
BRAND EQUITY SCAN

Bogin, Munns & Munns

A brand equity scan for Central Florida's own: 47 years and 4.8 stars of record the category still can't cite.

Central Florida · Personal Injury · 11 Offices, 47 Years

PILOT · June 2026

LESS NOISE. MORE FIGHT.

Prepared by Taqtics

— EXECUTIVE SUMMARY

Forty-seven years of record. A 4.8-star reputation. And almost none of it is authority the category can cite.

Bogin, Munns & Munns has what most firms spend millions to manufacture: a real record. Eleven offices, 47 years, 624 reviews at 4.8 stars, and top-5 rankings in Kissimmee, Clermont, and Leesburg on the searches that sign cases. What it has never done is translate that record into earned, citable authority, so on the Orlando terms, where a click runs \$84 to \$372, it is absent from the top 10. Closing that gap is the opportunity.



THE GAP

Absent from the top 10 on every primary Orlando money query.

Absent from the top 10 on all three primary Orlando money queries, while ranking #4 Kissimmee, #5 Clermont, and #4 Leesburg. The firm wins the suburbs, not Orlando, where a click runs \$67 to \$84.



THE PENALTY READ

The link growth that looks like progress is spam.

Referring domains jumped 197 to 351 in two months, but 56 of the 75 most recent links are spam, only 13% are dofollow, and 50 are .store link-shops. The only genuine earned press traces to 2017.



THE EQUITY GAP

A real record outranked on authority by the brands chasing the same clients.

Forty-seven years and 624 reviews at 4.8 stars, yet DR 39 on a profile propped up by directories and spam, while Morgan and Morgan (DR 72) and Farah and Farah (DR 58) carry the authority the category cites. The record is real, just never published.

— THE GAMEPLAN, IN BRIEF

01

Own Orlando

Rewrite the title and meta for Orlando intent, then build the head-term cluster the ranking suburb pages already feed.

02

Publish the authority

Strike original crash-data findings, earn the editorial links the firm lacks, and turn 47 years into citable authority.

03

Local everywhere

Make eleven offices a local lawyer in every market, the way the firm already won the suburbs.

What we found in the live data.

Every number below traces to our research bundle, the single source of truth for this dossier. We read the live state of the property, the market, and the competitive set from our index and live search data, all computed from primary sources, not a third-party report.

COMPOSITE READ

DR 39

a real 47-year record and a 4.8-star reputation, held back by an Orlando head-term gap, near-zero earned press, and a spam-scraped link profile inflating the authority number



SEARCH VISIBILITY

Top-5 in the suburbs, absent on every Orlando money term.

The firm ranks #4 in Kissimmee, #5 in Clermont, #4 in Leesburg, and #1 on its own brand. It is absent from the top 10 on all three primary Orlando queries and sits at #13 on "best personal injury lawyer Orlando." The model works where it leans in. Orlando is the next domino.



HOMEPAGE SIGNAL

A generic title tag, unchanged for 63+ days.

The homepage title reads "Florida Personal Injury Lawyers and Full Service Firm." No Orlando, no car accident, no personal injury keyword, and a generic firm-wide meta description. The page that sets the brand signal for every query the firm wants was the one page nobody touched.



AI AND TRUST SIGNALS

A vanity citation count, not a moat.

The April pull logged 180 AI Overview citations, and a same-day audit demolished it: the footprint is junk the engines do not weight, and the June pull showed no AI boxes firing at all. We do not lead with 180. The move is to convert that junk into presence on the money queries, with sourced answers a real attorney signs.



LOCAL FOOTPRINT

Eleven offices, treated as a footer detail.

Eleven Central Florida offices is the whole differentiator against the national billboard brands and against single-office Orlando shops. Today it reads as a footer line, not the wedge the rankings say it could be. On "bogin munns reviews," third-party review sites outrank the firm's own pages, a reputation surface the firm does not control.

LINK PROFILE

A +78% referring-domain spike that's almost entirely spam.

Referring domains jumped from 197 to 351 in two months. The headline looks like progress and isn't. Of the 30 most recent links, 18 are link-shop spam, 2 are negative-signal referrals, 4 are low-authority directories, and zero are editorial. The firm is being scraped by link-selling operations. Domain Rating barely moved, +1 from the April baseline, because the links are nofollow and low-authority.

CONVERSION LAYER

Strong positioning equity, generic conversion surfaces.

The homepage already adopted the signature line "No Gimmicks. Just Results.," proof the messaging system is trusted, but the hero still leads generic and the live CTAs are the same boilerplate every competitor runs. Call attribution is absent, so a signed case can't be tied to the channel that produced it. Real-user page speed is fast; the work here is messaging and tracking, not a performance rebuild.

— THE ASSET NO COMPETITOR CAN COPY

The record is real. The authority is missing. That gap is the whole opportunity.

Forty-seven years, eleven offices, 624 reviews at 4.8 stars. No competitor can copy that record. The firm has just never published it as authority: it sits at DR 39 on a spam-inflated profile with one genuine earned link, from 2017, while Morgan and Farah carry the authority the engines and journalists quote. The asset is on the property. Our job is to publish it, not invent it.

Six plays. Each one a move we run.

This is a playbook, not a report card. Every figure is labeled Est. with its math, and the plays compound. Read the strongest first.

01 Own Orlando

Est. \$5,419 - \$40,640/mo

We make Bogin, Munns & Munns a real answer to the three Orlando money queries. It starts with the highest-leverage, lowest-cost fix in the whole gameplan: rewrite the homepage title and meta to carry Orlando and the core practice intent, then build the head-term architecture underneath it, a tight Orlando PI and car-accident cluster with internal links from the suburb pages that already rank. The suburbs prove the model works. We point the same machine at Orlando.

🕒 OUTCOME

Top-5 presence on the Orlando head terms the firm is absent from today. Math: 8,210 searches/mo across three intent clusters, absent to top-5 (~6% CTR uplift), 2-5% site conversion, 5-15% sign rate, \$11,000 Est. MVA fee (TO-CONFIRM). Low end is the trustworthy figure.

🕒 TIMELINE

First 30 days: rewrite the title and meta, build the Orlando PI and car-accident hubs, wire internal links from the ranking suburb pages. Ongoing: expand the cluster term by term, monitor rank, prune.

02 The earned-media engine

Est. \$2,250 - \$5,100/mo in link value

We run a reactive-plus-proactive media program. Reactive pitching off Central Florida news the firm can credibly comment on, proactive pitching of struck findings from the firm's own road-safety data, the I-4 corridor, SR-408, US-192, county-level crash data, every pitch human-finalized before send. The output is high-authority referring domains the firm cannot buy and the link-shop spam can never match. This is the play that produces the real editorial links the firm has none of today.

🕒 OUTCOME

6 to 24 new referring domains a month, delivered below the market substitute. Math: 30-50 pitches/mo at 8-12% placement, 3-6 placements, a 2-4x syndication tail, priced at the legal-vertical market rate per link. That authority also lifts the ceiling on Plays 01, 03, and 04 (compounding, uncounted).

🕒 TIMELINE

First 90 days: stand up the pitch engine, ship the first proactive struck-data pitch and the first reactive cycle. Ongoing: 30-50 human-finalized pitches/mo, syndication tracked per placement.

03 Publish the authority

Compounding. Priced through Play 02.

We turn the firm's 47-year record into citable authority. Today the engines and journalists quote Morgan and Farah because those firms publish, and Bogin, Munns & Munns does not. We change that: a Central Florida data-journalism program of struck findings from primary crash data, full schema markup, and an editorial structure built so that when a journalist or an AI answer needs a Central Florida injury source, it pulls Bogin, Munns & Munns. Each piece carries a real attorney byline, making the firm's own lawyers the credentialed experts the category quotes.



OUTCOME

A citable-authority moat on the asset that is hardest to build: a 47-year record finally published as sourced, signed expertise. This is the layer that lifts the link profile out of spam dependence and feeds the earned-media engine in Play 02. Run early so the authority compounds instead of the gap widening.



TIMELINE

First 90 days: ship the schema buildout sitewide, publish the lead struck-data piece, re-anchor the editorial library to current crash data. Ongoing: 2-4 struck pieces/mo, each tagged to the queries and beats it should win.

04 Local everywhere

Est. \$1,315 - \$9,859/mo

We turn eleven offices into a local lawyer wherever a client got hurt. That means a full Google Business Profile buildout for every office market, a review-velocity program, and deepened corridor and city-market pages so the firm appears local in every town it serves, not just the three suburbs where it already wins. The positioning weaponizes the one thing a national brand and the single-office shops cannot match: the firm is already down the road from the crash, in eleven towns.



OUTCOME

Page-1 positions in the underbuilt markets and momentum in the ones already won. Math: underranked pool (Gainesville 720 + Ocala 1,300 = 2,020/mo) at ~5.5% net CTR uplift, plus 420/mo of existing top-5 markets at ~2% incremental, through the same conversion and fee model. Low end is the trustworthy figure.



TIMELINE

First 90 days: profile buildout and verification across the office markets, launch the review-request workflow, deepen the corridor and city pages, scope call attribution. Ongoing: review velocity, profile cadence, market-by-market expansion.

05 Conversion surfaces

Multiplicative. Lifts every play above.

We rebuild the hero and CTA system per the brand direction so the traffic the other plays generate actually converts. The recommended hero fires the local equity at the crisis-state Orlando prospect and resolves to one local human who answers. We retire the boilerplate CTAs every firm runs for a context-aware vocabulary that names what happens next, and we add the call-attribution layer the firm is missing today.

🕒 OUTCOME

A higher conversion floor on every ranking play at once. This sits inside the 2-5% conversion term of the formula above, so its value is multiplicative, not additive. It is the lever that decides whether the traffic the gameplan creates becomes signed cases or bounces. Call attribution makes the lift measurable.

🕒 TIMELINE

First 30-60 days: ship the recommended hero and CTA vocabulary, install call attribution and conversion tracking. Ongoing: CTA testing and conversion-rate work off the attribution data.

06 Link detox

Protective. Preserves the organic upside above.

We review the backlink profile, file a disavow on the spam cluster, and put the clean Play 02 acquisition engine in its place, so the authority the firm builds rests on links that survive a manual review instead of links that invite a penalty. We state this as fact, not as a charge against anyone: the firm is being scraped by link-selling operations and the tools are counting them. Run early, as insurance on the rest of the gameplan.

🕒 OUTCOME

A profile that holds up under a manual review, protecting the organic upside in Plays 01, 03, and 04 from suppression. A link penalty on a personal-injury domain can erase organic visibility for months. The clean-acquisition replacement is the Play 02 engine, so the detox and the rebuild are one motion.

🕒 TIMELINE

First 90 days: full backlink review, disavow filed on the spam cluster, monitoring set up. Ongoing: link-profile monitoring plus clean acquisition via the earned-media engine.

THE NUMBER

TOTAL ESTIMATED MONTHLY UPSIDE

01 · Own Orlando	\$5,419 - \$40,640
02 · Earned-media engine (link value)	\$2,250 - \$5,100
04 · Local everywhere	\$1,315 - \$9,859

Quantified total

Est. \$8,983 - \$55,598/mo

The low end is the figure to trust. It assumes the minimum conversion and sign rates and counts net uplift only on the markets where the evidence already proves the model works. The high end is the mathematical ceiling if the firm hits mid-funnel assumptions across the board. All three priced plays now carry real volume inputs from live search data. The \$11,000 Est. average case fee is the single biggest input to sharpen, and stays TO-CONFIRM against the firm's real case value and lead-to-signed rate. Three more plays carry real value we deliberately leave uncounted: the AI-citation work is priced through the media engine, conversion surfaces multiply every play above, and link detox is insurance on the upside. The number is not the pitch. The gap between the firm the data describes, eleven offices and 47 years and a record the billboard brands can't buy, and the firm the Orlando results describe, absent on every money query because the title tag was never written, is the pitch.

The brand the record earns.

This section shows the firm's own colors, and only here. Everything else in this dossier wears the Taqtics palette. We lean into the firm's existing navy and the gold from its own award badges, sharpen it, and never replace it. This is an extend, not a restart: the firm's live homepage already adopted the signature line we proposed.

— POSITIONING SPINE

Central Florida's own for 47 years, with eleven offices and a 4.8-star record the category has never been made to cite.

Three claims, fused, and none of them can be copied. Eleven offices means a local lawyer wherever a client got hurt, structurally uncontested against the national billboard brands and the single-office Orlando shops. Forty-seven years is longer than most of the firms ranking above it have existed. And a 4.8-star, 624-review reputation is a real record, it has simply never been published as authority the engines and journalists cite. The spine is already on the property. It just buries the right line below a video, and the record below a generic title tag. Our job is concentration and publication, not invention.

**Local intake, not a national 1-800 line. Eleven offices.
One's near where you got hurt.**

— LOCKED HERO • THE RELIEF BULLSEYE

DIAMOND SCORE 46.5/50

You're hurt. They already have lawyers. Now you do too.

For 47 years, from Orlando to Ocala, Central Florida's injured haven't faced the insurance company alone.

Start My Case Review →

4.8 stars. 624 Google reviews. Re-verified on the live profile.

11 CENTRAL FLORIDA OFFICES 47 YEARS, SINCE 1979 4.8 STARS, 624 REVIEWS

Concept 12 • Possessive CTA 11 • Proof-anchored row 11 • Reader-state 12.5. The relief bullseye: "they have lawyers, now you do too" is the entire injury insight in one breath, meeting the just-injured reader at the exact moment, with the 47-year footprint riding in the subtitle. FL-clean: no outcome promise, no superlative.

The firm's real navy and gold, made compliant.

Recipe A • Central

Florida Authority

Editorial and trustworthy.
Leads on the homepage and
the data-journalism library.

Ground, newsprint white

Aa #FAF5ED • Munns navy
text
8.62:1

Anchor + action button, Munns navy

Aa #004696 • white text
9.07:1

Accent only, gold (eyebrow / rule / stars)

Aa #E6BE00 • navy text,
never white
10.0:1

RECOMMENDED

Recipe B • Gold-on-Ink

Recommended for the hero
band, the 10-foot CTV scenes,
and the data-journalism cover.

Ground, Munns navy

Aa #004696 • white text
9.07:1

Newsprint, long-form

Aa #FAF5ED • on navy
8.62:1

Metallic accent, eyebrow + stars

Aa #E6BE00 • navy text,
never body
10.0:1

The correction that matters: the firm's live site uses gold as a button fill, but white text on the brand gold is 1.79:1, a contrast failure. Recipe A keeps gold as the accent (the star rating, a thin rule, the eyebrow) and moves the action button to the firm's own navy with white text at 9.07:1 AAA. This is the firm's real palette, made compliant, not a re-skin. Recipe B carries the same navy and gold into the gold-on-ink hero and CTV end card, where headlines stay white and gold never becomes body text.

From a stock sans to a broadsheet.

Live, the firm runs Archivo over an Arial-metric body. Competent, but it reads like every other firm. The brand's edge is editorial, so we explored three pairings that carry a newsroom voice and recommend one. Type is the cheapest signal of authority a site can send.

RECOMMENDED

A • The Broadsheet

Fraunces display · Newsreader body

47 yrs
You're hurt. They already have lawyers.

Central Florida's injured haven't faced the insurer alone.

The newsroom, weaponized.
Hardest push on the citation play.

B • Modern Counsel

Archivo display · Spectral numerals · Hanken Grotesk body

47 yrs
You're hurt. They already have lawyers.

Central Florida's injured haven't faced the insurer alone.

Keeps the firm's real face.
Premium, calm, modern.

C • Warm Local

Fraunces display · Figtree body

47 yrs
You're hurt. They already have lawyers.

Central Florida's injured haven't faced the insurer alone.

Humanist and approachable.
Fits the relief register.

Recommended: The Broadsheet. Fraunces carries the headlines and the data numerals, Newsreader sets the long-form, and Archivo stays for labels, so the firm keeps a thread to its real face. The type becomes the proof that this firm sources its claims, which is exactly what the engines reward.

— THE CONVERSION LAYER

— CTA SYSTEM

Three stories, scored on one rubric.

We don't guess the call to action. We demonstrate three first-person territories, score each on one rubric (specificity, first-person ownership, friction, urgency, differentiation), and recommend which wins where. Every option retires the boilerplate ("Speak To An Attorney Now," "Contact Us Today") and stays Florida-clean: no outcome promise, no superlative.

LEAD · ACQUISITION

The Local Lock

Eleven offices means a lawyer wherever you got hurt. Fires the geo equity competitors can't copy.

See My Rights in Florida →

Spec 9 · Own 9 · Friction 8 · Urgency 8 · Diff 9

43/50

Best for cold display and social. Live in the paid bundle now.

The Relief Bullseye

Meets the just-injured reader at the moment of fear: they have lawyers, now you do too.

Start My Case Review →

Spec 8 · Own 9 · Friction 8 · Urgency 6 · Diff 8

39/50

Best for the warm on-site hero (the locked hero above).

The Heritage Fighter

Forty-seven years and a real attorney who answers. Trust earned over time, not bought.

Talk to My Attorney Now →

Spec 8 · Own 9 · Friction 8 · Urgency 9 · Diff 7

41/50

Best for the phone and intake band, and retargeting.

Recommended deployment: lead acquisition with the Local Lock, convert on-site with the Relief Bullseye, and hold the phone and retargeting layer with the Heritage Fighter. One firm, three stories, one rubric.

— THE EDITORIAL LANGUAGE

A newsroom, not a law blog.

The firm's edge is editorial. We carry the 10-foot language forward: oversized heavy display headlines on ink-navy fields, newsprint-white bands for long-form, gold eyebrow labels and rules. The data-journalism library reads with a dateline, a byline, and a section label, so it looks like a newsroom and earns the citations a law blog never will. Every hero and CTV end card passes the squint-from-ten-feet test, heavy weight and AAA contrast, no thin type on a photo without a scrim. The look is the proof that this firm sources its claims, which is exactly what the engines reward.

We start with the play that pays first.

This dossier is the recon and the gameplan. The next step is a working session where we walk the plays in order, confirm the inputs we need from you, your actual average case value, your lead-to-signed rate, and your current paid spend by channel, and lock the first 90 days. We begin with the play that returns fastest, Own Orlando, because the title-tag fix is hours of work against a five-figure monthly ceiling, so the engine proves itself before it scales.

01

Working session

We walk the six plays in priority order and confirm the three inputs we need from you.

02

First 90 days

We run Own Orlando first, stand up the earned-media engine, and build the local surface market by market.

03

Compounding

The AI-citation work, cleaner links, and sharper conversion surfaces lift the ceiling on everything else.

One seat per market. We run this for one firm in Central Florida personal injury, and that is the firm we are talking to.



LESS NOISE. MORE FIGHT.

taqtics.com · team@taqtics.com

ONE SEAT PER MARKET.

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