
Created by
LawFirmSites

2025
www.lawfirmsites.com

CASE STUDY

Lisa R Howard PLLC

Law**Firm**Sites

Lisa R. Howard
ADOPTION & FAMILY LAW
405.249.3080



Lisa R. Howard
THE ATTORNEY

attorneylisahoward.com



Created by
LawFirmSites

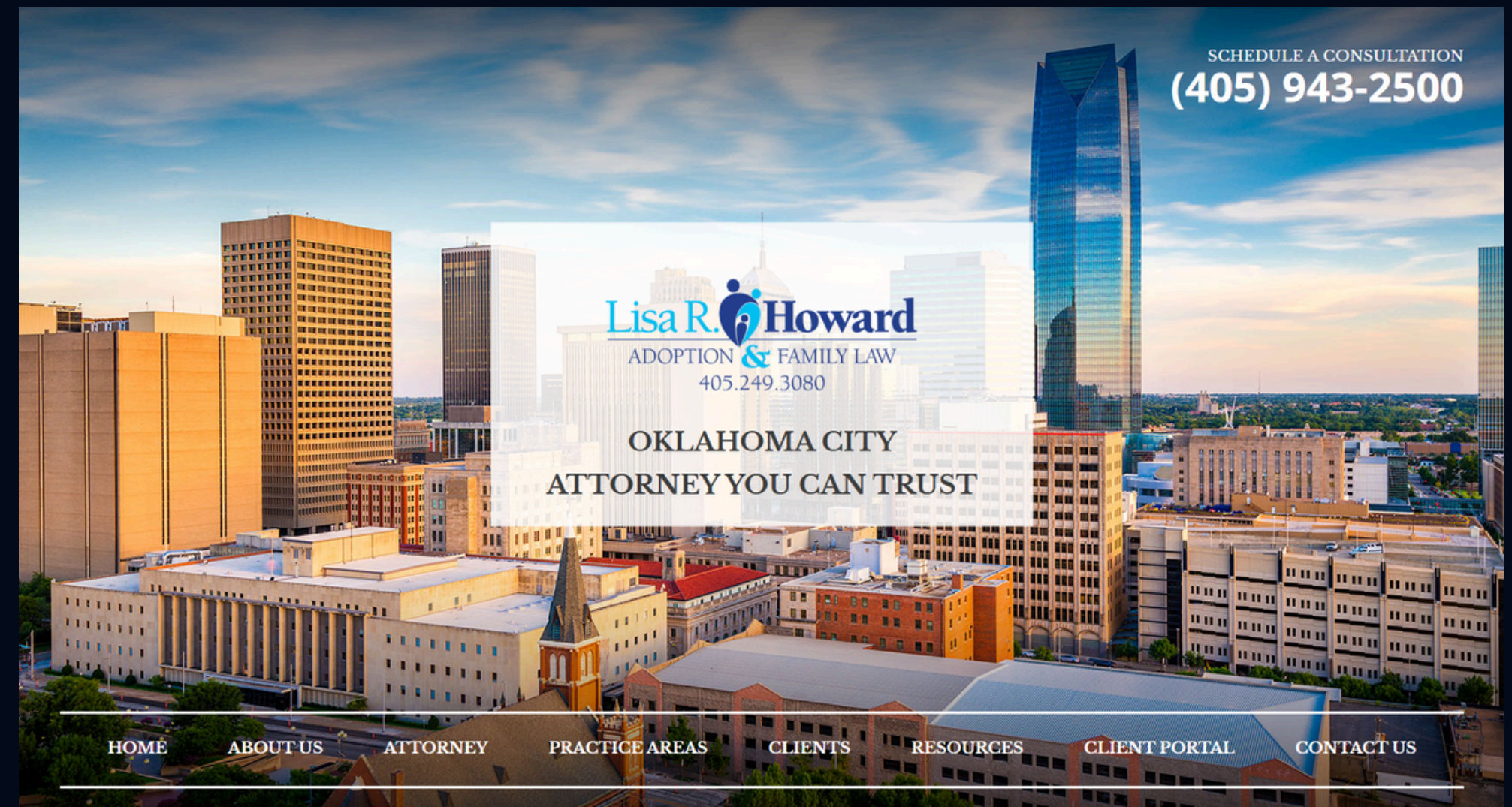
2025
www.lawfirmsites.com

Client Overview

Law Firm Sites was engaged to develop a new website design for the Lisa R. Howard PLLC

Lisa R. Howard is an Oklahoma City Metro Area Adoption and Family Lawyer whose practice is built on the concepts of integrity, loyalty and honesty. She focuses on several areas of Oklahoma family law.

Lisa's areas of practice include Oklahoma divorce law (both contested and uncontested divorces), domestic Adoption, Oklahoma DHS Adoption, International Adoption, Indian Adoption, Oklahoma Guardianship, Oklahoma child custody, Oklahoma child support, modification, relocation, and paternity in Oklahoma.



LawFirmSites



“Law Firm Sites provides a service above and beyond any other agency I have ever encountered. They offer a responsive, expert team of marketers and developers that guide you through the process from stage one to post website launch.

They act as a trusted partner to my firm and show the value of their work with every action.



Lisa R. Howard

THE ATTORNEY

Challenge

Single attorney adoption firm that was trying to set themselves apart from the bigger government agencies in Oklahoma, wanted more leads to help families adopt children as well as be a more recognized figure in Oklahoma for adoption.



Solution

We wanted to focus on different aspects of adoption, one at a time, so we decided to put together a blog content strategy for stepparent adoption, and then private adoption, and then adult adoption.

We also optimized their Google Business Listing to be recognized as legitimate by Google.



Results

We wanted to focus on different aspects of adoption, one at a time, so that we could make some real progress, after the first year they were generating 1-2 leads per week which gave them the confidence to do another year.

The site now generates 15+ leads per month, and the site is found on the first page of most Oklahoma adoption search terms, including many featured results.



CASE STUDY

Lisa R. Howard PLLC