

## Work Summary Document

<b>DATE</b>	07.10.2018
<b>BUSINESS NAME</b>	ABC Lawyers
<b>URL</b>	<a href="https://www.smithlaw.com.au">https://www.smithlaw.com.au</a>
<b>CONTACT</b>	John Smith
<b>1. WORK SUMMARY OVERVIEW</b>	<p>This is our second month working together.</p> <p>At this point we have implemented a new site structure and ensured data is tracking correctly.</p> <p>At this point we are creating foundational pages (i.e. family law, criminal law) for your core service offerings.</p>
<b>2. CONVERSIONS</b>	<p>Conversion Period: 21/09/2018 - 07/10/2018</p> <p>Phone Calls: 11</p> <p>Email Enquiries: 8</p> <p>Estimated Revenue: \$8,360</p>
<b>3. ONPAGE OPTIMISATION</b>	<p>Authored and published</p> <p><a href="https://www.smithlaw.com.au/conveyancing/">https://www.smithlaw.com.au/conveyancing/</a></p> <p><a href="https://www.smithlaw.com.au/conveyancing/first-home-buyers/">https://www.smithlaw.com.au/conveyancing/first-home-buyers/</a></p> <p><a href="https://www.smithlaw.com.au/conveyancing/selling-property/">https://www.smithlaw.com.au/conveyancing/selling-property/</a></p> <p><a href="https://www.smithlaw.com.au/conveyancing/buying-property/">https://www.smithlaw.com.au/conveyancing/buying-property/</a></p> <p>All pages have been <i>Force Fetched</i> using Google Search Console, meaning they are available to the public now.</p>

	<p>Authored (awaiting review)</p> <p><a href="https://www.smithlaw.com.au/conveyancing/transferring-property/">https://www.smithlaw.com.au/conveyancing/transferring-property/</a></p> <p><a href="https://www.smithlaw.com.au/conveyancing/buying-selling-businesses/">https://www.smithlaw.com.au/conveyancing/buying-selling-businesses/</a></p> <p><a href="https://www.smithlaw.com.au/home-test/">https://www.smithlaw.com.au/home-test/</a></p>
<b>4. OFF PAGE OPTIMISATION</b>	<p>Website has been listed with the NSW Law Society</p> <p><a href="https://www.lawsociety.com.au/">https://www.lawsociety.com.au/</a> -</p>
<b>5. MISC</b>	<p>Tested and replaced “Contact Form 7” contact form with Gravity forms.</p> <p>This allows for a better user experience, and is also more accurate when counting conversions. Now we only count <b>successful</b> email enquiries.</p> <p>---</p> <p>Deleted unused pages on website</p> <p>---</p> <p>Re-strategised with a focus on Wills &amp; Estates for next month</p>
<b>UPCOMING WORK</b>	<p>Creating the following pages for upcoming months in order of priority to the business.</p> <p><a href="https://smithlaw.com.au/wills-estates/">smithlaw.com.au/wills-estates/</a>  <a href="https://smithlaw.com.au/wills-estates/wills/">smithlaw.com.au/wills-estates/wills/</a>  <a href="https://smithlaw.com.au/wills-estates/challenging-will-court/">smithlaw.com.au/wills-estates/challenging-will-court/</a>  <a href="https://smithlaw.com.au/wills-estates/power-attorney/">smithlaw.com.au/wills-estates/power-attorney/</a>  <a href="https://smithlaw.com.au/wills-estates/making-will/">smithlaw.com.au/wills-estates/making-will/</a>  <a href="https://smithlaw.com.au/wills-estates/making-enduring-guardian-document/">smithlaw.com.au/wills-estates/making-enduring-guardian-document/</a>  <a href="https://smithlaw.com.au/wills-estates/preparation-caveats/">smithlaw.com.au/wills-estates/preparation-caveats/</a>  <a href="https://smithlaw.com.au/wills-estates/probate-estate/">smithlaw.com.au/wills-estates/probate-estate/</a>  <a href="https://smithlaw.com.au/wills-estates/asset-protection/">smithlaw.com.au/wills-estates/asset-protection/</a>  <a href="https://smithlaw.com.au/wills-estates/deceased-estates-probate-administration/">smithlaw.com.au/wills-estates/deceased-estates-probate-administration/</a></p>

	<p>smithlaw.com.au/wills-estates/elder/  smithlaw.com.au/wills-estates/enduring-guardian/  smithlaw.com.au/wills-estates/enduring-power-attorney/  smithlaw.com.au/wills-estates/estate-planning/  smithlaw.com.au/wills-estates/testamentary-trust/-</p>
<b>RECOMMENDATIONS</b>	I would like us to trial a chat feature that can captures people's phone numbers or email addresses for one month.
<b>WHAT I REQUIRE FROM YOU</b>	<p>Decide on strategy for Wills &amp; Estates</p> <p>Allocate staff member for Q &amp; As</p> <p>Possibly remove fields in the contact form</p> <p>Remind team that they are welcome to send me inclusions they think are suitable for the website content.</p>
<b>GENERAL NOTES</b>	<p>You can always increase your allocated hours per month to speed up your campaign. The more hours you put in, the quicker you will see results.</p> <p>Pay in advance and save. I offer discounts on clients who commit to 6 or 12 month pre-paid campaigns (6 months \$70ph, 12 months \$65ph)</p> <p>I pay for referrals. Send me work and we can either pay you for the referral or give you additional hours to put towards your SEO campaign at no charge</p>
<b>SERVICES AND CHARGES</b>	12 hours @ \$75 per hour