

Cosse Law Firm, LLC

Initial Performance Audit

Prepared for:	Chip Cosse, Founder & CEO
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Date:	March 2026
Market:	New Orleans, LA (DMA #51)
Classification:	Confidential

What We Found

Chip, thanks for the conversation back in September. Congratulations on the wedding. We know you were dialing in your intake process, and we've been keeping an eye on your market. Dug into your site, your competitive landscape, and the New Orleans DMA before reaching back out. Wanted to come prepared.

What you've built is real. 31 years of trial experience. \$23 million recovered across 15 published cases. Six attorneys. Two offices. A national tire defect practice. "Count on Cosse" is a genuine brand. Multi-Million Dollar Advocates Forum. Super Lawyers. Top 40 Under 40. The \$5M trial win after insurance refused \$1M at mediation is the kind of story that wins cases before they start.

There are some things we'd love to walk through with you that we think could make a real difference. Not a teardown. An honest look at where the gaps are and what closing them looks like.

\$5M

Record Trial Verdict

\$23M+

Total Recovered

31 Yrs

Trial Experience

6

Attorneys

Something Critical We Found on Your Site

Chip, your homepage has a meta tag that tells Google not to index it. The tag is `googlebot: noindex, indexifembedded`. This means Google is being told to skip your most important page unless it's embedded somewhere else. This is likely a misconfiguration in your WordPress theme, but it's actively hurting your visibility.

That's fixable in five minutes. But it's the kind of thing that slips through the cracks when nobody's auditing the site regularly. Here's what else we found:

Issue	Current State	Impact
Homepage Noindex	googlebot: noindex,indexifembedded meta tag	Google may not be indexing your homepage. Catastrophic for authority.
Zero Blog Content	No editorial pages, no blog section	Missing the entire middle of the funnel. Zero informational keyword coverage.
Thin Practice Pages	Auto: ~400 words. Brain: ~250. Trucks: ~150.	Google expects 1,500-3,000+ words for competitive PI keywords. Can't rank.
No Schema Markup	No JSON-LD, no LocalBusiness, no Attorney schema	Missing rich snippets, knowledge panel signals, and structured data.
No Analytics Detected	No GA4, no GTM, no CallRail, no Meta Pixel	Can't measure anything. No attribution. Flying blind.
Zero AI Citations	Not appearing in any AI overview or LLM result	Zero visibility in ChatGPT, Perplexity, Gemini, Copilot.
/victories/ Returns 404	Page moved to /our-victories/ with no redirect	Broken internal links. Lost link equity.
Years Counter Broken	Shows '0+ YEARS & COUNTING' on homepage	Should show 31+. JavaScript counter likely broken.

Every one of these is fixable. Most are quick wins. The blog gap and thin practice area content are longer-term projects, but they're the biggest growth levers. Our editorial team builds data-led content at scale. We'd have your practice area pages competitive within 30 days.

Your Site: Strong Foundation, Conversion Gaps

Your site uses the Attorco theme on WordPress with WPBakery and Slider Revolution. The design is professional. Chip's photo is strong. The team photography exists. The bones are there. But the conversion funnel has friction.

Element	What's There Now	Something to Consider
Hero Section	Slider Revolution with multiple rotating slides	One hero. One message. One CTA. Rotating slides split attention and slow load time.
Phone Number	504-475-9500 on contact page, 504-588-9500 on practice pages	Two different numbers without call tracking confuses attribution. One tracked number everywhere.
Case Results	/our-victories/ with 15 cases listed	Strong results. Should be above the fold on the homepage, not buried on a subpage.
Contact Form	Contact Form 7 on contact page	No form on the homepage. A visitor who just got rear-ended has to navigate to /contact/ to reach you.
Trust Signals	Multi-Million Dollar Advocates, Super Lawyers badges	Good credentials. Should be visible above the fold, not in the footer or sidebar.
Mobile Experience	Responsive but not mobile-first	68% of PI searches start on a phone. CTA and phone number need to be thumb-ready.

The site works. It just isn't built to convert. We wouldn't run serious paid media to this landing experience without tightening the funnel first. That's month-one work. Straightforward fixes that typically move conversion rates from the 2-3% range to 8-12%.

CTV and Streaming: Your Biggest Opportunity

New Orleans is DMA #51. Legal advertisers spend \$3.1 million per month in your market. Morris Bart alone accounts for \$572K. Gordon McKernan spends \$420K. Dudley DeBosier spends \$365K. The top five firms control 55% of all legal ad spend in New Orleans.

Here's the gap: 68% of that spend goes to broadcast. 12% to cable. Only 20% goes to CTV and streaming. The audience moved to streaming, and the big spenders haven't fully followed. That's your opening.

Firm	Monthly Spend	Share
Morris Bart	\$571,627	18.7%
Gordon McKernan	\$420,376	13.8%
Dudley DeBosier	\$365,020	11.9%
Edward J Womac	\$200,684	6.6%
KRW Lawyers	\$138,588	4.5%
Top 5 Total	\$1,696,295	55.5%

We deploy non-skippable CTV spots across 150+ streaming networks. Hulu, Peacock, Paramount+, Tubi, Pluto, and the entire programmatic ecosystem. Our targeting uses LiveRamp identity resolution, real healthcare signals (ER visits, ambulance transport, urgent care, chiropractic, physical therapy), and cookieless contextual listeners deployed to your specific DMA. For MVA cases, we reach households where someone just had an accident. Your ad is the first attorney they see.

Competitive conquest: Morris Bart spends \$572K/mo on broadcast. Gordon McKernan spends \$420K. Dudley DeBosier spends \$365K. When their ads air, we detect it. Your streaming commercial reaches that same household within the hour. Their \$1.3M/mo in broadcast drives awareness. Your ad captures the intent. Same household. Your brand. Their spend. That only works if we're not running the same play for another firm in your market.

Cost arbitrage: Broadcast CPM in New Orleans runs \$18-30+. Behavioral CTV with household-level targeting runs \$12-22. Non-skippable. 90-96% completion rates. Every impression traced to a household, a site visit, a call, a signed case.

CTV Creative Production (5-Scene Arc)

Every CTV spot we produce follows a proven emotional arc. 30 seconds. Non-skippable. Branded yet direct response.

Scene	What Happens	Duration
1. Pain	Real scenario. Rear-ended on I-10. Hospital. Insurance says no.	5-8s
2. Brand Reveal	Cosse Law. Gold on dark. Authority.	3-5s
3. Solution / Team	Chip's story. \$5M verdict. FBI analyst. Real results.	8-10s
4. Relief	Client recovery. Family moving forward. Justice.	5-8s
5. End Card	cosselawfirm.com 504-475-9500 Count on Cosse.	3-5s

Your marquee stories are built for CTV. The \$5M trial win after \$1M refusal. The FBI handwriting analyst who caught the forged signature. The \$1M in hidden coverage found through depositions. These aren't marketing angles. They're proof. They belong in the creative.

Paid Social, Retargeting, and Search

CTV builds awareness. Paid social and search capture intent. Retargeting closes the loop. Every visitor who hits your site and doesn't call gets followed across Facebook, Instagram, and the Google Display Network until they convert or opt out.

Meta Ads (Facebook + Instagram)

Ad Format	Placement	Example Creative	Objective
Feed Ad (1200x628)	Facebook + Instagram Feed	Chip's photo with navy overlay. "Injured? Count on Cossé." Gold CTA: Free Case Evaluation. 504-475-9500.	Traffic + Lead Gen
Square Post (1080x1080)	Instagram Feed + Facebook Feed	COSSE LAW logo. "Count on Cosse." centered. "\$5M verdict. \$23M+ recovered." Gold phone bar.	Brand Awareness
Story Ad (1080x1920)	Instagram + Facebook Stories	Full-screen. Chip's photo background. Badge: New Orleans PI. "Injured? Count on Cossé." Swipe-up CTA.	Traffic + Lead Gen
Retargeting Ad	Facebook + Instagram + Audience Network	"Still looking for the right attorney?" Team photo. Trust stats. "Count on Cosse." Direct CTA.	Retargeting (site visitors)

Every ad uses the same brand system. Navy background, gold CTA, "Injured? Count on Cossé." Same look whether someone sees you on Hulu, scrolls past you on Instagram, or searches Google. Brand recall compounds.

Retargeting Strategy

Audience	Where They See You	Message
Site visitors (didn't convert)	Meta + Google Display	"Count on Cosse." Testimonial quote. Direct phone CTA.
Visited practice area page	Meta + Google Display	Case-type specific. "Injured in a car accident?" with Chip's results.
CTV viewers (household match)	Meta + Google Display	Reinforcement. Same messaging from the 30-second spot. Second screen.
Lookalike audiences	Meta	Modeled from your best converters. Same creative as prospecting ads.

97% of visitors leave without calling. Right now, they're gone. With retargeting, every one of them sees Cosse Law on Facebook, Instagram, and across the web for 30 days. That's how you turn a bounce into a case.

Google Ads

Campaign Type	Example	Strategy
Search (Brand)	"Cosse Law" / "Chip Cosse attorney"	Defend your brand name. Low CPC, high conversion.
Search (PI Keywords)	"car accident lawyer new orleans"	Money keywords. High CPC (\$100-180+). We optimize for cost per signed case, not clicks.
Search (Conquesting)	"Morris Bart reviews" / "Gordon McKernan"	Competitor brand terms. When someone searches your competition, they see you.
Display (Retargeting)	Banner ads across Google Display Network	728x90, 300x250, 160x600. Same brand. "Injured? Count on Cossé." Gold CTA.
Local Services Ads	Google Guaranteed badge	Top of SERP. Pay per lead, not per click. Your results (\$23M+) dominate.

Full-funnel paid media. CTV builds awareness. Meta retargeting captures the second screen. Google search captures intent. Display follows them everywhere. Every channel reinforces the same message. Every impression is measured.

Video and Content: Picking Up Where You Left Off

Chip, your YouTube channel has six videos. All four or more years old. 32 to 135 views each. Client testimonials and an attorney spotlight. The content is genuine, but the channel is dormant.

In 2026, video is the trust engine for PI firms. You've got the raw material: compelling case stories, a team worth showcasing, and a community presence that's real. The pipeline just needs to be built.

Channel	What We Build	Expected Impact
YouTube	Channel relaunch, branded intro/outro, 2-4 videos/month	SEO authority + trust signals for case pages
YouTube Shorts	60-second case type explainers from CTV footage	10-50x organic reach vs long-form
Instagram Reels	Behind-the-scenes, verdict reactions, community events	Brand personality. Build on @countoncosse.
Facebook Video	Repurpose Reels + longer testimonials	Active community engagement. Cosse Cares content.
CTV Pre-Roll	Run your best spots as targeted pre-roll in NOLA DMA	Guaranteed views on your strongest creative

Your community work (Stop the Violence Rally, St. Jude concert, Turkey Drive, Hurricane Laura relief) is incredible content that most firms would kill for. None of it is on YouTube. None of it is being distributed. We fix that.

SEO: DR 20 Foundation, Major Growth Potential

Metric	Current	Notes
Domain Rating (DR)	20	+3 trending. 290 referring domains. Solid foundation.
Organic Keywords	53	Down 25. Thin content is the bottleneck.
Organic Traffic	140/mo	+17. Low but trending up.
Traffic Value	\$2K/mo	+\$773. Keywords are high-value PI terms.
Paid Keywords	8	Spending ~\$848/mo on paid. Minimal.
AI Citations	0	Not appearing in any LLM results. Zero AI visibility.
CMS	WordPress + WPBakery + Slider Revolution	Heavy stack. Slow load times likely.
Analytics	None detected	No GA4, no GTM, no call tracking, no pixel.

DR 20 with 290 referring domains is a real foundation. Most firms your size are at DR 5-10. You've got link equity to build on. The problem isn't authority. It's content. 53 organic keywords with 140 monthly visits means your pages aren't deep enough to rank for competitive terms.

Content gaps worth targeting:

Keyword	Opportunity	Why It Matters
car accident lawyer new orleans	Primary money keyword	Your auto accidents page is ~400 words. Needs 2,000+ with NOLA-specific data.
18 wheeler accident lawyer louisiana	High-value cases	Your page is ~150 words. Among the thinnest in the market.
brain injury lawyer new orleans	Specialty strength	~250 words. You have \$1.05M and \$1.265M brain injury results to showcase.
motorcycle accident lawyer new orleans	Practice area gap	You have a \$2.25M result. The page should be built around it.
wrongful death attorney new orleans	High-intent, high-value	\$1.1M infant drowning verdict. Katelyn's story is the content.
what to do after car accident in louisiana	Mid-funnel editorial	No blog = zero informational keyword coverage. Easy wins.
tire defect lawyer	National differentiator	Your national tire defect practice is unique. No page targets this.

Keyword	Opportunity	Why It Matters
personal injury lawyer covington la	Second office market	No geo-specific content for Covington. Local SEO gap.

Our editorial team builds data-led content at scale. Louisiana traffic fatality data, I-10 corridor accident statistics, parish-by-parish injury trends. Content that ranks, builds authority, and captures people before they're ready to call. Every page gets proper schema markup, internal linking, and reference sourcing.

Your Brand: Everything You Need Is Already There

Chip, you've got something most firms don't: a brand that's already real. "Count on Cosse" is memorable, alliterative, and authentic. Your gold and dark palette is sophisticated. Your team photography is professional. Your community involvement is genuine. The raw materials are all here.

The challenge: the current site doesn't land it hard enough. The messaging is scattered across rotating slides. The best stories (FBI analyst, \$5M trial win, hidden coverage) are buried on subpages. The brand identity isn't consistent across channels.

Element	What's There Now	What We'd Do
Hero Message	Rotating slider with multiple messages	One hero. "Injured? Count on Cossé." Works for every case type. Chip's photo. Trust stats above the fold.
Brand Tagline	"Count on Cosse" (used sporadically)	Make it the signature line everywhere. Every ad, every page, every end card.
Promise Line	Scattered across subpages	"31 years. \$23 million recovered. No fee unless you win." One line. Everywhere.
Visual Identity	Gold #bc945b on Attorco theme	Keep the gold. Dial in the dark palette. Consistent across all touchpoints.
Marquee Stories	\$5M trial, FBI analyst, hidden coverage	These are your competitive moat. They should be on the homepage, in ads, in CTV spots.
Team Photography	Individual headshots exist, group photo exists	Use them. Six attorneys is a strength. Show the depth of the team.
Community (Cosse Cares)	Events mentioned on site	This is gold for social content and brand trust. Should be front and center.

Messaging Architecture

Layer	Line	Usage
Hero Line	Injured? Count on Cossé.	Headlines, CTV open/close, ad creative, social headers. Universal for all case types.
Brand Tagline	Count on Cossé.	Every touchpoint. Logo lockup. End cards. Email signatures.
Proof Stack	31 years. \$23M recovered. No fee unless you win.	Below hero, trust bars, ad body copy, Google ad descriptions

Three lines. Consistent everywhere. The visitor who sees your CTV spot on Hulu recognizes the same message when they scroll past your Instagram ad, land on your homepage, or search Google. That's how brand recall compounds.

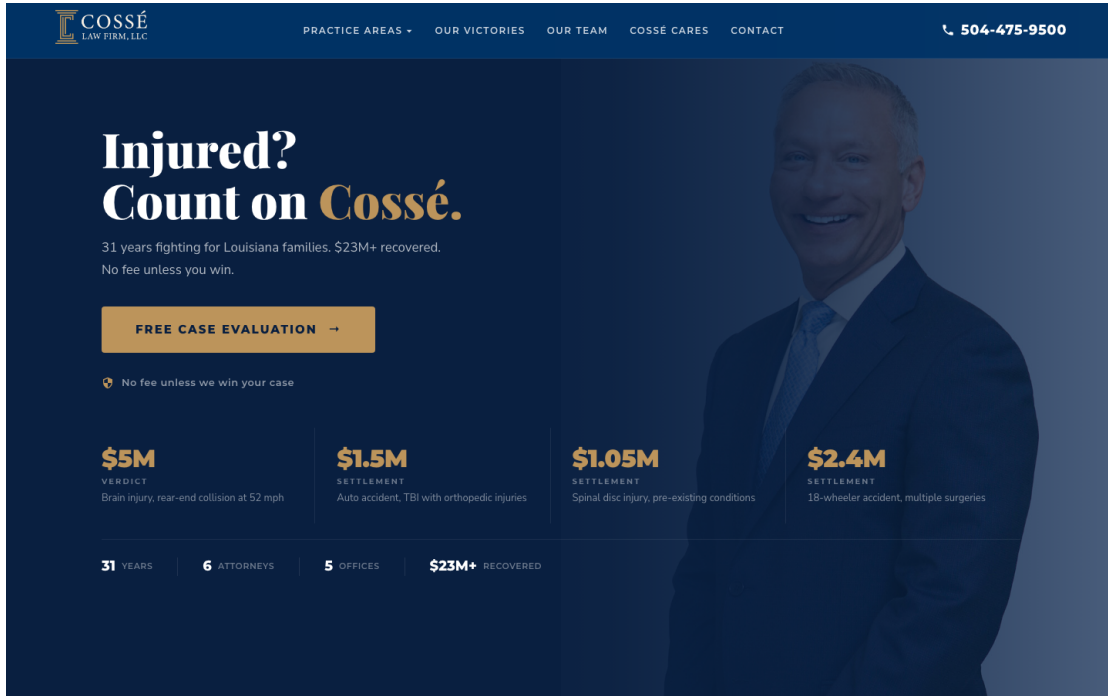
Under the Hood

Item	Current State	Priority
WordPress + WPBakery	Functional but heavy. Slider Revolution 6.6.12.	Consider lighter alternatives. Page speed likely suffering.
Attorco Theme	ThemesTek attorney theme.	Decent foundation. Custom design would convert better.
Google Analytics	None detected in HTML.	Critical. Install GA4 + GTM immediately. Can't measure without this.
Call Tracking	None detected.	Critical. CallRail or similar. Track every call source.
Meta Pixel	None detected.	Critical for retargeting. Can't run Meta ads without it.
Contact Form	Contact Form 7 v6.1.5.	Works. Needs conversion tracking events.
Booking Calendar	Booking Calendar 3.2.35.	Verify it's being used. If not, remove to reduce page weight.
Schema/Structured Data	None detected.	Add LocalBusiness, Attorney, FAQ, Review schema. Easy wins.
SSL/HTTPS	Active.	Good. No issues.

The biggest gap here is measurement. No GA4 means you can't see where visitors come from. No call tracking means you can't attribute cases to channels. No Meta Pixel means you can't retarget. These are week-one installs that unlock everything else.

Your Current Site

Here's where you are today. Professional photography, real case results, genuine community involvement. The foundation is strong. The conversion path needs work.



cosselawfirm.com (desktop). Slider Revolution hero, team photography, case results on subpage. The bones are there.

Your Team

[Image not found: team-group.jpg]

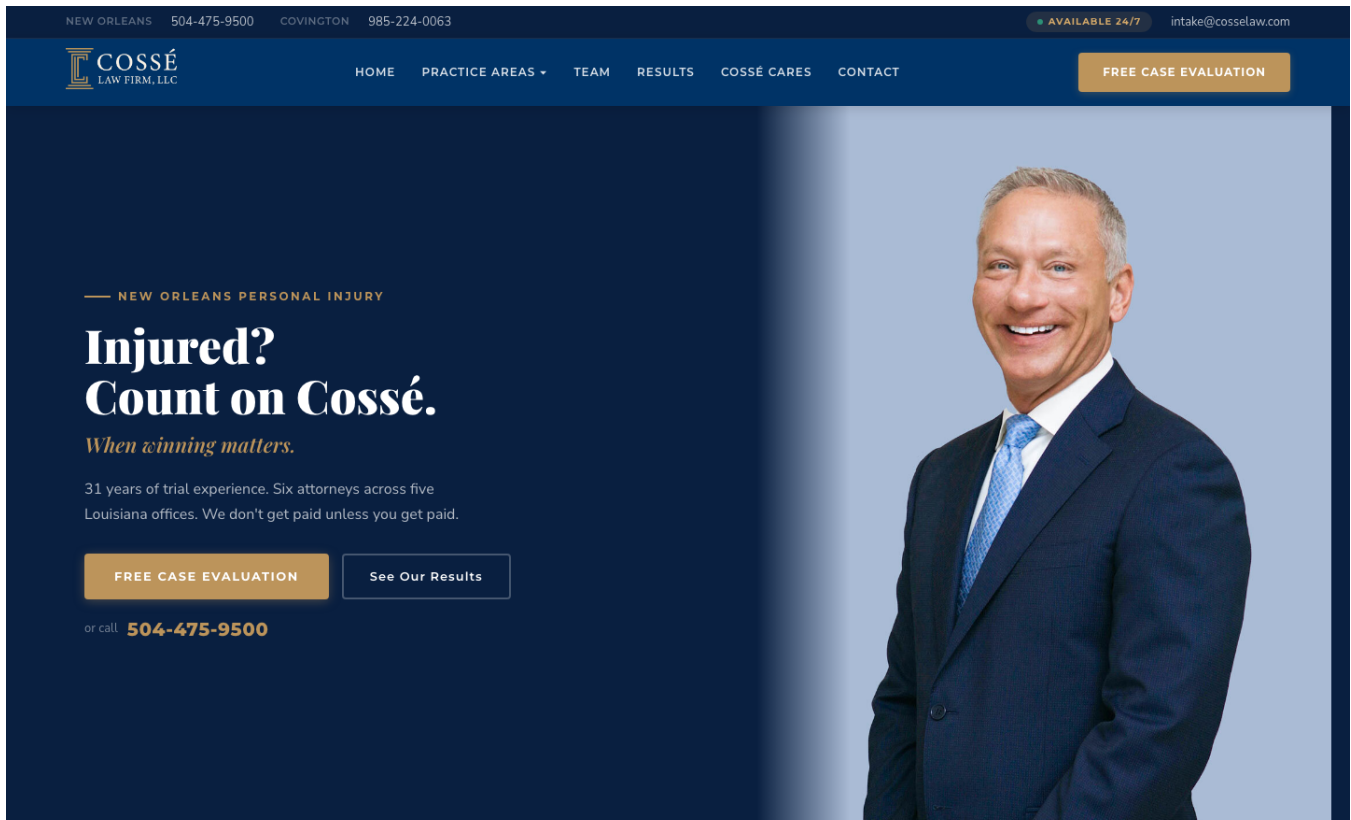
The Cossé Law team. Six attorneys, dedicated staff. This photo belongs on the homepage.

What We Built for You

Everything below is built. Brand, messaging, layouts, ad creative. Same system running through every touchpoint.

View the full interactive concepts: taqtics.com/cosse-law/ (access code provided separately)

New Homepage Concept (Desktop)



"Injured? Count on Cossé." Chip's headshot hero. Trust bar. Value props. Team photo with signature. Practice area dropdown. Video testimonial. Case results. Single CTA throughout. Every element designed to convert.

Full Brand System



Messaging architecture, desktop hero, mobile hero, social ads (Facebook + Instagram), Google search ads, display banners, CTV end card. One brand system across every channel.

Hero Concept (Desktop)

NEW ORLEANS PERSONAL INJURY

Injured? Count on **Cossé.**

When winning matters.

31 years fighting for Louisiana families. \$23M+ recovered. 6 attorneys. No fee unless you win.

FREE CASE EVALUATION

504-475-9500

\$5M
RECORD
VERDICT

\$23M+
TOTAL
RECOVERED

31 Yrs
TRIAL
EXPERIENCE

6
ATTORNEYS



NEW ORLEANS · COVINGTON · METAIRIE · BATON ROUGE · HAMMOND

FREE CONSULTATION

NO FEE UNLESS YOU WIN

Full-width hero with Chip's photo, navy overlay, trust stats, and location bar. "Injured? Count on Cossé." One message. One CTA. Everything above the fold.

CTV End Card (1920x1080)



COSSE LAW

**Injured?
Count on Cossé.**

Count on Cossé.

504-475-9500

FREE CASE EVALUATION

NEW ORLEANS · COVINGTON · METAIRIE · BATON ROUGE · HAMMOND

FREE CONSULTATION

NO FEE UNLESS YOU WIN

Non-skippable CTV end card. COSSE LAW. "Count on Cossé." 504-475-9500. Free Case Evaluation CTA. Five Louisiana offices across the bottom bar.

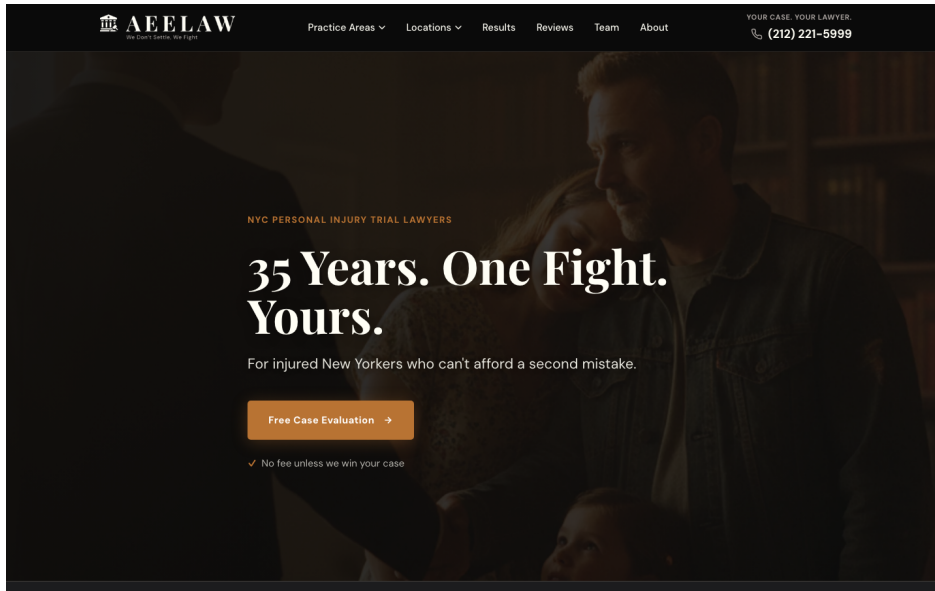
The Competition: New Orleans DMA #51

Morris Bart, Gordon McKernan, and Dudley DeBosier dominate New Orleans with 44% combined share of all legal advertising. They're spending \$1.36 million per month between them. Almost all of it on broadcast.

You don't outspend them. You outmaneuver them. CTV lets you reach the same households they're reaching on broadcast, at a fraction of the cost, with non-skippable inventory and household-level attribution. Their billboard can't tell you who saw it. Our CTV spot can tell you exactly which household it reached and whether that household called.

sweetjames.com. Single hero CTA, tracked phone, trust badges, video testimonials. Clean funnel. This is the conversion standard.

craigswapp.com. Bold hero, form above fold, social proof stacked, clear conversion path. Multi-state expansion done right.

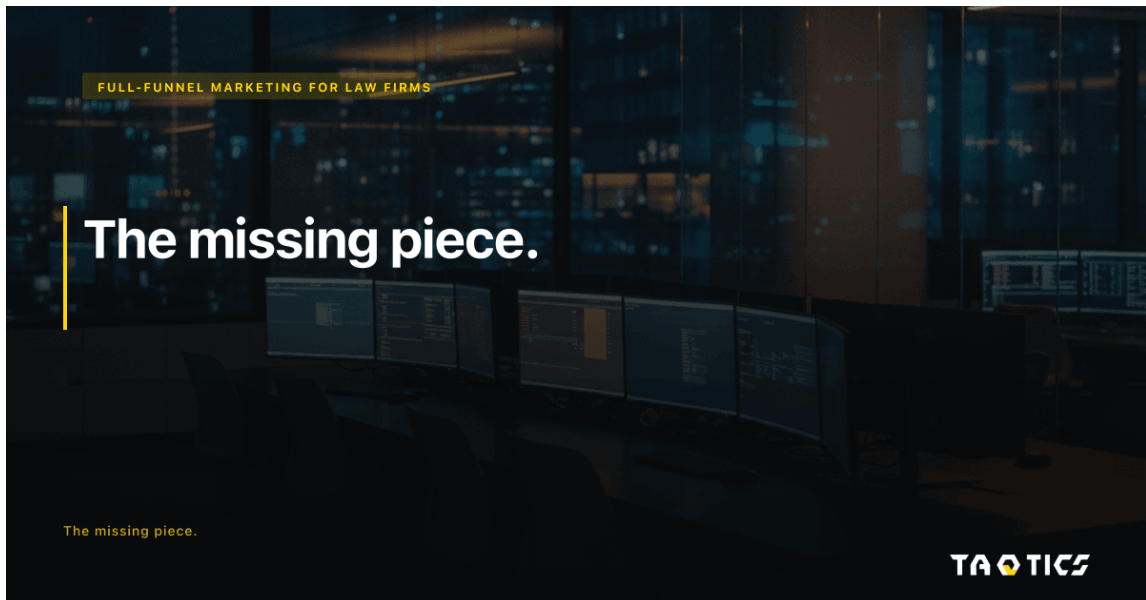


aeelaw.com. Taqtics client. "35 Years. One Fight. Yours." Every page converts. This is the standard we build to.



forthepeople.com. National scale. Multi-channel attribution. Full-funnel.

Who We Are



Taqtics. The missing piece. Design, content, and media for law firm growth.

Same team that built AEE Law in NYC. Same methodology. Same attention to detail. Your firm gets the same treatment.

Your Game Plan

Full-funnel. Everything. One flat retainer. No piecemeal. No hourly billing. Media spend runs through your accounts with full transparency.

Channel	What We Do	Expected Impact
CTV / Streaming	Non-skippable ads on 150+ streaming networks. We produce the creative.	Reach Morris Bart's households at 40-60% lower CPM
Paid Search	Launch campaigns on core PI keywords in New Orleans DMA	3-10 additional qualified leads/month
SEO + Content	Blog launch, practice area depth, geo pages, internal linking	53 keywords to 500+ in 6 months. DR 20 to 30+.
Video Production	YouTube relaunch, Shorts, Reels, CTV creative	From dormant to consistent pipeline
CRO	Homepage rebuild, form optimization, phone visibility, tracking install	2-3% conversion to 8-12%
Social	Instagram + Facebook content calendar, Cosse Cares content	Build @countoncosse into a local authority
Attribution	Household-level. Impression to call to signed case.	Every dollar traced

\$10K/mo

Flat Retainer

Full Funnel

Everything Included

30 Days

Month One Deliverables

1 Firm

Per Market. Exclusive.

Our team comes from mass tort, where the infrastructure has to be airtight. We've been enjoying the MVA and single-incident space because the fundamentals transfer and the markets are wide open. New Orleans is exactly the kind of market we love. Strong firm, real competitive gaps to exploit, room to grow against billion-dollar spenders.

Clients at this level typically see 2-3x more case requests within a few months. More serious cases too. Not from spending more. From targeting the right households, converting visitors into leads, and measuring everything so we know what's working.

Competitive conquest: When Morris Bart's broadcast ad airs in New Orleans, your streaming spot hits that same household. Their ad drives awareness. Your ad captures the intent. That only works if we're not running the same play for another firm in your market.

Chip, we got you. Our team is prepared and equipped for a project like this. New Orleans is open. We'd love to be the team behind your firm.

Let's Talk

The brand is built. The data is pulled. The creative is done. One flat retainer. Everything executed. Let's walk through it.

cal.com/taqtics | jared@taqtics.com

About Taqtics

Creative

Brand identity, CTV production, video distribution, website design, content strategy. We don't outsource creative. Same team, same standard, every deliverable.

Media

CTV and streaming, programmatic display, paid search, paid social. Full-funnel distribution with household-level targeting. Non-skippable inventory across 150+ streaming networks. 24-million household measurement panel.

Growth

Attribution, call tracking, CRM sync, conversion optimization. Every impression traced to a household, a site visit, a call, a signed case. No guesswork.

Jared Reagan, Founder & CEO, Taqtics

Building in legal advertising since 2009. Tracks \$150M+ monthly across 210 US markets. One firm per market. No filler.

We track legal advertising spend across 210 US markets on a 24-million household panel. One firm per market. No filler.

Your market data stays exclusive to one partner firm. New Orleans DMA #51 is open.