

conscious
design, websites and marketing for law firms

**What's
it like
to work
with us?**

www.conscious.co.uk

20 years in
business and
still growing!



Dan Hodges
Head of Account
Management
9 years, 3 months



**Joanna
Cunningham**
Head of Digital PR
3 years, 9 months

49 people
(47 UK + 2 Sri Lanka)



Sarah Wyatt
Head of Marketing
Services
14 years, 6 months



Bryony Cole
Product and
Client Services
Manager
16 years, 8 months



Katie Blake
Account Manager
6 years, 9 months



David Gilroy
Managing Director
20 years, 5 months



Liam Hegenbarth
Head of Development
11 years, 1 month

£2.85m
turnover in 2022

301
Clients in the
legal sector

Profitable

Where it all began...

Nineteen years ago, David Gilroy and Andrew Gray started a web agency service with the aim of improving the online presence of law firms.

It eventually became the bright, friendly and very orange company it is today: Conscious Solutions. Now with a team of 47 people, we can offer a range of services to truly enhance the online footprint of law firms.

Firstly, we can develop your brand to truly home-in on what you stand for - from business cards and a logo to communication with clients and voicemail messages.

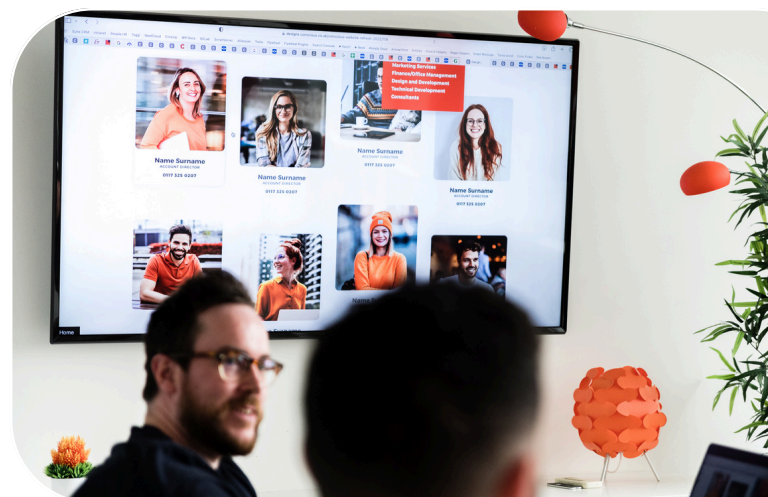
Not only that, but we can completely rebuild and optimise websites to increase visits and conversion rates. It's not just about having a website, it's about what you do with it that counts. Making your website easy to navigate and responsive on a mobile device is crucial.

Lead generation is a big part of what we do. We work closely with you to find a bespoke solution for your firm; whether that's SEO, PPC, infinity call tracking, social media, legal content, SuiteCRM or visitor intelligence, we have a dedicated team of people to guide you all the way.

Lastly, we understand that lawyers are busy, and finding time to focus on marketing can be a challenge. That's why we also offer marketing consultancy and ongoing account management, which allows us to connect with our clients to ensure they are satisfied with the service and update them on any new relevant tools or techniques.

So, when it comes to building your online presence, let Conscious take care of it!

We help law firms become more successful online



Websites

SEO

PPC

Social Media

Legal Copywriting

and Digital PR



**Doing it all with a
squeeze of orange...**



It's not just about having a good looking website...

conscious

It's about what you do with it once you've got it

SEO

An impressive **300%** Increase in enquiry form fills from an SEO campaign

What we do...

With over 20 years of experience in helping law firms to become more successful online, we understand what it takes to improve your digital marketing efforts.

Whether your website needs a full redesign, a lick of paint (it doesn't have to be orange!), or an influx of visitors, our team have the knowledge and expertise to assist. We offer a full-service solution that is tailored to you and your firm, meaning you'll have access to the exact level of support you need depending on your existing resources, both in-house and outsourced.

We specialise in all things digital, with our diverse team all possessing a comprehensive set of skills and experience. Everything from SEO to PPC and

Our team come from a variety of backgrounds, including those who have previously worked in the legal sector, marketing graduates, journalism, engineering and those who joined the team as apprentices and have stuck around.

DIGITAL PR

Over **3 in 5** Campaigns receiving news coverage





Websites

In 2014, according to research by Legal Futures, over two million searches were made daily on legal topics. Imagine how many more there are today! Considering that over 80% of adults are active online, establishing a strong digital presence has never been more crucial.

Your law firm's website can serve as a platform to showcase its expertise and differentiate itself from competitors. By providing insightful and informative content through blog articles, case studies, or whitepapers, your law firm can establish itself as a thought leader and demonstrate its thorough understanding of the legal landscape. This not only helps to build trust, but sets your firm apart from competitors who have less of an online presence.

Legal Copywriting

Content writing for law firms is an essential part of a successful website. We always tell our clients, "It's not just about having a good-looking website, it's about what you do with it when you have it."

Our copywriters create informative, engaging and legally accurate content that focusses on the services your law firm provides. This means that anyone who finds your website can access the information they need and clearly understand the value your law firm can provide. This helps them make the decision that your law firm is the right one for them.

Bespoke legal copywriting is the bridge between law firms and their clients and is the key to unlocking your website's full potential, which is why its power should never be underestimated.

SEO

162%

increase in overall traffic from September 2022 to September 2023 for an SEO client.

Web

40,000

sessions per month compared to 4,000 sessions per month after a law firm client's new website went live.

PPC

PPC advertising can be a successful marketing strategy in helping your law firm generate new enquiries.

Web

An impressive

35%

increase in conversion rates once a law firm's new website went live.

PPC marketing offers law firms a powerful tool to attract highly targeted leads and increase their online presence. By utilising search PPC campaigns, retargeting and remarketing, paid social campaigns, and display advertising, your law firm can optimise its digital marketing efforts and achieve tangible results. Remember, PPC marketing for lawyers is a dynamic and ever-evolving field, so it's crucial to stay updated with the latest trends and strategies to maintain a competitive edge.

SEO helps to ensure your content works for Google and the users of your website. By creating SEO-optimised content, your website can appear higher search engine results pages and stand out from the competition

SEO

We believe that SEO isn't just about getting your law firm's site to No.1 in Google with a handful of keywords. It is, in fact, made up of hundreds of different elements to drive those all-important visitors to your website and, thus, enquiries into your firm. All this takes time, skill, knowledge, and patience.

Since we only do SEO for the legal sector, our sector-specific knowledge means that we can spend less time on research than other agencies and spend more time getting your law firm results.



Social Media

Whether you are a lawyer sharing your knowledge or building relationships and connections with people, there is a space for your firm to share its expertise, build its awareness and create lasting trusted relationships on social media.

Social media for law firms isn't simple, and it takes time, resources, and idea generation which we understand not everyone within a law firm has time for.

That's why we are here to support your social media marketing and help your law firm stand out from the crowd. With our legal knowledge, and 19 years supporting law firms to become more successful online, we have an understanding on what works on social media for law firms, and what potential clients resonate with.

We're one of Flexa's 100 most flexible companies to work for in 2023



conscious flexa.

15 to 21 May 2023 
Mental Health Awareness Week

It's Mental Health Awareness Week and this year's theme is anxiety.

Keeping your social media accounts safe

Five Top Tips

- 1 Change your passwords regularly
- 2 Review admin regularly
- 3 Set up two-factor authentication
- 4 Use a shared email address
- 5 Review levels of access and app integrations

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Matt Nichols
SEARCH MARKETING MANAGER



"Having a flexible employer means that if I ever need extra time to get something done, I know I can fit it in and make the time up later. Whether it's a dentist appointment, a driving lesson or I need time to trawl around Bristol to buy a present for someone, I don't have to stress about squeezing it in before or after work or at the weekends. I also get to work from home whenever I want which makes balancing my home life a lot easier (and I don't have to pay for a dog walker!)"

flexa. conscious

Digital PR

Digital PR is a fast-growing field of marketing, so it's something that law firms should jump on now to get ahead of the curve, become a known expert in the industry and boost website SEO in the process.

These days, most of us spend time online consuming news, so PR is now much more than advertorials, crisis communications, and printed news coverage. Whilst these are still reputable marketing techniques, Digital PR is all about forming partnerships with journalists, providing them with angles and commentary to help them write their stories. Conscious is making these techniques possible for law firms to boost their brand image and improve their reach to potential clients.





Our chosen charity



How we support our team...

Our team are an integral part of the culture and success of Conscious. Without their hard and smart work, Conscious would be a very different place!

Our Wellbeing Team, Green Team, Fun Team and Suggestions Scheme Team ensure all of our team are heard and supported throughout their day-to-day work. They also host regular socials to keep our team connected to one another in a hybrid world.

Our team also support a charity of the year every two years. In 2020-2021, we supported Cancer Research UK and in 2022-2023 we supported Gympanzees.

The team regularly feature on Conscious Conversations and The Conscious Pod to share their knowledge, top tips and expertise.

Accreditations



We are a verified Google Business Partner. This means that we have maintained an optimisation score of at least 70%, have managed at least \$10,000 USD in ad spend in the past 90 days and over 50% of our strategists have demonstrated proficiency in Google Ads by earning Google Ads certifications.



We are a LawNet preferred supplier. LawNet is the UK and Ireland's leading network for independent law firms promoting excellence. LawNet is passionate about seeing its firms succeed and has developed a wide range of services and initiatives to help members stay ahead of their competition, reduce costs, and improve efficiencies and profitability.



The Good Business Charter is a simple accreditation that organisations can apply for in recognition of responsible business practices. An organisation must meet all 10 commitments to receive GBC Accreditation.



One of our sayings here is "work is a thing you do, not a place you go" which means we have always had a healthy flexible approach to working. Flexa re-verified us in 2023, which means they had a good look behind the orange curtain, surveyed the team and gave us a giant green 'F'. That is a positive F meaning we are 'Flexified'.



The real Living Wage is the only UK wage rate based on the cost of living. It is voluntarily paid by over 14,000 UK businesses who believe their staff deserve a wage which meets everyday needs - like the weekly shop or a surprise trip to the dentist. We became a Living Wage Employer in 2021.



We are part of the Bristol Creative Industries' network (formerly Bristol Media). Our team attend events to grow their skills, knowledge and expertise in the digital marketing sphere.



The Law Firm Marketing Club have a simple vision. Their aim is to help law firms look after their clients and increase revenue, whilst simultaneously growing their marketing team's skills and knowledge. We are a trusted partner of the Law Firm Marketing Club.

Testimonials

Our clients range from Top 200 law firms, multi-partner firms to sole practitioners. After working with us on a new website or digital marketing campaign they tell us that they...



I have enjoyed working with Conscious for the past 15 years, continuing to develop the website to ensure it meets the needs of our clients whilst continuing to act as a lead-generating tool for the business. I only see our working relationship developing further. I would not hesitate to recommend the team at Conscious for a law firm's online marketing needs.

**Sarah Boustouller, Marketing
Director and Partner
Stephensons Solicitors**



“We have also offered expert commentary on a range of topics proving we have the expertise and knowledge to support our clients. The team at Conscious are resourceful, knowledgeable and collaborative, and I know they strive to achieve the best results for our firm.”

**Umar Zeb, Senior Partner &
Lisa Nicol, Managing Partner
JD Spicer Zeb**



The team at Conscious Solutions are extremely knowledgeable and responsive and have been a huge asset to our digital marketing. We have been very pleased with the ideas they have developed for our SEO and Digital PR strategy and have seen our brand awareness and enquiries increase as a result. We are now seen as thought leaders in our industry and are one of the go-to sources for data breach news and advice.

**Richard Forrest
Hayes Connor**

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