



**BLUEHUKI**®  
MARKETING THAT PROPELS

**GET YOUR LAW FIRM WEBSITE  
TO DO MORE**

*(With or Without AI)*





# Agenda

*Get your law firm website to do more*

**01**

## **ABOUT**

Meet Heather & BlueHuki

**02**

## **THE PROBLEM**

Law firm websites are underperforming

**03**

## **THE SHIFT**

How law firm marketing is changing online

**04**

## **IMPLEMENTATION**

Practical workflows for intake, content & ops

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## **BEST PRACTICES**

What builds trust (and what hurts it)

**06**

## **CONVERSIONS**

Turning visibility into consultations

# Scientist-turned-Marketer



# Meet Team BlueHuki



*Military Spouse Owned & Operated*



**BEST**  
*of* **D.C.**  
2025



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# The Problem: Invisibility

*Not Just an Issue for Start Ups*

Data for Websites  
Without a Strategy

Q3/4 2025:

83% of Websites Saw  
a Decline in Website  
Traffic from Search

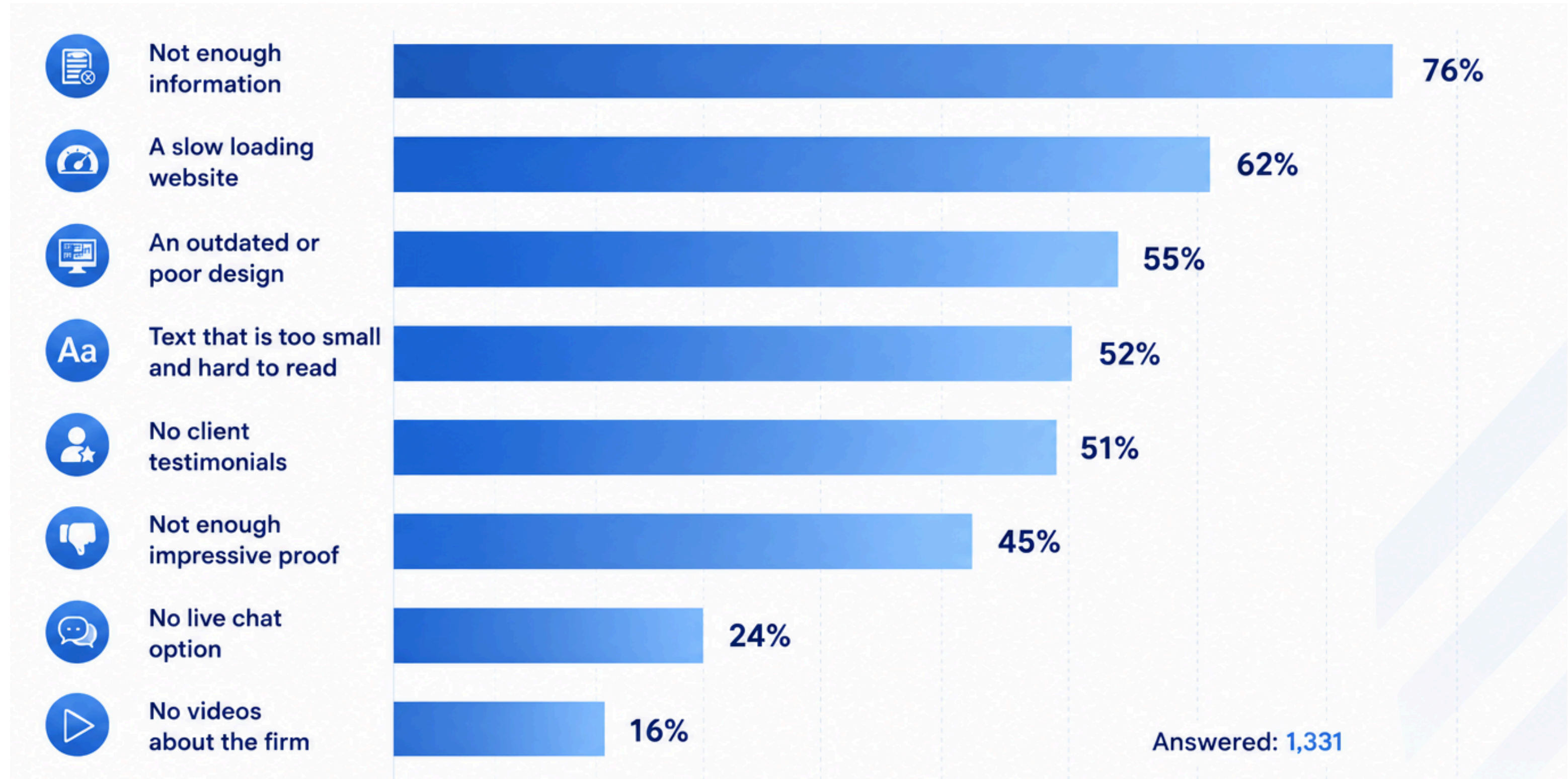


# What Happened: ChatGPT Fundamentally Changed Search

	Search Google	Ask ChatGPT
Get a quick answer, fact or definition <i>(e.g., "What is the capital of France?")</i>	77%	23%
Find companies or local businesses <i>(e.g., "Plumbers near me")</i>	74%	26%
Get recommendations or reviews <i>(e.g., "Best laptops for gaming")</i>	69%	31%
Plan a vacation <i>(e.g., "Best beaches in Mexico")</i>	66%	34%
Find medical information <i>(e.g., "What are the symptoms of the flu?")</i>	65%	35%
Understand why something works <i>(e.g., "Why is the sky blue?")</i>	61%	39%
Get step-by-step instructions <i>(e.g., "How do I change a tire?")</i>	60%	40%

2026: 60% of Searches are Zero Click = No Website Traffic

# Pitt Falls: Reasons Law Firm Websites are Losing Leads





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a BlueHuki Strategy  
Q3/4 2025:  
86% of Websites Saw an  
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# Where You Need to Be **Active**

*What is Working Today*

## **Social Media**

Now indexable on Google & important for networking

## **Organizations**

Backlinks, awards & articles provide an important boost

## **Your Website**

The key to attracting Google & ChatGPT

## **Community Groups**

Grassroots word of mouth online

## **Email**

Not dead! Stay in front of your network & clients



Execute a Full Marketing Strategy

= 15- 30 Hours Per Week or More!



Use Your Website to Save Time



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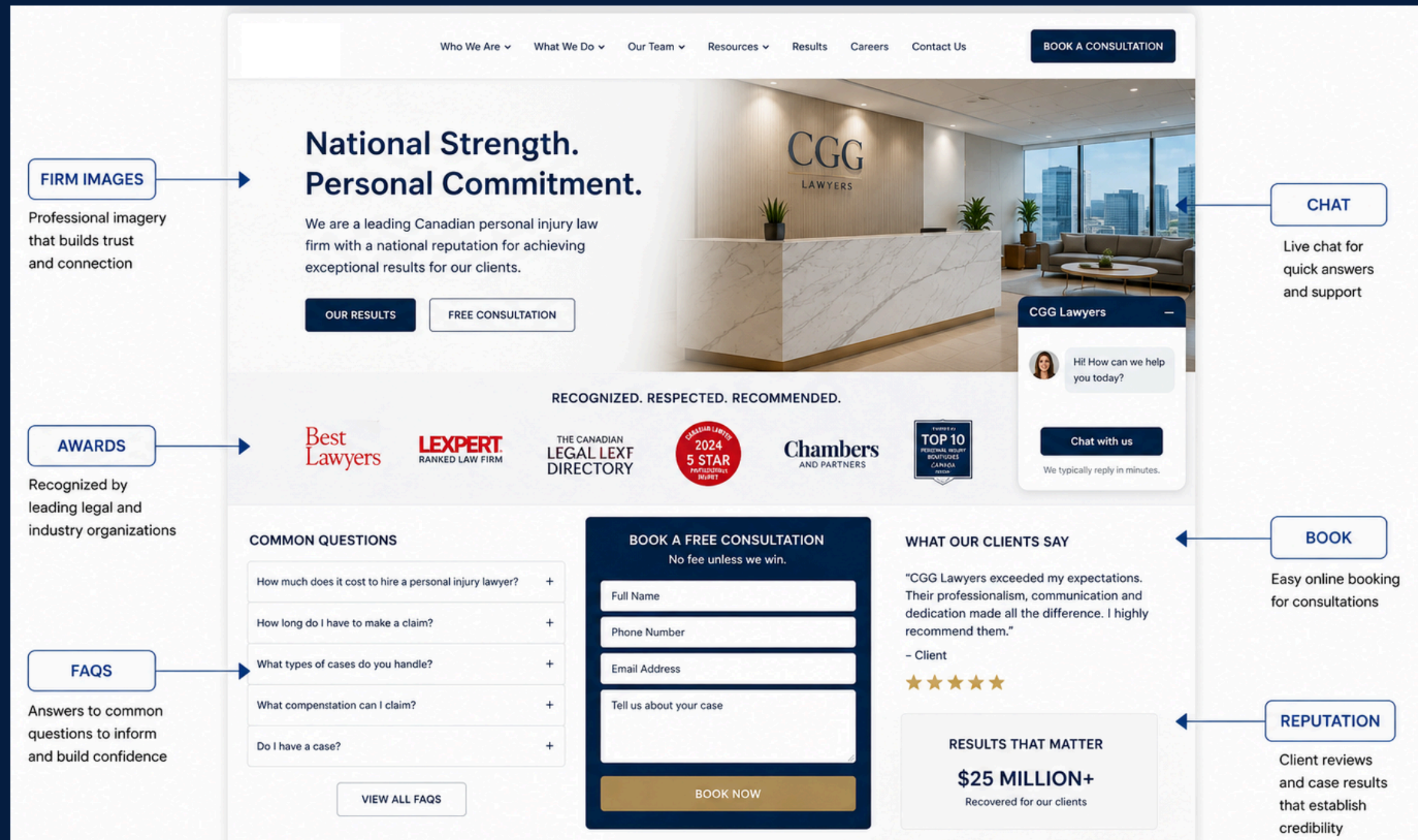
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# Can We Use Your Website to Save Time & Build Trust?

*Yes, but it takes some know-how!*

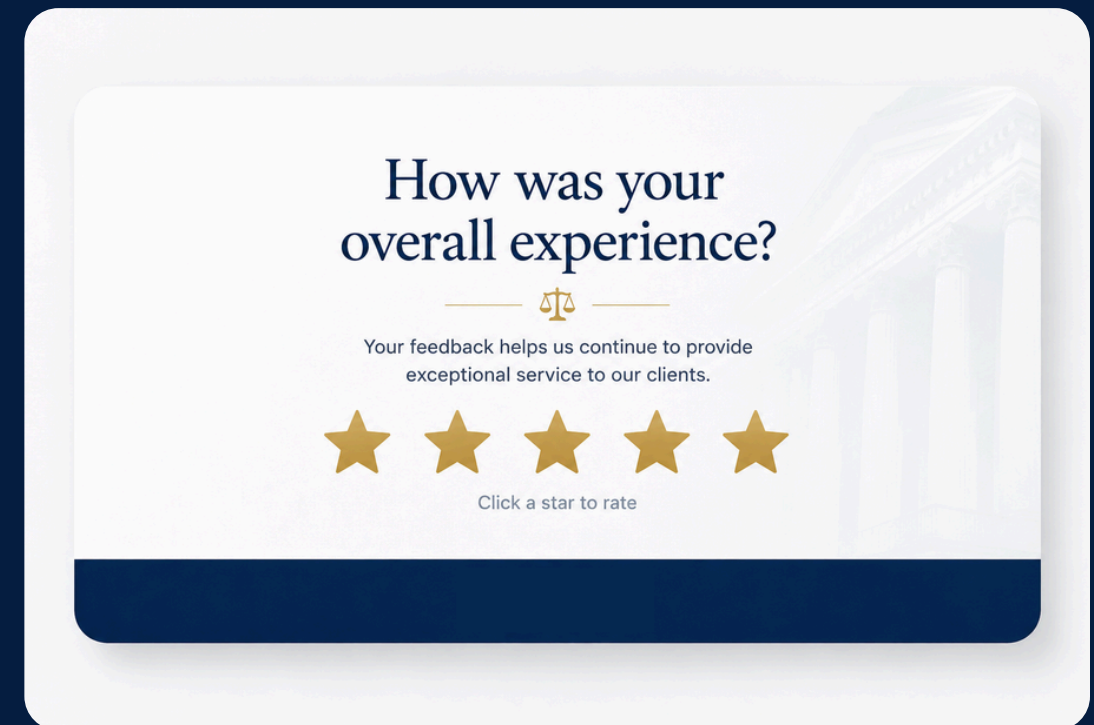
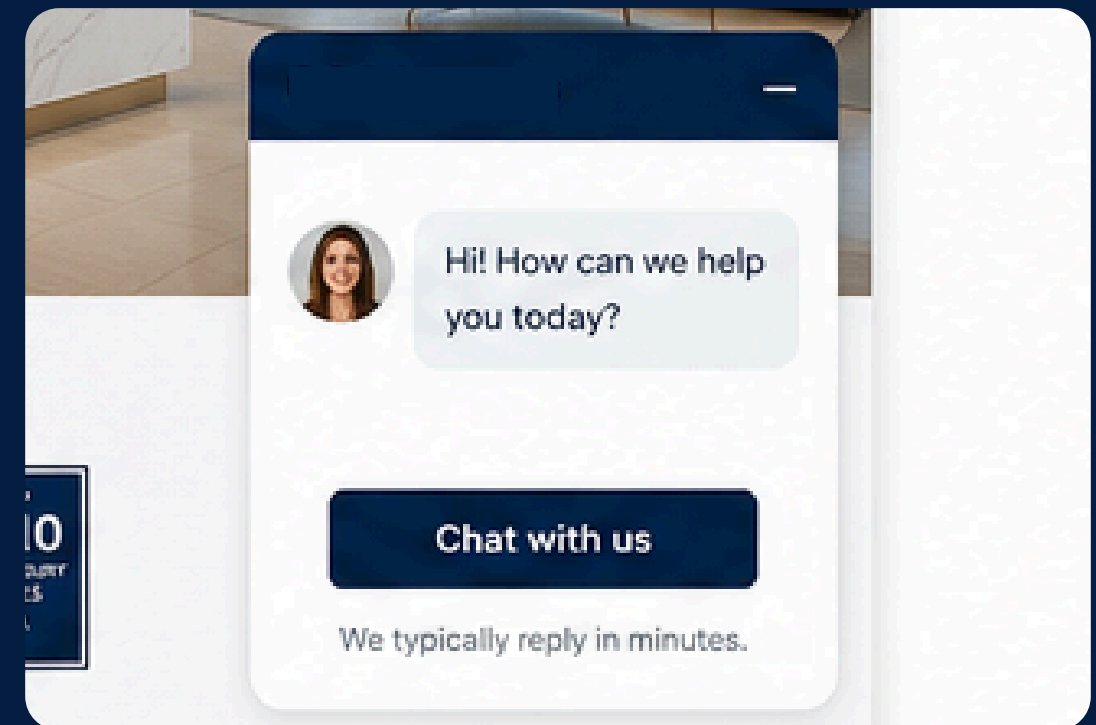
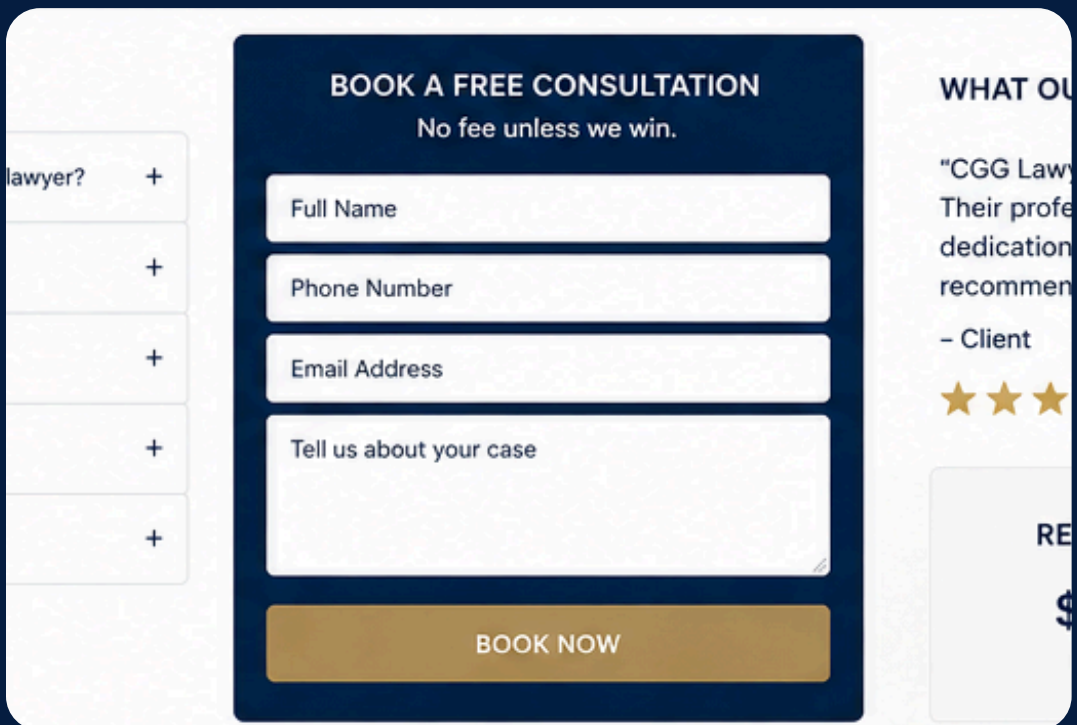


The screenshot shows the CGG Lawyers website with several key features annotated:

- FIRM IMAGES:** Professional imagery that builds trust and connection. (Points to the main hero image of the office lobby)
- AWARDS:** Recognized by leading legal and industry organizations. (Points to the 'RECOGNIZED. RESPECTED. RECOMMENDED.' section featuring logos for Best Lawyers, LEXPERT RANKED LAW FIRM, THE CANADIAN LEGAL LEXF DIRECTORY, Chambers AND PARTNERS, and TOP 10 PERSONAL INJURY FIRM/CANADA 2024)
- FAQS:** Answers to common questions to inform and build confidence. (Points to the 'COMMON QUESTIONS' section with expandable questions like 'How much does it cost to hire a personal injury lawyer?')
- BOOK:** Easy online booking for consultations. (Points to the 'BOOK A FREE CONSULTATION' form with fields for Full Name, Phone Number, Email Address, and a 'Tell us about your case' text area, plus a 'BOOK NOW' button)
- REPUTATION:** Client reviews and case results that establish credibility. (Points to the 'WHAT OUR CLIENTS SAY' section featuring a testimonial and a 'RESULTS THAT MATTER' box stating '\$25 MILLION+' recovered for clients)
- CHAT:** Live chat for quick answers and support. (Points to the 'CGG Lawyers' chat widget with a 'Chat with us' button)

# Web Functionality for Growth

*Automate & Utilize the Website More*



**Basic**  
Form Submissions  
Call

**Step Up**  
Intake Form  
Web Chat

**Advanced**  
Review Portal



# Practical Steps & Workflows

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## Identifying Your Biggest Opportunities

- |   |   |  |   |
|---|---|--|---|
| <p><b>01.</b><br/>Start with your competitors. What do you like? Dislike?</p> | <p><b>02.</b><br/>Create a list of ideas for your firm. What do you have? What are your gaps?</p> | <p><b>03.</b><br/>Get buy in from key decision-makers to evaluate changes or technology.</p> | <p><b>04.</b><br/>Ask for outside help from a professional!</p> |
|---|---|--|---|

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## Take Action & Set Goals



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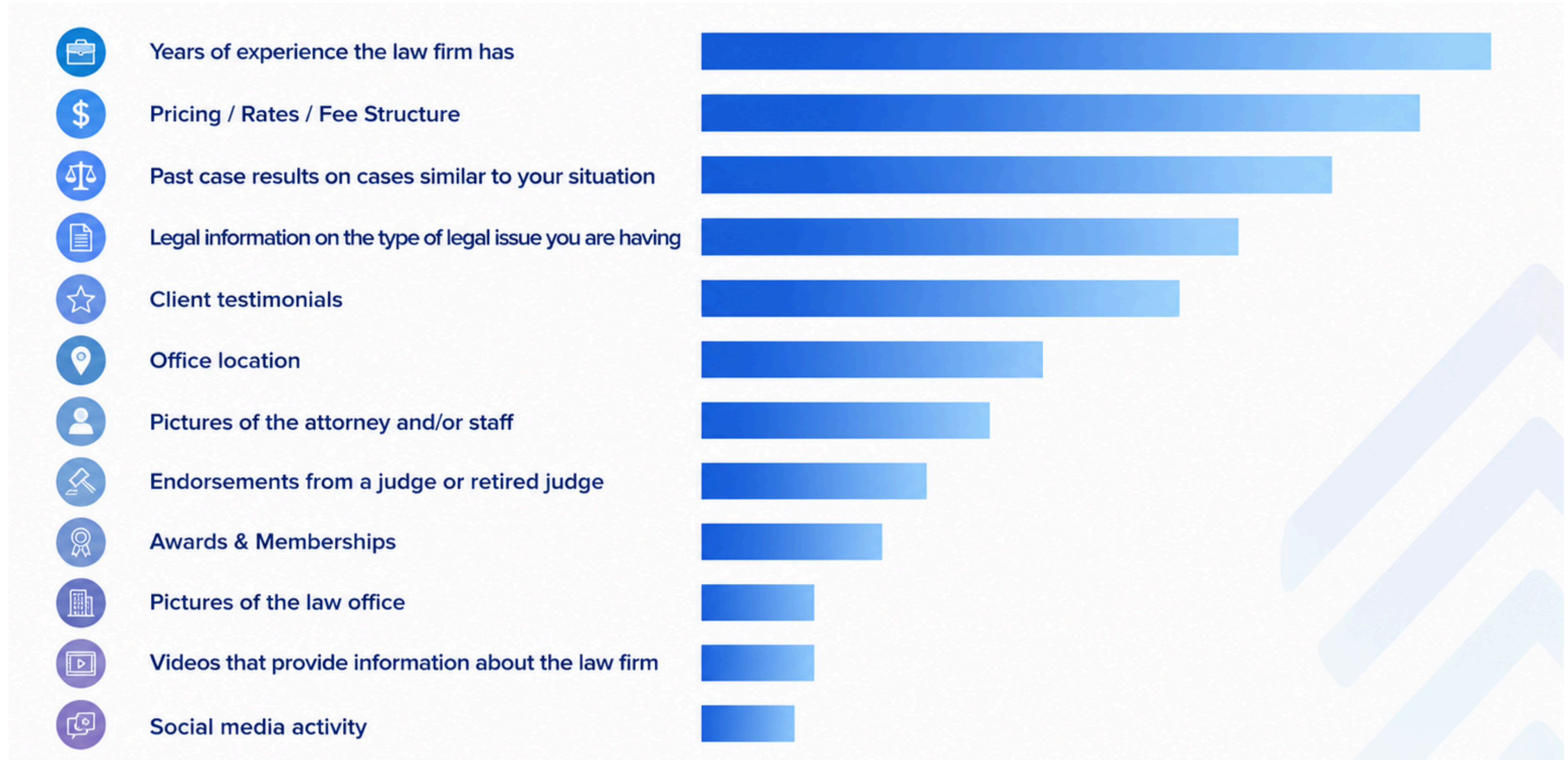
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# The Key: Top trust signals to attract law clients online



# How To: Content Strategies that Work



## Build Trust

Join local organizations, get mentioned in media articles & win awards.

.....



## Stay Active with Local Roots

Focus on building the core service areas of your business with local geographies.

.....



## Answer Common Questions

By providing FAQs you answer questions that users are seeking out online.



## CRYPTOCURRENCY & DIVORCE LAWYERS IN FAIRFAX, VA – COMPARISON GUIDE

FIRM	BEST FOR	CRYPTO / DIGITAL ASSET STRENGTH	LITIGATION STYLE	HIDDEN ASSET EXPERIENCE	BEST IF YOU NEED	POTENTIAL TRADEOFF
<b>JASON A. WEIS</b> — ATTORNEY AT LAW —	Complex, high-asset divorces; business valuation; executives; sophisticated estates	★★★★★ Very strong. Experienced with complex financial assets and valuation including digital assets.	Very strong litigator. Aggressive when needed, highly strategic.	★★★★★ Extensive experience identifying and exposing hidden or undervalued assets.	<ul style="list-style-type: none"> <li>High-net-worth representation</li> <li>Business ownership disputes</li> <li>Forensic accounting &amp; valuation</li> <li>Complex crypto portfolios</li> </ul>	Typically higher cost; best suited for very complex cases.
<b>THE GELLER LAW GROUP</b>	Professionals, entrepreneurs, and negotiated settlements with complex assets	★★★★☆ Strong. Handles complex financial structures; adapts well to new asset types including crypto.	Balanced – strategic negotiators and capable litigators.	★★★★★ Strong ability to uncover and analyze complex financial information.	<ul style="list-style-type: none"> <li>Strategic settlements</li> <li>Co-parenting focus</li> <li>Modern, client-centered approach</li> <li>Complex financial structures</li> </ul>	Less aggressive litigation style than some trial-focused firms.
<b>MALINOWSKI HUBBARD</b> PLLC	High-conflict cases; suspected hidden assets; complex financial discovery	★★★★★ Strong. Experienced with digital discovery and complex financial tracing via expert partners.	Aggressive, litigation-focused, trial-ready.	★★★★★ Known for aggressive discovery and uncovering hidden assets.	<ul style="list-style-type: none"> <li>Aggressive litigation</li> <li>Hidden asset discovery</li> <li>Complex financial disputes</li> <li>Courtroom strength</li> </ul>	More adversarial approach; may feel intensive.
<b>CHOWDHURY DIVORCE LAW GROUP</b> FAIRFAX	Clients wanting personalized attention with substantial asset disputes	★★★★★ Good. Handles complex assets and works with financial experts as needed.	Firm but client-focused. Will litigate when necessary.	★★★★★ Strong at identifying undisclosed income and assets.	<ul style="list-style-type: none"> <li>Personalized representation</li> <li>High-asset divorce</li> <li>Clear communication</li> <li>Local Fairfax expertise</li> </ul>	Boutique firm; may have fewer attorneys than larger firms.
<b>THE DAUGHERTY LAW FIRM, PC</b>	Military families with complex assets including crypto; litigation-focused representation	★★★★★ Good. Comfortable with digital assets and complex financial issues.	Direct, trial-oriented, not afraid to litigate.	★★★★★ Strong litigation background helpful for uncovering hidden assets.	<ul style="list-style-type: none"> <li>Military divorce + crypto</li> <li>Courtroom advocacy</li> <li>Direct communication</li> <li>Hidden asset concerns</li> </ul>	Located in Manassas (outside Fairfax city proper).
<b>CGG</b> COOPER GINSBERG GRAY PLLC FAMILY LAW	Professionals and executives seeking sophisticated, balanced representation	★★★★★ Good. Handles complex property including digital assets; uses experts when needed.	Strong but balanced. Combines litigation with collaborative solutions.	★★★★★ Experienced in complex financial discovery with expert support.	<ul style="list-style-type: none"> <li>High-end client experience</li> <li>Collaborative or mediated options</li> <li>Complex property division</li> <li>Emotionally intelligent approach</li> </ul>	Less “aggressive litigator” brand than forensic-heavy firms.
<b>KIDWELL &amp; KENT</b> PLLC ATTORNEYS AT LAW	Clients dealing with digital assets, estate planning overlap, or long-term crypto holdings	★★★★★ Very strong. One of the few firms explicitly focused on digital assets & crypto in legal planning.	More advisory/strategic; will litigate when necessary.	★★★★½ Moderate. Strong in asset planning and legal structure analysis.	<ul style="list-style-type: none"> <li>Cryptocurrency &amp; digital assets</li> <li>Estate planning intersections</li> <li>Trusts, inheritance, long-term holdings</li> </ul>	Primarily estate & planning focused; less divorce-centric than other firms.

### OVERALL RANKING FOR CRYPTO + DIVORCE CAPABILITY IN FAIRFAX

<b>1</b> Jason A. Weis	<b>2</b> Malinowski Hubbard, PLLC	<b>3</b> CGG Lawyers (Cooper Ginsberg Gray PLLC)	<b>4</b> The Geller Law Group	<b>5</b> Chowdhury Divorce Law Group Fairfax	<b>6</b> The Daugherty Law Firm, PC	<b>7</b> Kidwell & Kent PLLC
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### KEY CONSIDERATIONS WHEN CHOOSING A CRYPTO + DIVORCE LAWYER

Wallet tracing & blockchain analysis	Tax implications of crypto assets
Exchange subpoenas & legal process	Military pension + crypto overlap
Hidden asset discovery	Business ownership + digital assets
Valuation timing & market volatility	Forensic accounting & expert network

*Ratings are based on publicly available information, firm websites, client reviews, and experience level as of May 2025. Not legal advice – choose based on your specific situation and consultation.*

# Words of Wisdom

## *Best Practices - Implementation*



### Set a Goal

Make sure its realistic and fits with your current workflow



### Be Authentic

Make sure the new initiative is unique and authentic to your firm



### Execute

Understand the pain points of your ideal client



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# Website Checklist



Clarity



Visibility



Trust



Offer



Action

= More Conversions

## Clarity

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- My homepage clearly states who I help and what I help them achieve
  - My messaging is written for clients, not peers or industry insiders
  - A first-time visitor can understand my value within 5 seconds
- 

## Visibility

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- My website content reflects real search intent & local geographies
  - My expertise is clearly defined and not overly broad
  - My content answers common questions that users may be asking
-

# Trust

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- My site includes proof (testimonials, results, case studies, awards)
  - My positioning demonstrates confidence and authority
  - My brand is consistent and professional across all pages
- 

# Offer

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- Every page has one clear primary call-to-action
  - Visitors are guided toward a specific next step
  - My offers are easy to understand and act on
-



## Action

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- My content is persuasive & designed to guide decisions, not just provide information
  - My messaging focuses on problems and outcomes
  - My content builds confidence before the first conversation
- 



## = Conversions

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Visibility creates opportunity.  
Clarity converts it.  
Intentional strategy scales it.

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# The Right Strategy Pays Dividends

## 2025 Client Performance

*5x Improvement*



# 7 Day Action Plan

## *Choose One:*

- Vet one new technology for your website
- Rewrite your homepage headline for clarity
- Define one primary call-to-action
- Add a testimonial or proof point
- Simplify your messaging to focus on outcomes



*Thank You!*



*Get Everything:  
Website Checklist  
& Schedule a Quick  
Connect*