · HUFFPOST · CTLA COLORADO TRIAL LAWYERS ASSOCIATION · THE WALL STREET JOURNAL. · workcompcentral.

Integration with Enjuris makes your website stronger

By harnessing the power of Enjuris, your website performs better in organic search, allowing you to drive more traffic and grow your site's authority. Connect your website to the Enjuris content engine today for dramatic growth in organic traffic and a competitive advantage with proven ROI.

Enjuris content gets noticed

ABOVE THE LAW · HUFFPOST · U.S. News · NPR · THE HILL · Avvo · The Nation. · ABA · LAWYER MONTHLY · More...

How it works

Integration - Personal and workers' injury attorneys who connect their website to our top ranked content portal quickly benefit from thousands of pages of optimized content.

Growth - By passing valuable Google authority to your site and producing custom content targeting your market area, we dramatically increase traffic to your website.

Protection - Enjuris partners with a limited number of attorneys in any geographic area, ensuring a true competitive advantage for your website in your market area.

For detailed information:

enjuris.com/for-attorneys/

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