MAGNOSI | WEB MARKETING

SEARCH GROWTH / FAMILY AND DIVORCE LAW

56 FIRST-TIME CALLS IN ONE MONTH

How local, statewide and Google Maps visibility created measurable demand for a Columbus, Ohio family and divorce law firm.

BORSHCHAK LAW GROUP

Columbus, Ohio family and divorce attorneys

56	93%	71%
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
56	93%	71%	20%	≈ 8
August 2026	About 52 calls	About 40 leads	Conservative estimate	Modeled cases

CONSERVATIVE REVENUE-OPPORTUNITY MODEL

56 first-time calls → **× 71%** qualified-lead rate → **≈ 40** qualified leads → **× 20%** case qualifier

$40,000

CONSERVATIVE MONTHLY CALL VALUE

Illustrative: 8 payable cases × $5,000

What this means

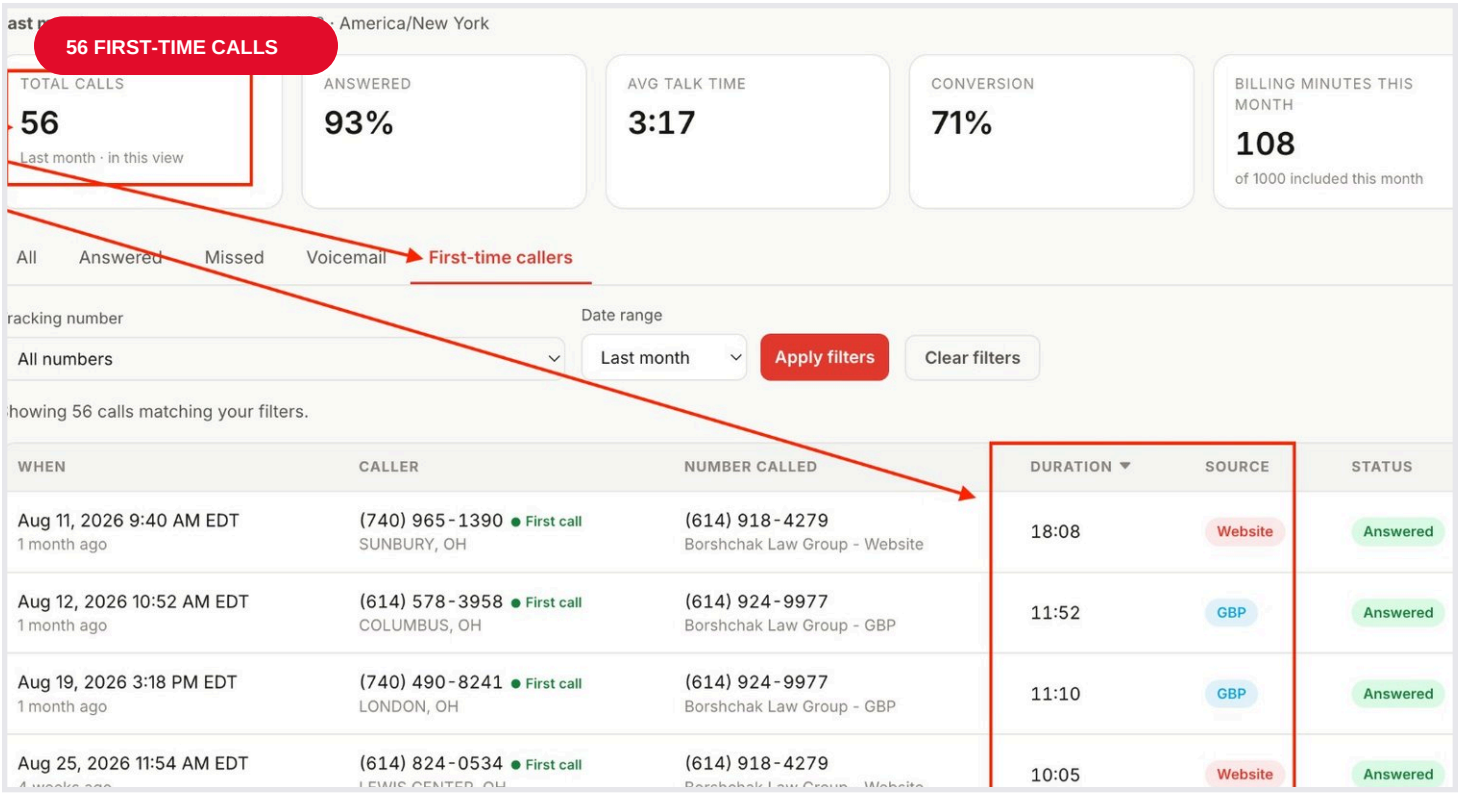
- The campaign produced a measurable pipeline of new conversations - not just rankings or traffic.
- Calls arrived from both Google Maps and organic website visibility.
- Visibility extended beyond Columbus into local suburbs and statewide Ohio search terms.

Important: This is an opportunity model, not verified retained-case or collected-fee revenue. See methodology on page 8.

FROM VISIBILITY TO CONVERSATIONS

Every lead source, visible.

The August 2026 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

A 3:17 average talk time and call records add context beyond a click.

03

Commercial accountability

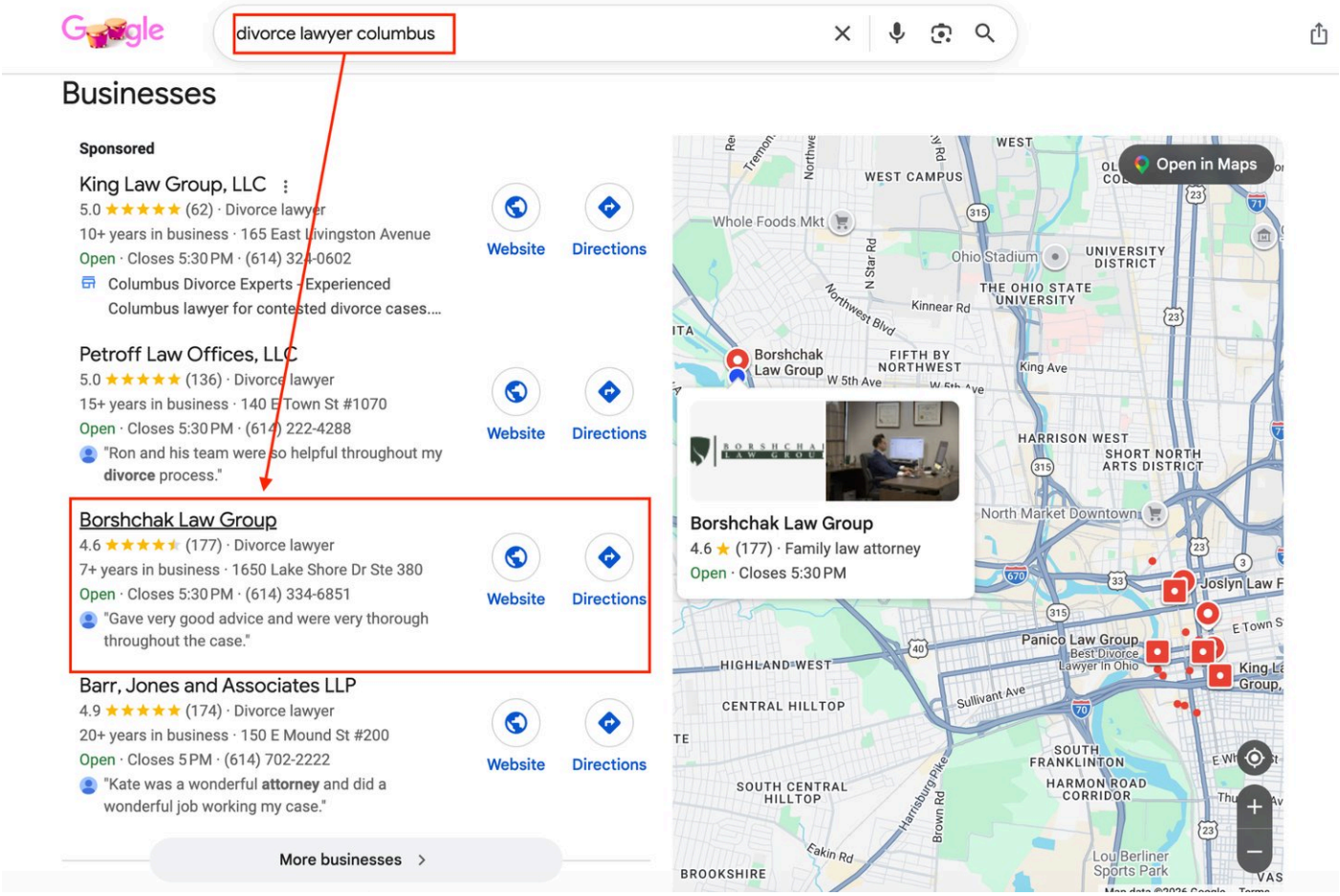
Performance can be discussed in qualified leads and case opportunities.

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

MAJOR CITY SEARCH TERM

Prominent for a major Columbus term.

The complete screenshot preserves the search query and Maps result together.



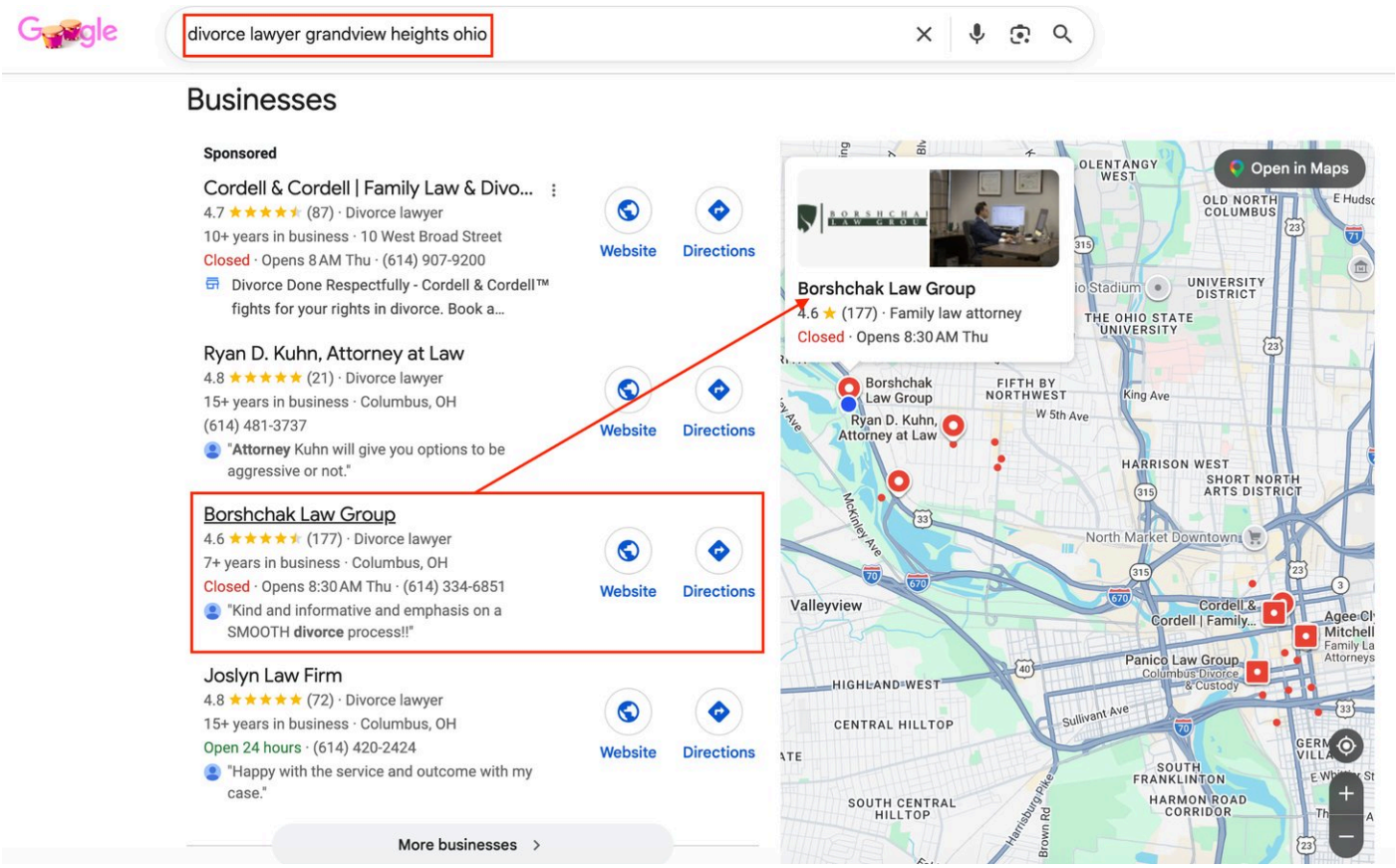
MAJOR CITY TERM / GOOGLE MAPS

divorce lawyer columbus

LOCAL SUBURB SEARCH TERM

Visible in the Greater Columbus market.

Local visibility extends into a valuable nearby suburb search.



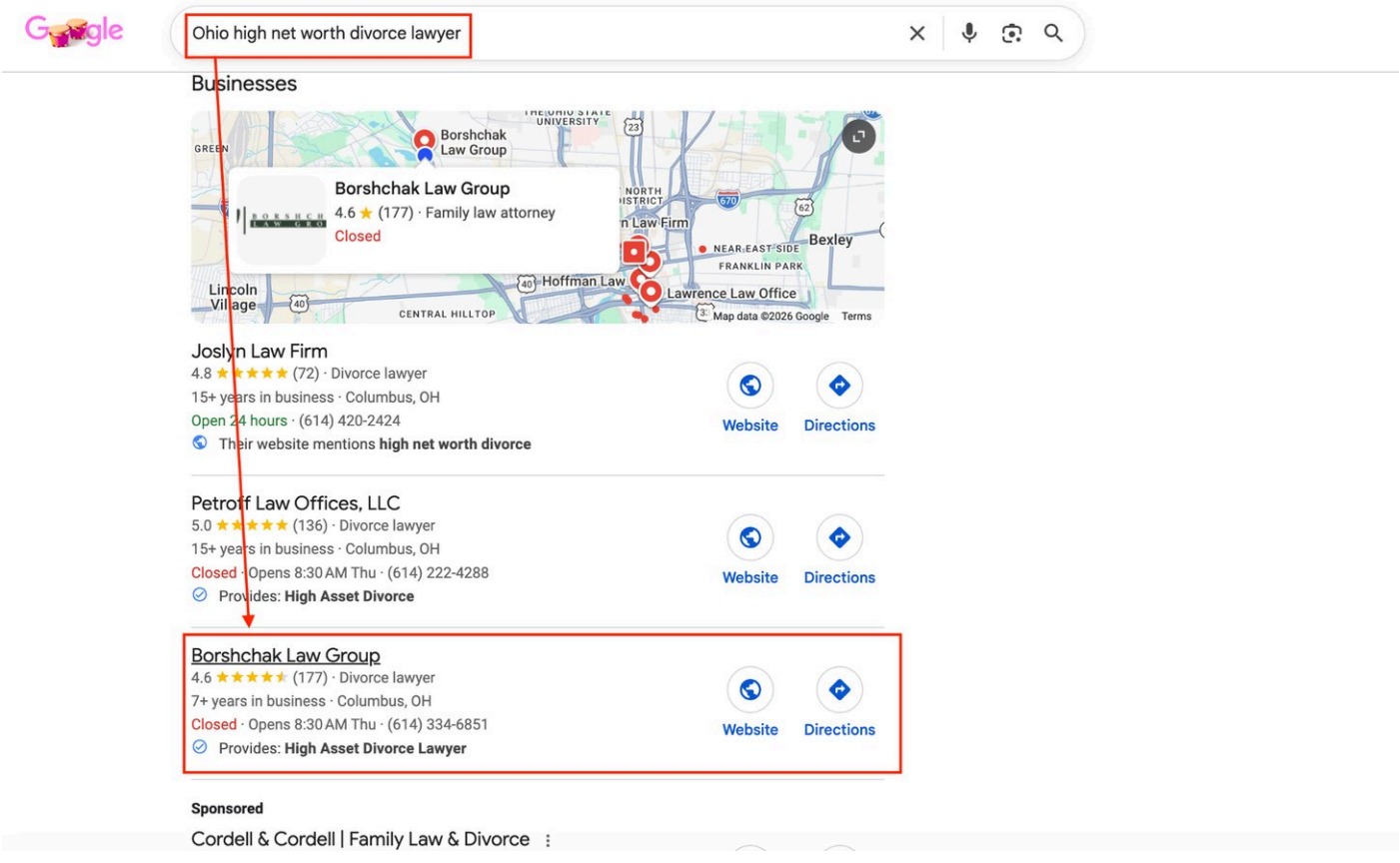
LOCAL SUBURB TERM / GOOGLE MAPS

divorce lawyer grandview heights ohio

STATEWIDE SEARCH TERM

Competing for statewide visibility.

The full Google screenshot shows both the Ohio query and Borshchak Law Group result.



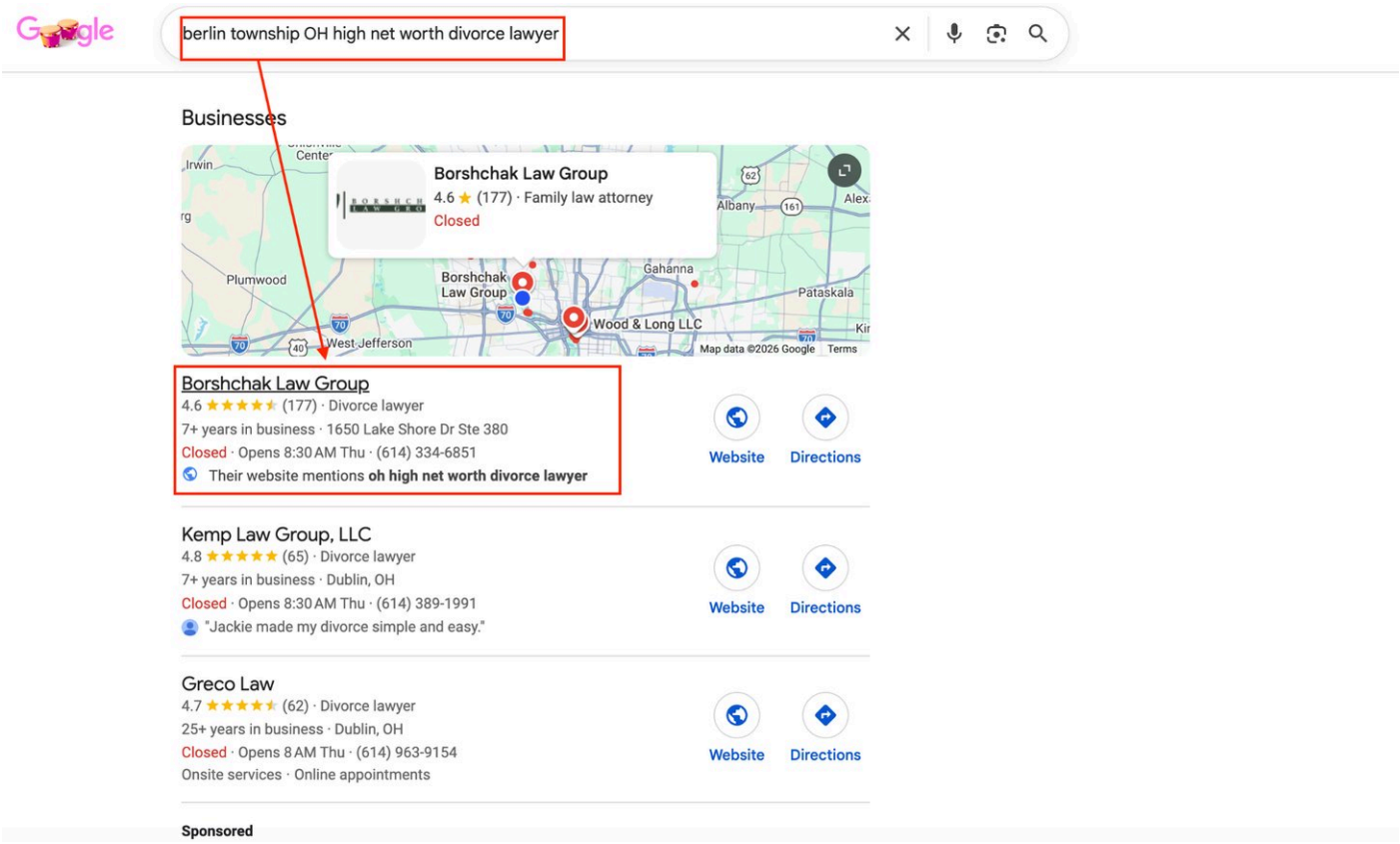
STATEWIDE TERM / GOOGLE MAPS

Ohio high net worth divorce lawyer

EXPANDED GEOGRAPHIC REACH

Reaching beyond the immediate market.

A high-value divorce term surfaces the firm for a search centered on the Berlin area.



EXPANDED GEOGRAPHIC REACH / GOOGLE MAPS

Berlin Township OH high net worth divorce lawyer

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THE TAKEAWAY

Rankings are useful. Calls make them valuable.

Magnosi Web Marketing connected major, local and statewide Maps visibility with call attribution to create 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 come from the supplied August 1-31, 2026 first-time-caller dashboard: 56 calls, 93% answered, 3:17 average talk time and 71% displayed conversion.

02 The $40,000 figure is illustrative monthly call value: 56 calls × 71% qualified-lead rate = about 40 qualified leads; 40 × 20% case-qualifier rate = about 8 payable cases; 8 × $5,000 = $40,000.

03 The $5,000 case value and 20% case-qualifier rate are client-supplied conservative assumptions. Actual retainers, fees, case values and outcomes vary.

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