

TAQTICS | THE FULL PICTURE

# The Lovely Law Firm

Initial Performance Audit

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**Prepared for:** Justin Lovely, Founding Attorney  
**Prepared by:** Jared Reagan, CTO, Taqtics  
**Date:** March 2026  
**Market:** South Carolina (7 DMAs)  
**Classification:** Confidential

## Justin, Here's What We See

We took a close look at your site, your rankings, your video library, and your competitive landscape before our call. Wanted to come prepared.

**What you've built is impressive.** #1-3 for every PI keyword in Myrtle Beach. 2,800 YouTube videos. A podcast. Best Lawyers 2025. A \$15M record motorcycle settlement in Horry County. You've done the hardest part. You built the brand and the reputation.

What we'd love to help with is the infrastructure that turns all of that into a machine. Here's what we noticed, and what we think the opportunity looks like.

<b>#1-3</b>	<b>867</b>	<b>2,800</b>	<b>DR 44</b>
Myrtle Beach PI Keywords	Keywords in Top 20	YouTube Videos	Domain Rating

### 1. Something We Noticed on Your Homepage

Your rankings are great. DR 44. #1-3 for every Myrtle Beach PI keyword. The traffic is there. You've got call buttons, a chat widget, a floating call button, and a case evaluation CTA. All the right pieces. Something we noticed on desktop: there's a lot happening at once, and the touchpoints can compete with each other for the visitor's attention. Here's what we see.

Element	What's There Now	Something to Consider
CTAs	Multiple "Call for a FREE Case Evaluation" buttons, chat popup, floating call button	One primary CTA above the fold, one secondary path. Fewer choices, faster decisions.
Phone numbers	843-839-4111 in header, 843-281-7205 in body	One tracked number everywhere (CallRail or similar) so every call traces back to its source.
Lead capture	Case evaluation CTA + chat widget	A short form (3 fields max) or a dedicated case review page captures the 60% who aren't ready to call yet. Both work. Every market is different, and we test.
Desktop flow	Call buttons, chat, popup, evaluation CTA all visible at once	Simplify the flow so each touchpoint has space. One clear path above the fold.
Trust signals	Badge bar below ~4,000 words of copy	Move near the hero. Visitors decide in seconds whether to stay.

Element	What's There Now	Something to Consider
Page structure	39 practice area bullets with CTAs throughout	Scannable cards let the visitor choose their path without scrolling through everything.

Something that stood out: the popup chat covers content on both desktop and mobile. It can't be dismissed easily, and it competes with the call buttons and evaluation CTA for the visitor's attention. On desktop, the call buttons, chat popup, floating call icon, and evaluation CTAs all layer on top of each other. When someone lands from a paid ad or organic search, that friction matters. Fewer competing elements usually means faster action.

We wouldn't run serious paid media to a landing experience with that much going on. The good news: streamlining the conversion path is one of the fastest wins there is. Our corrections on sites like this typically see an immediate lift.

Have you considered streamlining the conversion path? One clear action above the fold, one tracked phone number, a short form or a dedicated case review page for people who aren't ready to call yet, and trust signals right where they can see them. Remove the popup friction. Let the visitor breathe. Our team handles this for everyone we work with. It's one of the first things we do, usually month one, and we get it right.

**The opportunity:** You already have the traffic. A cleaner conversion path with one clear primary action typically lifts results significantly. We're happy to share the data from our other builds anytime.

## 2. Your Content Library Is Ready for Streaming

You've got 2,800 videos on YouTube. Client stories, legal tips, educational content, a podcast. That's a content library most firms would spend years building. If you've got broadcast creative, it's ready to run on streaming tomorrow. If not, we produce it.

	Broadcast (Current)	Programmatic CTV (Taqtics)
Networks	Local stations, limited OTT	150+ streaming networks. Cannot be skipped.
Targeting	Demographics (age, gender, DMA)	Healthcare signals, search behavior, competitive conquest
Attribution	None	Household-level: impression → site visit → call → signed case
Completion	Skippable on most platforms	Non-skippable. 90-96% completion rate.
Reporting	Monthly Nielsen estimates	Real-time dashboard. Every impression tracked.
CPM	\$25-40+	\$12-22 with behavioral targeting

We noticed a Trade Desk pixel on your site, so someone's explored programmatic before. Trade Desk is solid for ecommerce and product advertising, but it wasn't built for PI. It can't access healthcare signals, it can't listen for competitor search behavior, and it can't detect when another firm's broadcast spot airs in your market.

Our stack is different. LiveRamp for identity resolution. Healthcare data layers for audience building. Cookieless contextual listeners deployed across your South Carolina markets. 150+ streaming networks. Non-skippable. Every impression matched to a household. When that household visits your site or calls your number, we close the loop.

### Your South Carolina DMA Coverage:

DMA	Rank	Your Offices in Market
Myrtle Beach-Florence	#97	Myrtle Beach (HQ), Conway, Florence
Charleston	#85	Goose Creek
Columbia	#76	Columbia
Greenville-Spartanburg-Asheville-Anderson	#36	
Charlotte	#21	
Savannah	#84	

DMA	Rank	Your Offices in Market
Augusta-Aiken	#108	

Seven DMAs cover South Carolina. Your five offices sit in three of them. We deploy contextual listeners and household-level targeting across all seven. Every DMA gets its own campaign, its own targeting layer, its own attribution. Dollar by dollar.

**What changes: Same creative. Same budget. 2-3x more qualified leads because the targeting is behavioral, not demographic. Every dollar traced to a result.**

**How CTV Targeting Works for PI Firms:**

- **Healthcare signals:** We use LiveRamp identity resolution and healthcare data layers to build audiences from households with recent ER visits, urgent care claims, and insurance activity. Your spot reaches people who just got hurt, not people who might someday.
- **Contextual search signals:** We deploy cookieless contextual listeners across your South Carolina markets. When someone in your DMA searches for a competitor, a PI keyword, or an accident-related term, we know. A non-skippable commercial reaches that household the same day on 150+ streaming networks.
- **Lookalike audiences:** We model your best signed cases and find households that match the same behavioral profile. Income, location, vehicle ownership, insurance type, medical activity. The panel covers 24 million US households.
- **Retargeting your SEO traffic:** You're already ranking #1-3 for Myrtle Beach PI. Every visitor who hits your site gets tagged. When they go home and turn on streaming, your spot appears. That's brand reinforcement on the biggest screen in their house.
- **Competitive conquest:** When another firm's broadcast or cable ad airs in your DMA, we detect it. Your streaming commercial reaches that same household. Their ad drives awareness. Your ad captures the intent. That's the one-firm-per-market advantage.

**Our CTV Creative Format (Proven):**

We produce branded yet direct-response spots built around a proven emotional arc. Every spot we produce follows the same five-scene structure:

Scene	What Happens	Why It Works
1. Pain	Real scenario. Car accident. Hospital. The fear.	The viewer sees themselves. Emotional hook.
2. Brand Reveal	Your firm appears. Name, logo, authority.	Trust at the moment of highest emotion.
3. Solution / Team	Your attorneys. Your results. Your team.	Real people, real credentials. Not stock footage.

Scene	What Happens	Why It Works
4. Relief	Client story. Resolution. Life moving forward.	Emotional payoff. This could be their story.
5. End Card	Visit JusticelsLovely.com. Call now.	Clear CTA on the biggest screen in their house.

This format works for MVA, serious injury, wrongful death. Branded enough to build recognition, direct enough to drive calls. Non-skippable on 150+ streaming networks. We've got this dialed in.

### 3. 2,800 Videos. That's a Gold Mine.

This is one of the things that stood out to us. You've got more video content than almost any PI firm we've looked at. 2,800 videos. A podcast. Client testimonials. Educational content. Justin, that's incredible. Something we noticed though: your recent videos are getting 12-216 views each. The content is there. The distribution isn't.

Channel	Strategy	Expected Impact
YouTube Shorts	Repurpose top long-form into 30-60s vertical clips	10-50x views vs. current long-form
Instagram Reels	Justin's talking head content + data-driven clips	Builds personal brand in local market
TikTok	Same vertical clips, legal tips format	Reaches 25-44 demo that doesn't watch broadcast
YouTube Pre-Roll	Run TV spots as targeted pre-roll in Myrtle Beach DMA	Guaranteed views on your best creative
FB/IG Retargeting	Retarget site visitors with video testimonials	Warms leads who didn't convert on first visit

The Carolina Justice Report podcast is a real differentiator. No other PI firm in Myrtle Beach has one. We'd love to build a distribution layer around it. Your video library is the moat. We just need to make sure people actually see it.

## 4. Your Rankings Are Strong. Let's Protect Them.

You're #1-3 for Myrtle Beach PI keywords. That's a huge accomplishment. Something we want to flag though: the trend lines are moving in the wrong direction, and we'd love to help turn that around before it gets worse.

Metric	Current	Trend
Organic keywords	1,400	Down 112
Top 3 rankings	243	Down 12
Organic traffic	8,400/mo	Down 783
Traffic value	\$108K/mo	Down \$84.3K
Non-branded traffic	7,400/mo	Down 942
AI citations (Google)	47	Down 34
AI citations (all platforms)	63 total	Declining across Google, Gemini, ChatGPT, Perplexity

### What we think is happening:

- UR 5 on homepage. Your domain has authority (DR 44) but it isn't flowing to your money pages
- Title tags are over-stuffed. Your car accident page title is 167 characters (Google truncates at 60)
- AI citations cratering. Structured data and content formatting fixes recover this
- Quick-win keywords at #21-50. You're ranking #21 for "accident lawyer car" (74,000 vol), #23 for "accidents lawyer" (40,500 vol). A content refresh pushes these into the top 20

### Content gaps for your market:

Missing Page	Est. Monthly Volume	Why It Matters
Swimming pool accident lawyer	1,200+	Myrtle Beach is a resort market. Nobody owns this locally.
Hotel injury lawyer Myrtle Beach	800+	Tourism destination. Hotel/resort injuries are your backyard.
Rideshare accident lawyer SC	1,500+	Uber/Lyft injuries growing. No dedicated page.
Nursing home abuse lawyer	900+	Blog post exists, no practice area page. High-value cases.
Catastrophic injury lawyer	2,400+	No umbrella page for your highest-value cases.

Missing Page	Est. Monthly Volume	Why It Matters
Construction accident lawyer SC	1,100+	Major case type. No dedicated page.

**Location gaps:** Missing pages for Surfside Beach, North Myrtle Beach, Pawleys Island, Little River. The Grand Strand is your core market.

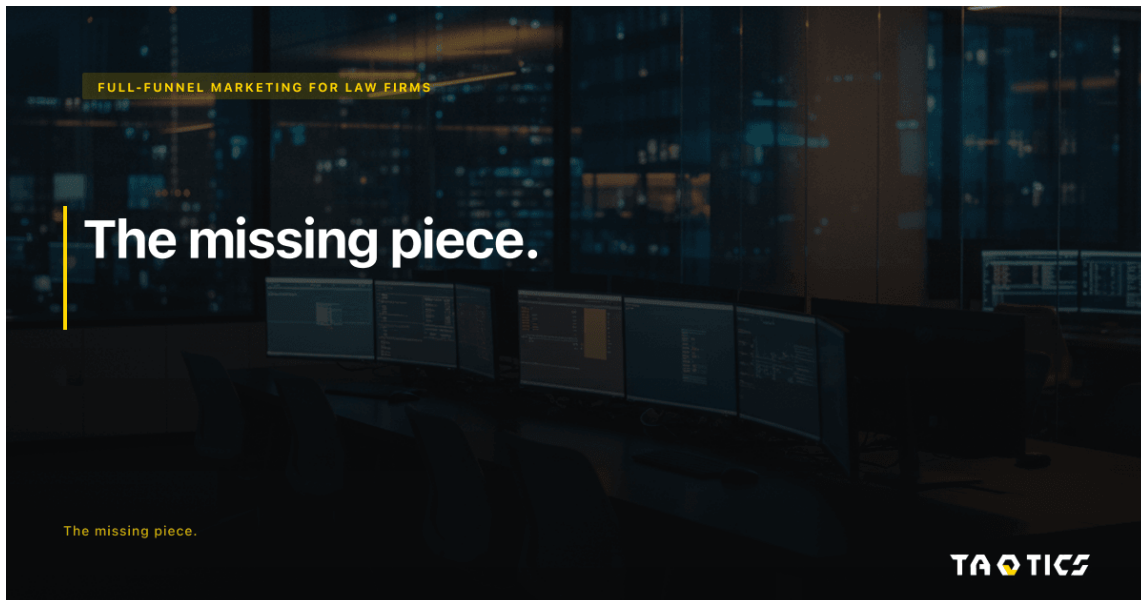
## 5. Your Brand Deserves a Modern Stage

Have you considered a design refresh? Your theme was built in 2020 and it works, but the market has moved. Here's the big thing: the best-performing PI sites center the injured person's experience, not the firm. What are they feeling? Fear. Pain. Uncertainty about what comes next. The site should speak to that first, then introduce the team as the solution.

Your tagline says it all. "Justice is Lovely." "Treats You Like Family." That's compassionate positioning, and it's powerful. The site should feel like that from the first second. Someone just got hurt. They're scared. They land on your page and immediately feel: these people understand what I'm going through, and they're going to take care of me. That's the arc. Pain, support, relief.

Element	Current	Something to Consider
Messaging	Firm-centered (team photos, awards, practice list)	Visitor-centered. Lead with their pain, then show the team as the solution.
Homepage	~4,000 words, 39 practice areas, multiple overlapping CTAs	Hero with one clear action, practice area cards, case results, trust above fold
Emotional arc	Not structured around visitor's journey	Pain > Support > Solution > Relief. Same arc we use for CTV spots.
Practice pages	Long-form SEO content, inline form below the fold	Form or case review link above the fold + structured layout with quick facts
OG image	YouTube thumbnail from 2014	Branded 1200x630 card with Myrtle Beach photography
Typography	Roboto Condensed everywhere	Premium serif headlines + Roboto body. Editorial, not templated.

### The Missing Piece



Full-funnel marketing for law firms. Programmatic CTV, paid search, social, organic, CRO, attribution. One team.  
One retainer. Every channel pointed at signed cases.

**The vision:** Your brand reads as trusted, established, premium. "Treats You Like Family" is a real differentiator. Not every firm can say that authentically. The design should match that feeling. Clean lines, strong maroon, warm gold touches, editorial photography of Myrtle Beach. Every page should feel like the visitor just walked into your office. Warm, calm, "we've got this." Our team provides a full design refresh for everyone we work with. Month one, we get it done right.

## 6. A Few Things Under the Hood

Issue	Impact	Priority
Two different phone numbers in CTAs	Confuses visitors. Breaks call tracking.	High
14 separate tracking scripts per page	Slows page load. Multiple firing errors.	High
Duplicate Trade Desk pixel	Double-counts impressions. Corrupts attribution.	High
Review widget commented out	Zero social proof displayed anywhere.	High
WordPress + plugin versions exposed	Security risk. Known vulnerability scanning.	Medium
Lazy load errors on tracking pixels	Ad pixels may not fire. Campaigns undercount.	Medium
Contact page overflow:hidden	Desktop layout issue.	Medium

None of this is unusual for a WordPress site that's been running for a few years. Our team cleans this up as part of the onboarding process. We get the phone numbers consolidated, the pixels firing correctly, and the attribution data accurate so every dollar you spend is actually tracked.

## What We Build for Our Clients

Here's what the highest-converting PI sites have in common: one message, one form, one phone number, zero competing paths. We're happy to share performance data from our clients anytime. Here's a quick look at the landscape.

justiceislovely.com. Your current homepage (desktop).



Strong rankings, strong brand. You've got the attorneys front and center, a case evaluation CTA, chat widget, and a floating call button. All the right elements. On desktop, the call buttons, chat popup, and evaluation CTAs layer on top of each other with 39 practice areas listed below. The pieces are all there. Simplifying the desktop flow would let each one breathe.

justiceislovely.com. Mobile experience.



Phone number and case evaluation button are clear. Attorneys front and center. The Intaker chat popup appears immediately and covers content. On mobile, that popup is the first thing a visitor interacts with. Simplifying to one clear path without the overlay would let the visitor focus on reaching out.

sweetjames.com. Sweet James. One of the highest-converting PI sites in the country.

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**SUBMIT FOR CASE REVIEW**

Featured On

**NBC CNN FOX abc NEWS Bloomberg**

"Real Lawyers. Real Results." Form right there, above the fold. Six fields. One button. Phone number prominent. Media logos as trust signals (ABC, NBC, Fox, Univision). No chatbot competing with the form. No newsletter popup. One path, one action. The form IS the page.

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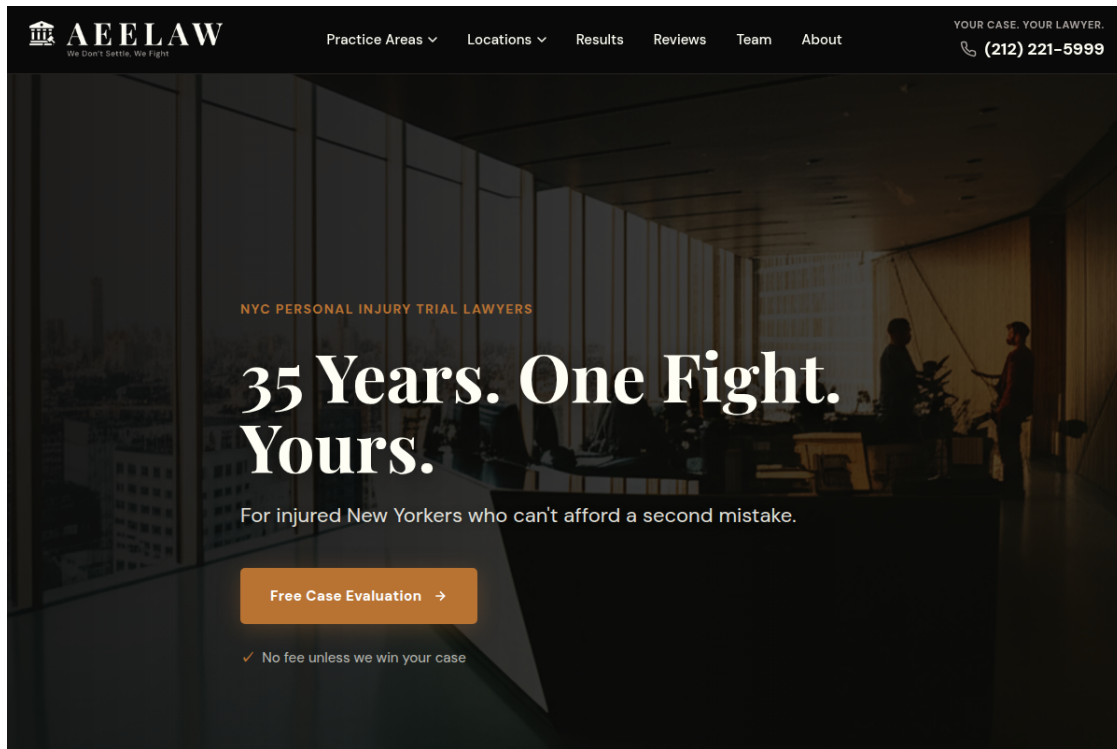
GET MY 100% FREE CONSULTATION

DOES MY ACCIDENT QUALIFY?  
TAKE OUR 5 QUESTION QUIZ TODAY.

**Our No Fee Promise** No Legal Fees Until You Settle Or Win

Two words. That's the headline. Phone number in red, top-right, impossible to miss. Triple CTA: Call Now (24/7), Free Consultation form, "Does My Accident Qualify?" quiz. Settlement carousel (\$6M, \$2.5M, 8 figures) scrolls below. The quiz is smart CRO. It qualifies the lead while keeping them engaged. No wall of text. No bulleted list. Every element drives action.

aeelaw.com. AEE Law, NYC. Built by Taqtics.



"35 Years. One Fight. Yours." This is a Taqtics build. Single gold CTA on a cinematic dark background. Professional documentary photography. Zero clutter. One message, one action above the fold. Enterprise-grade code, no WordPress, no plugins. Custom from the ground up. We're happy to walk you through the numbers on this one anytime.

forthepeople.com. Morgan & Morgan. The benchmark.

The screenshot shows the Morgan & Morgan website. At the top left is the logo 'MORGAN & MORGAN AMERICA'S LARGEST INJURY LAW FIRM'. The navigation bar includes 'Our Results', 'Locations', 'Practice Areas >', 'About >', 'Contact', 'EN >', and a search icon. A phone number '(877) 667-4265' is displayed in yellow on the right. The main content area features the headline 'AMERICA'S LARGEST INJURY LAW FIRM™' and the text 'Get a FREE case evaluation today.' Below this is a video thumbnail of a man pointing upwards with a play button overlay. Underneath the video are logos for 'As seen on:' including abc NEWS, CNN, USA TODAY, FOX, and NBC NEWS. To the right is a contact form titled 'It's Easy to Get Started.' with input fields for 'First Name', 'Last Name', 'Phone Number', 'Zip Code', 'E-mail', a dropdown for '- Case Type -', and a text area for 'Please describe what happened'. A disclaimer at the bottom of the form states: 'By submitting my phone number above I authorize Morgan & Morgan, and its service providers, to deliver calls including using an automatic telephone dialing system or artificial or prerecorded voice, to the number submitted. Consent is not a condition to receive services. Msg frequency varies. Msg & data rates may apply. Upon receipt of any message, reply STOP to unsubscribe.' A second disclaimer at the very bottom reads: 'By submitting this form, you agree to our Terms & acknowledge our privacy policy.'

"America's Largest Injury Law Firm." \$30 Billion Recovered. 150,000+ Five Star Reviews. Inline form above the fold. Video thumbnail with play button. "The Fee Is Free" directly above the form. 1,000+ attorneys across 50 states. Every element earns trust and drives action. This is the competitive benchmark. Your site needs to play at this level in your market.

Same team that built AEE Law. Same methodology. Same attention to detail. Your homepage gets the same treatment. We'd love to show you what that looks like for South Carolina.

# Your Game Plan

Here's what this looks like when it all comes together. Think of us as the marketing CTO you never had. Same budget. Better targeting, better conversion, better measurement. Everything under one roof.

Channel	What We Do	Expected Impact
CTV / Streaming	Non-skippable ads on 150+ streaming networks. We produce the creative.	2-3x more qualified leads vs. broadcast
Paid Search	Launch campaigns on core PI keywords across South Carolina DMAs	3-10 additional qualified leads/month
SEO	Fix UR, internal linking, title tags, build missing pages	Recover 900+ lost monthly visits
Content	8-12 practice area pages + 5 Grand Strand location pages	Capture keywords with \$45-\$180 CPC value
Video Distribution	Repurpose library into Shorts / Reels / TikTok / pre-roll	10-50x current video reach
Social Retargeting	Retarget site visitors with video testimonials on FB/IG. Real people, not bots.	Warm leads who didn't convert on first visit. No junk form fills.
Programmatic Search	Paid search across PI keywords in all 7 SC DMAs	High-intent clicks from people actively looking for a lawyer
CTV Retargeting	Retarget site visitors with your spots on streaming	Brand reinforcement on the biggest screen in their house
Creative Production	Branded direct-response spots. 5-scene emotional arc.	Pain > Brand > Team > Relief > CTA. Proven format.
CRO	Hero form, chat, trust signals, consolidated CTAs	2-3x conversion rate lift on existing traffic
Attribution	Connect every channel to a single dashboard	Cost per signed case by channel and market
Brand Refresh	Modern design system, OG cards, editorial typography	Professional first impression everywhere
Tech Cleanup	Fix dual phone numbers, duplicate pixels, security exposure	Accurate data, faster site, secure infrastructure

**60-90**

Days to Full Launch

**2-3x**

Expected Lead Lift

**150+**

Streaming Networks

**210**

US Markets Tracked

**Timeline:** CTV and paid search launch in the first two weeks because your creative already exists. CRO improvements roll in weeks 2-4. Content and SEO build over 60-90 days. Full attribution pipeline is live within 30 days.

### How It Works:

Flat \$10K/month retainer. Full-funnel. Everything in this audit, CTV, paid search, SEO, content, social, CRO, creative production, attribution, brand, tech, managed by one team under one roof. No guesswork. No piecemeal vendors. No fragmented dashboards. Every channel pointed at signed cases.

Media spend is separate and runs through your accounts. You control the budget. We control the targeting, the creative, and the measurement. Full transparency. No markups on media.

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. South Carolina is exactly the kind of state we love. Strong local firm, five offices across three DMAs, room to grow in all seven. Real competitive gaps to exploit.

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.

### Why One Firm Per Market:

We track legal advertising spend across 210 US markets on a 24-million household panel. We know who's spending, where the money goes, and where the gaps are. That data stays exclusive to one partner firm per DMA. When your competitors run broadcast spots, your firm appears on streaming in the same hour. 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.

**Justin, we got you. Our team is prepared and equipped for a project like this. South Carolina is open. We'd love to be the team behind your firm.**

**Monday, March 9. 9:00am PT / 12:00pm ET**

Looking forward to walking through this with you. Happy to pull your South Carolina market data before the call so we can look at it together. Who's spending across all seven DMAs, where the money's going, and where the openings are.

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**Jared Reagan**

CTO, Taqtics

Building in legal advertising since 2009. Tracks \$150M+ monthly across 150+ US markets.

## Appendix: About Taqtics

Design, content, and media for law firm growth. Full-funnel marketing that actually connects. Every touchpoint measured, every dollar traced to growth.

Pillar	Focus	Deliverables
Creative	Design and content that converts	Brand identity, video production, websites, content strategy
Media	Full-funnel distribution	CTV & streaming, programmatic, paid search & social
Growth	Measure and compound	Attribution, call tracking, CRM sync, optimization

**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. South Carolina is open. All seven DMAs:

DMA	Rank
Myrtle Beach-Florence	#97
Charleston	#85
Columbia	#76
Greenville-Spartanburg-Asheville-Anderson	#36
Charlotte (SC portion)	#21
Savannah (SC portion)	#84
Augusta-Aiken	#108

**One partner. Seven markets. The entire state.**