

PREPARED FOR YOUR LAW FIRM

# Web Platform for Your Law Firm

Premium bilingual landing page + private admin panel  
to manage cases, clients, and documents — built to  
convert visitors into clients.



## Premium Website

Trust-building design that drives consultations

## EN / RU

## Bilingual

Reach international clients in two languages



## Lead Capture

Forms, WhatsApp, click-to-call & SEO



## Admin Panel

Cases, clients & documents in one place

Your own infrastructure — scalable, professional, no website-builder limits

# What You Are Investing In

PHASE 1

## Premium Landing Page

Your firm's face online — where clients decide to trust you.

- ✓ Hero, services, attorney profile
- ✓ Testimonials, CTAs, WhatsApp
- ✓ EN / RU switcher & SEO

**\$1,200**

USD · one-time

PHASE 2

## Admin Panel

Private system — no more scattered spreadsheets.

- ✓ Cases, statuses & notes
- ✓ Documents & client registry
- ✓ Dashboard & secure login

**\$2,500**

USD · one-time

## Multi-Language EN / RU

Future-ready translations

**\$400**

## Infrastructure + Deploy

Domain, VPS, SSL, email, backups

**\$300**

Premium Design + Landing	<b>\$1,200</b>
Admin Panel	<b>\$2,500</b>
Multi-Language EN / RU	<b>\$400</b>
Infrastructure + Deploy	<b>\$300</b>

TOTAL DEVELOPMENT INVESTMENT

**\$4,400** USD

One payment · full build · no surprises within agreed scope

DELIVERY TIMELINE

**1 to 2 weeks**

Design → development → QA → production launch

# How This Process Works

Building your platform and bringing in clients are two connected steps. First we deliver the website and admin panel; then you promote it through the channels below. **Ad budgets for Facebook, Instagram, or Google are separate** from the \$4,400 development investment — you control how much you spend on ads.

## PHASE A — WE BUILD (1-2 WEEKS)

**1. Kickoff** — goals, branding, photos, practice areas, EN/RU content.

**2. Design** — premium law-firm look aligned with your credibility.

**3. Development** — landing page, forms, WhatsApp, admin panel.

**4. Launch** — domain, hosting, SSL, email, site live.

## PHASE B — YOU GROW (ONGOING)

**5. Connect** — Facebook Page + Instagram Business linked to Meta.

**6. Advertise** — run Meta and/or Google campaigns (see pages 4-5).

**7. Convert** — visitors call, message, or submit forms; leads enter your admin panel.

**8. Follow up** — your team tracks cases and clients in one secure place.

**What we need from you:** firm name, logo, attorney bio, service list, testimonials (if any), phone/WhatsApp, and approval at each milestone. We can guide you on ad setup or coordinate with your marketing partner.

## BEST WAY TO ADVERTISE (RECOMMENDED MIX)

### Google Search

People actively searching “criminal defense attorney” — highest intent.

### Facebook / Instagram

Reach Russian- and English-speaking audiences in your service area.

### Google Business Profile

Free local map listing — essential for “lawyer near me” searches.

Using all three together works best: social ads for awareness, Google for people ready to hire, and your website as the destination for every click.

# Facebook & Instagram Ads — How Clients See Them

Ads on Facebook and Instagram are **not shown on your website**. They appear inside the Facebook and Instagram apps while potential clients scroll their feed, Stories, or Reels — like sponsored posts from other businesses they already see daily.

## Step-by-step: from your ad to a new lead

1. Your firm has a **Facebook Page** and **Instagram Business** account connected in **Meta Business Suite**.
2. Campaigns are created in **Meta Ads Manager** (or by your marketer): budget, location (e.g. Orlando / Florida), languages (English, Russian), interests (legal help, immigration, etc.).
3. You choose the ad creative: photo or short video, headline, and button — *Learn More*, *Call Now*, *Send Message*, or *WhatsApp*.
4. A potential client scrolls Facebook or Instagram → **your sponsored ad appears** between posts from friends and other pages (labeled “Sponsored”).
5. They tap the ad → they are sent to **your new website**, a lead form, Messenger, WhatsApp, or click-to-call — depending on what you configured.
6. We install the **Meta Pixel** on your site so Meta can measure visits and show your ads again to people who already viewed your page (retargeting).
7. You receive the inquiry by phone, email, form notification, or inside your **admin panel** — then your team follows up.

### “Boost post” vs professional campaigns

**Boost Post** is the simple button on a Facebook post — quick, but limited targeting and tracking.

**Ads Manager campaigns** are the best approach: precise audience (location, language, age), A/B testing, lead forms, and clear ROI. We recommend Ads Manager for a law firm serious about growth.

### Tips for your firm

- ✓ Run separate EN and RU ad sets where possible.
- ✓ Use video or attorney photo — trust matters.
- ✓ Always point ads to your professional website, not only a generic page.
- ✓ Start with a modest daily budget (\$15-\$40/day) and scale what works.

# Can You “Boost” the Website Directly?

**Yes — but not through Facebook alone.** Promoting your *website* for higher visibility means appearing at the top when people search on Google or clicking through from ads that land on your site. Social ads and website promotion work together but are different tools.

Method	What it does	Priority / timeline
<b>SEO</b> (included in your build)	Optimizes your site so Google can rank it organically for relevant searches (e.g. “Russian speaking criminal lawyer Florida”).	Foundation for long-term visibility; results build over weeks and months. No cost per click.
<b>Google Ads</b> (Search)	<b>Direct website promotion:</b> you pay Google to show your site at the <i>top of search results</i> when someone searches for a lawyer. Clicks go straight to your landing page.	<b>Highest priority for immediate leads</b> — you control budget and keywords. Separate ad spend from development fee.
<b>Google Business Profile</b>	Free listing on Google Maps and local search — call button, directions, reviews, link to website.	Critical for local firms; should be claimed and optimized at launch.
<b>Facebook / Instagram Ads</b>	Shows sponsored content <i>inside</i> social feeds; best for awareness and retargeting — sends traffic to your website.	Complements Google; does not replace search ads for high-intent clients.

**Recommended strategy:** Launch the website with SEO basics → claim Google Business Profile → run Google Search Ads for immediate visibility → run Meta ads for bilingual reach and retargeting. Your website is the hub; ads are the channels that drive qualified traffic to it.

## INCLUDED IN YOUR BUILD

✓ Production website & admin panel · ✓ Basic SEO setup · ✓ Meta Pixel-ready structure · ✓ Lead forms, call & WhatsApp CTAs

### NEXT STEP

## Approve the build — we can advise on ad setup at launch

**Site:** <https://davidpopov.xhlar.com> | **Proposal:** <https://davidpopov.xhlar.com/proposal>

XHLAR S.A.S — Optional: ad campaign management available as a separate service.