

FISHER TAUBENFELD LLP

CASE STUDY

**ATTORNEY:** Liane Fisher**RECOGNITION:**

Selected by Super Lawyers to the Rising Stars list: 2012-2016

FIRM:

Fisher Taubenfeld LLP

SCOPE AND SERVICES:

Employment and Labor Law

LOCATION:

New York, New York

MARKETING SOLUTIONS: Blog, mobile-focused website, FindLaw Directory, Super Lawyers Premium Online Attorney Profile and Super Lawyers Directory

Five-time Rising Stars list selectee, Liane Fisher, is the founding partner at Fisher Taubenfeld LLP, previously Serrins Fisher LLP, in New York City. Through a recent change in partnership, and a new firm name, FindLaw and Super Lawyers have served as the backbone for attracting new clients in this transition. Liane's diversified online marketing approach has allowed the firm to thrive in the highly competitive Manhattan marketplace.



FIRM GOAL: Expand the number of potential clients contacting the firm through a renewed investment in online strategy

Liane Fisher focuses her practice on resolving workplace disputes with an emphasis on remedying discrimination, sexual harassment and wage and hour violations. On top of the representation that she provides to employees, Fisher also counsels several small and mid-size businesses in the New York area, helping them develop employee handbooks and providing legal guidance to management.

Although Fisher Taubenfeld LLP still credits word-of-mouth as a factor in generating referrals, Liane knew that for the longevity of the business they needed to bolster their online footprint. She initially hired a friend to design a new website and Liane worked diligently to create content. Once completed, the revamped look was aesthetically pleasing, easy to navigate and the content seemed to educate potential clients.

Months passed and the traffic that Liane hoped to create with this new facelift wasn't garnering improved results. For every ten leads, only two turned into cases. A change needed to be made.

“PREVIOUS TO WORKING WITH FINDLAW, OUR WEBSITE LOOKED NICE BUT WE WERE NOWHERE TO BE SEEN IN THE EYES OF GOOGLE.”

- ATTORNEY LIANE FISHER

SUPER LAWYERS AND FINDLAW SOLUTION

Liane was interested in developing a plan that made her firm more visible online and showcased her perennial selection to the Rising Stars list in the New York Metro area. She partnered with the Super Lawyers and FindLaw teams to come up with a strategy that was timely, easy to maintain and positioned the firm in front of a massive audience. The approach included:

- **Mobile Focus:** With help from SEO specialists, the firm was able to put functionality for a mobile optimized website in place. This change in overall scheme instantly appealed to the on-the-go consumer and provided more consistent traffic and inquiries to the website.
- **Highlighting Achievements:** Whether it's the Rising Stars badge in her email signature or the various pro bono endeavors she's involved with, Liane seeks to promote honors that come her way. And others have begun to take notice. Colleagues and adversaries routinely congratulate her on the Rising Stars selection and potential clients cite the Super Lawyers brand as to where they noticed her.
- **Content that Engages:** Blog posts were created around content relevant to the firm's target audience and then posted on all their social channels. Additionally, this content reached more of their target audience through a series of paid social placements that fostered engagement.

Partnering with FindLaw and Super Lawyers on several areas of their online marketing not only made the process convenient for Fisher Taubenfeld LLP, but more importantly, it resulted in an integrated and consistent message wherever the firm was found.

RESULTS

Even early on in the transition to Super Lawyers and FindLaw, Liane was impressed with the overall lead volume flow. The product offerings have helped her firm stay top-of-mind in a crowded location for employment law. Results included:

- Lead volume increased 30 percent since establishing a website through FindLaw.
- Liane's Super Lawyers Premium Online Attorney Profile saw 15 times more page views than that of non-paid online profile types in the New York Metro area.
- Numerous word-of-mouth references mentioned Liane's selections to the Rising Stars list from 2012-2016.

Partnering with FindLaw and Super Lawyers has kept the phone ringing and more people contacting us online than we ever could have imagined. We receive inquiries every week from the strategy they put together.

- ATTORNEY LIANE FISHER

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