



## GROW YOUR PRACTICE

With a Trusted Leader in Legal Marketing and the Newest  
Member Benefit Partner of the LSBA.

Since 2006, Omnizant has helped over 2,200 law firms create dynamic websites and effective lead-generation campaigns. Whether you're a solo practitioner looking to develop a professional website on a budget or a partner in a large practice wanting to double-down on client generation with SEO, Omnizant has the experience and expertise to get you results.

As a Member Benefit Provider to the Louisiana State Bar Association, Omnizant is pleased to provide the following services to members:

- ✓ Budget-friendly Website Design via OneFirst by Omnizant
- ✓ Search Engine Optimization
- ✓ Content Marketing
- ✓ Website Accessibility Remediation
- ✓ Social Media Marketing
- ✓ Branding and Identity

### ACTIVE MEMBERS OF THE LSBA RECEIVE THE FOLLOWING DISCOUNTS:

#### 10% DISCOUNT

On the first year of SEO plans plus the website design fee waived.

\*(no term; 30-day written cancellation required)

#### 20% DISCOUNT

On the first year of OneFirst plans.

\*(OneFirst is a website only plan; originally \$199/mo; one year contract, written cancellation required)

OneFirst Legal Websites and all SEO plans include backend website assistance with a designated Support Specialist and Account Manager. One to one training is also available.

# SEO THAT DRIVES REAL REVENUE GROWTH

Omnizant is pleased to offer LSBA Members search engine optimization (SEO) campaigns designed to enhance their firms' visibility and drive growth. There is no one-size-fits-all SEO plan which is why Omnizant offers four different plans to help firms reach their unique business development goals.

SEO plans with Omnizant range in price from \$990 to \$5,000 per month and depend on the competitiveness of your firm's market and key area(s) of focus. All plans include:

- ✓ Foundational strategy development  
(including the creation of personas, editorial calendar and earned media plan)
- ✓ On-page optimization
- ✓ Core directory listings and directories management
- ✓ Monthly blog articles and/or web pages drafted by attorney writers
- ✓ Earned media
- ✓ Conversion tools
- ✓ Monthly reporting
- ✓ Dedicated account manager
- ✓ Quarterly business reviews
- ✓ Annual accessibility audit

During your complimentary web audit, one of Omnizant's marketing consultants will review your current website and marketing goals, and provide you with a detailed proposal on the plan that's right for your practice.

Media coverage can expand your firm's reach and attract new clients. Omnizant's earned media service (included in all SEO plans) is a great way for LSBA members to get in front of reporters from local and national publications. These placements, which can be in the form of a news segment, a newspaper article, a radio spot or a trade publication article, help to showcase your firm's expertise and establish credibility with your audience.

Omnizant's earned media service includes pitching to over 400 publications, including:

<b>Law360</b>	<b>The New Orleans Tribune</b>	<b>The Baton Rouge</b>	<b>The Shreveport Sun</b>
<b>ThinkAdvisor</b>	<b>Nola Family Magazine</b>	<b>Bossier Press-Tribune</b>	<b>Legal Reader</b>

[View a list of Louisiana-based publications included in earned media outreach.](#)