MAGNOSI | WEB MARKETING

LOCAL SEARCH GROWTH / PERSONAL INJURY LAW

86 FIRST-TIME CALLS IN ONE MONTH

How an integrated Google Maps, organic SEO and AI-search strategy created measurable demand for a New York personal injury law firm.

MIRMAN, MARKOVITS & LANDAU, P.C.

New York personal injury attorneys

86	85%	66%
FIRST-TIME CALLERS	ANSWERED	QUALIFIED LEADS

Prepared by Magnosi Web Marketing

September 2026

RESULTS SNAPSHOT

Calls, rankings and revenue opportunity - connected.

MEASURED PERFORMANCE

A month of demand you can count.

Tracking connected first-time callers to the firm's Google Business Profile and website.

FIRST-TIME CALLS	ANSWERED	QUALIFIED LEADS	CASE QUALIFIER	PAYABLE CASES
86	85%	66%	10%	≈ 5.5
Last month	About 73 calls	About 57 leads	Conservative estimate	Modeled cases

CONSERVATIVE REVENUE-OPPORTUNITY MODEL

86	→ × 66%	→ ≈ 57	→ × 10%
first-time calls	qualified-lead rate	qualified leads	case qualifier

$44,000

CONSERVATIVE MONTHLY CALL VALUE

Illustrative: 5.5 payable cases × $8,000

What this means

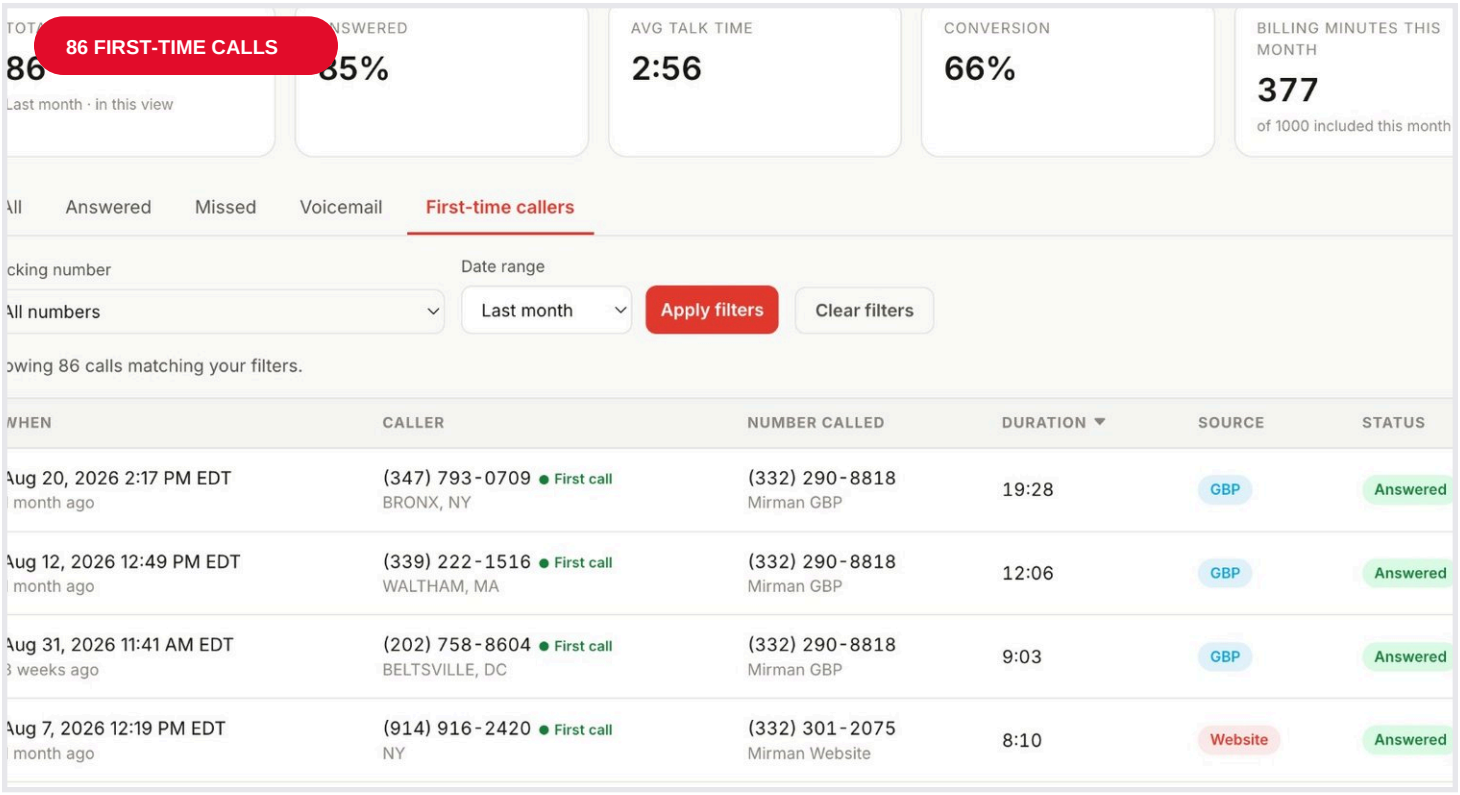
- The campaign produced a measurable pipeline of new conversations - not just rankings or traffic.
- Calls arrived from both the Google Business Profile and organic website visibility.
- Even a small retained-case rate can create substantial value in personal injury marketing.

Important: This is an opportunity model, not verified settlement or collected-fee revenue. See methodology on page 6.

FROM VISIBILITY TO CONVERSATIONS

Every lead source, visible.

The tracking view separates first-time callers and attributes them to GBP or the firm's website.



WHY THE CALL DATA MATTERS

01

Lead attribution

GBP and website labels show which channels generated each call.

02

Lead quality signals

Call duration, answer status and recordings provide context beyond a click.

03

Commercial accountability

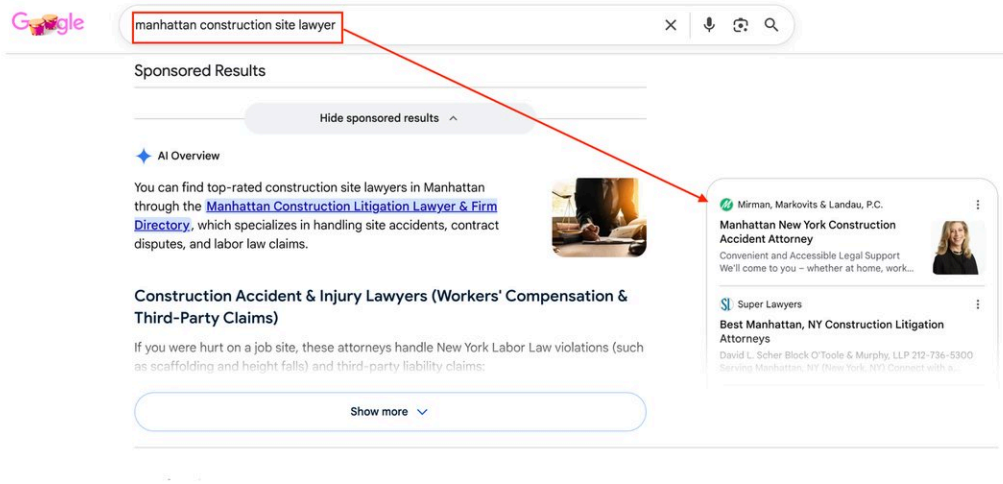
Marketing performance can be discussed in calls and opportunities - not vanity metrics.

Caller details shown in the source dashboard have been cropped from this presentation.

SEARCH PRESENCE ACROSS THE MODERN SERP

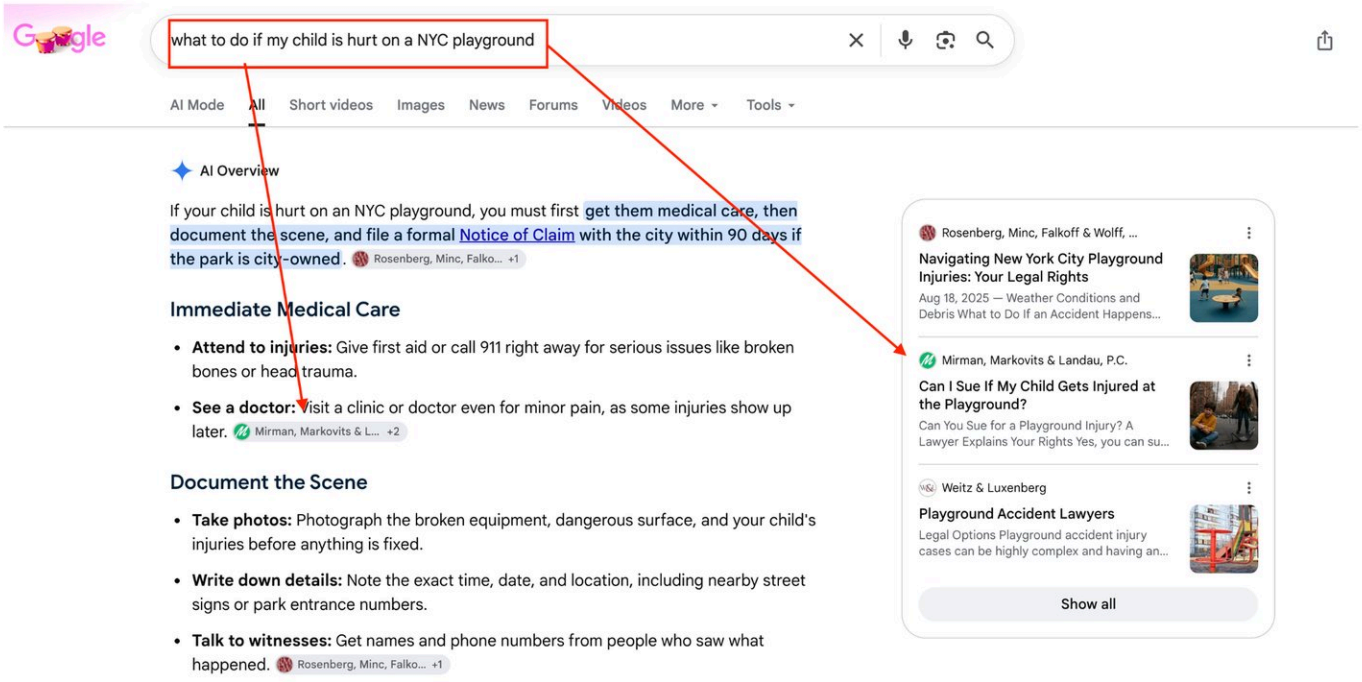
Visible in organic search - and AI answers.

Two full-search examples showing high-value personal-injury visibility.



AI OVERVIEW CITATION

manhattan construction site lawyer



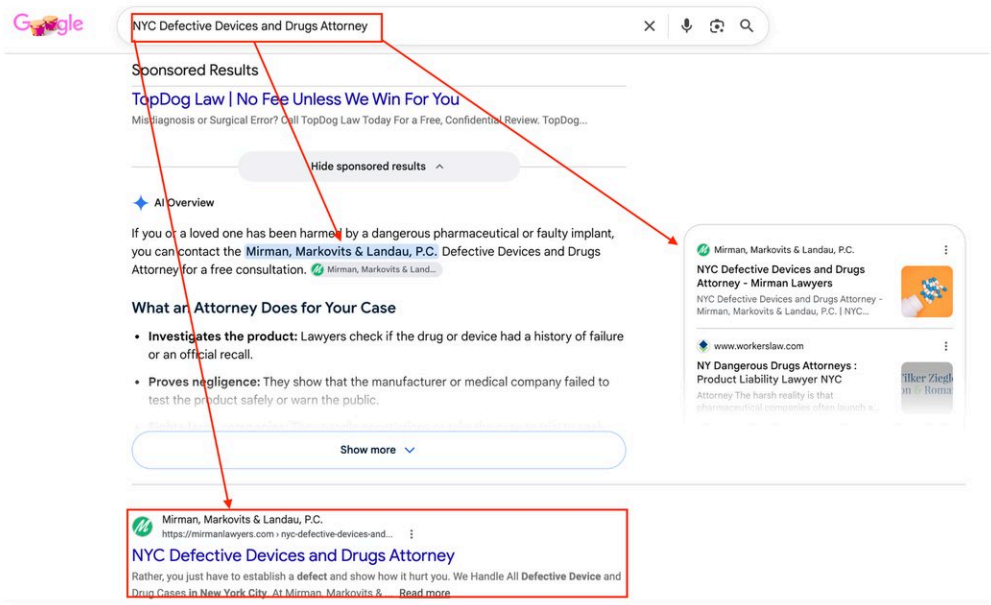
AI OVERVIEW CITATION

what to do if my child is hurt on a NYC playground

ADDITIONAL SEARCH EVIDENCE

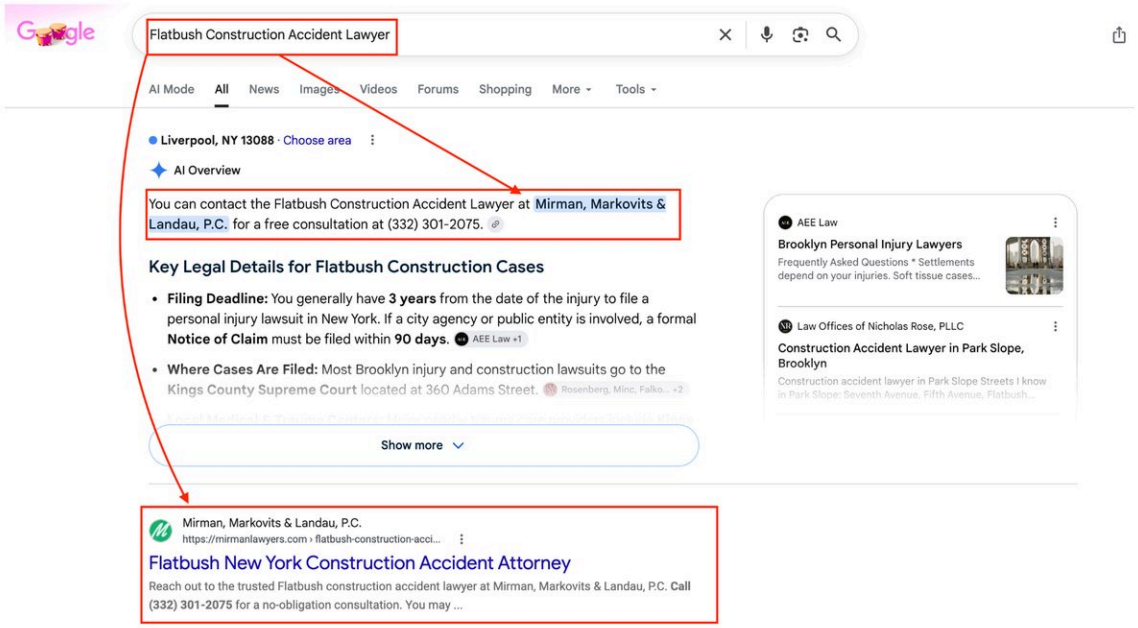
Multiple placements across the results page.

These examples show AI Overview citations paired with supporting organic visibility.



AI OVERVIEW + ORGANIC RESULT

NYC defective devices and drugs attorney



AI OVERVIEW + ORGANIC RESULT

Flatbush construction accident lawyer

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THE TAKEAWAY

Rankings are useful. Calls make them valuable.

Magnosi Web Marketing connected organic SEO, Google Maps visibility, AI-search presence and call attribution into one measurable growth story.

GET YOUR FREE

MARKETING GROWTH ANALYSIS

See where your business is visible, where leads are coming from, and where the next growth opportunities may be hiding.

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METHODOLOGY & QUALIFICATIONS

01 Call metrics are taken from the supplied 'last month' first-time-caller dashboard: 86 total calls, 85% answered, 2:56 average talk time and 66% displayed conversion.

02 The $44,000 figure is illustrative potential attorney-fee opportunity: 86 calls × 66% qualified-lead rate = about 57 qualified leads; 57 × 10% case-qualifier rate = about 5.5 payable cases; 5.5 × $8,000 = $44,000.

03 The $8,000 value is a conservative client-supplied assumption based on roughly one-third of a $25,000 minimum insurance limit. Actual fees and outcomes vary by case and fee agreement.

04 Search screenshots are point-in-time examples. Google results vary by date, device, location, personalization and query wording. No future ranking or revenue is guaranteed.

Magnosi Web Marketing | Local SEO, Organic SEO, AI SEO and Website Design