



On-Demand Lawyer App

Our platform connects Users with skilled local lawyers who specialize in a broad spectrum of cases. Ranging from DUI offenses, bail bond disputes, personal injury claims, immigration issues and divorces.





InKozi connects you to your clients and helps you engage for conversion. We leverage Search Engine Optimization (SEO) best practices to improve the visibility of your business. InKozi creates a presence for you with a comprehensive profile, exact match domain, reviews and keyword optimization. InKozi leverages best in class seo practices and algorithms to help you “Be found, engage and convert.”

The Benefits



Drive Traffic to your business. Create a dialogue with potential clients and engage quickly for results that convert. Create a lasting relationship and leverage a network to provide a team of resources.



Control and manage the conversation and reviews. Engage with clients to ensure your brand is well represented and engaging.

InKozi helps you branch out

Reach your audience

The greatest advantage of Inkozi is that we provide an opportunity to connect with potential clients who may not otherwise find your website or services. InKozi gets large volumes of traffic from those actively searching for lawyers. Your profile, team and reviews provide opportunities to gain a significant amount of traffic.

We provide a place for you to manage your online reputation and social media profiles. Lawyers who take the time to fully complete their profile and collect positive reviews (from both clients and colleagues) will boost their overall online presence and reach.



100+ More
Happy Clients

Be Found, Engage and Connect

1

96%

of people seeking legal advice use a search engine

2

74%

of consumers visit a law firm's website to take action.

3

865 Million

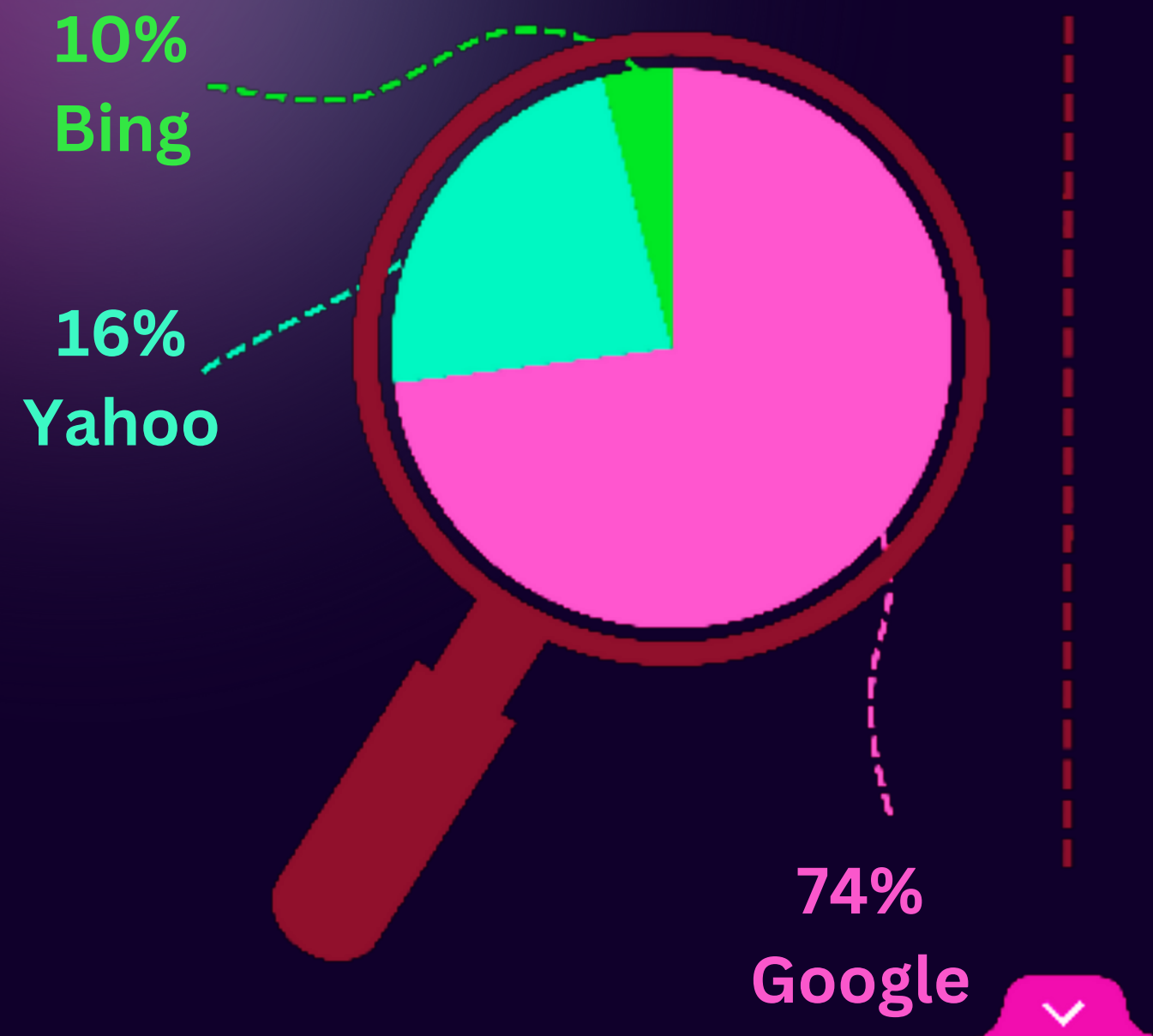
the legal space one of the most competitive verticals in SEO

4

62%

62% of legal searches are non-branded (ie. generic: "Orlando divorce Attorney")
Long term can help you save \$\$\$

What is the “language of Search Engines?”

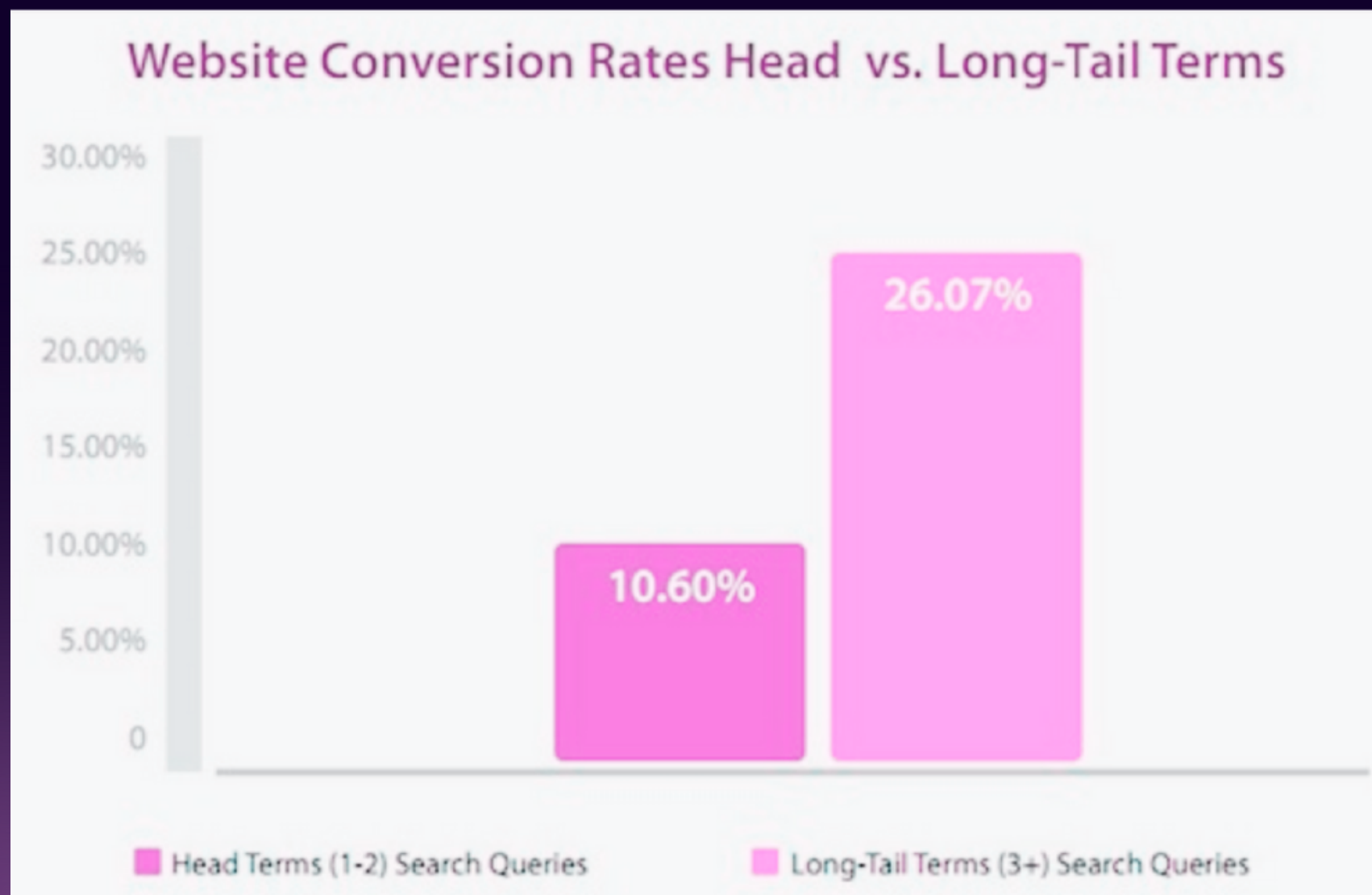


SEO is about learning the ‘language’ of search engines and, just to make it more interesting, it changes – as we have seen with the updates. However the key elements still hold true.

Imagine if search engines had to trawl through every detail of every page of every website. They are powerful – but not that powerful. Instead, they use a type of ‘short hand’. This allows them to assess the relevance of every page according to three main criteria:

- 1. The key features of the page itself (On-Page)*
- 2. How it is connected to the website’s other pages (Structure or ‘Architecture’)*
- 3. The amount of other websites that refer to it (Link Authority)*

How to be found?

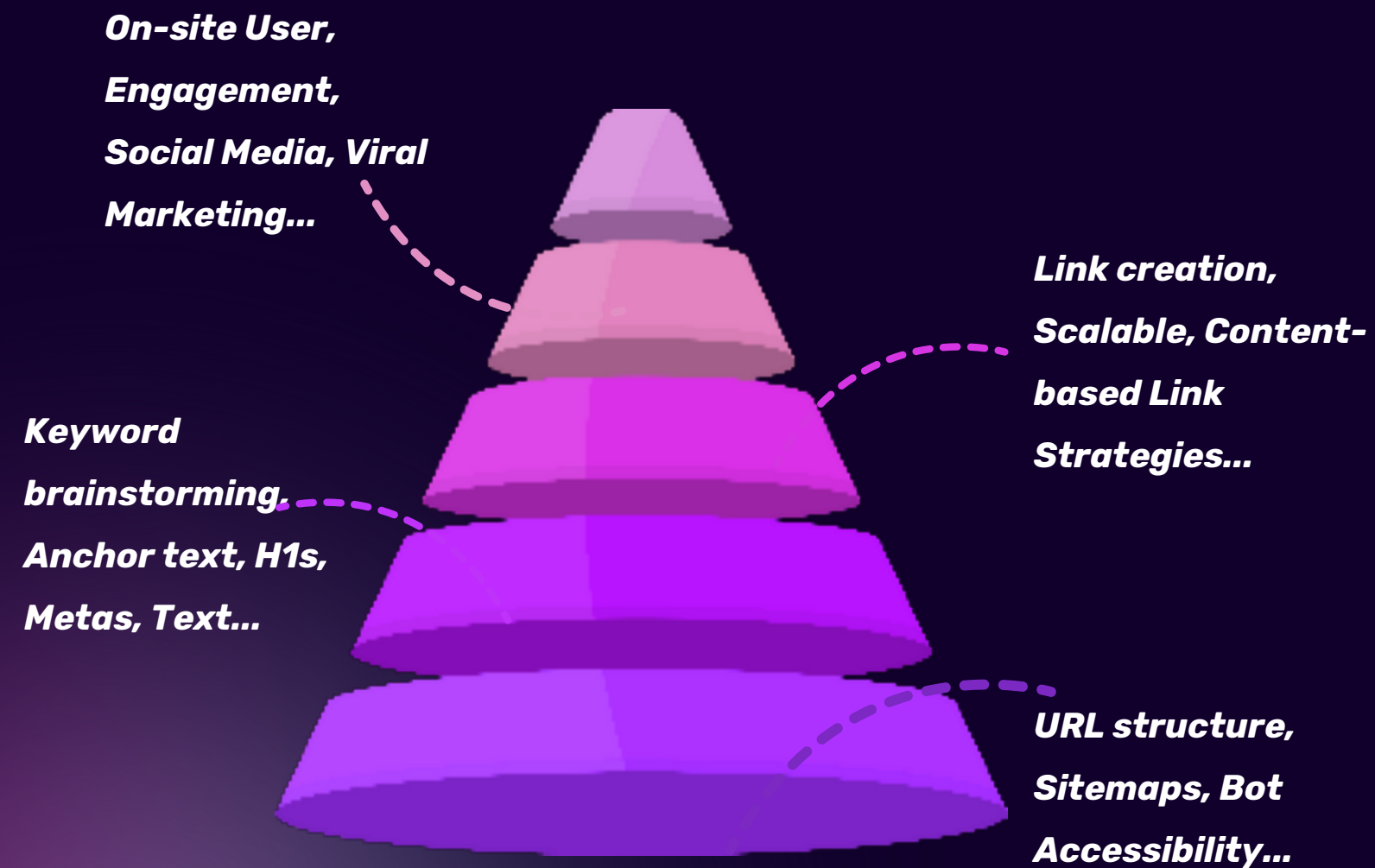


To go a little deeper into this, let's consider the two basic categories of keywords:

Head Keywords: usually single-word general terms with high competition, like 'lawyers' **Body Keywords:** 2-3 word phrases with a good search volume but more specific than head keywords – like 'family law firms'

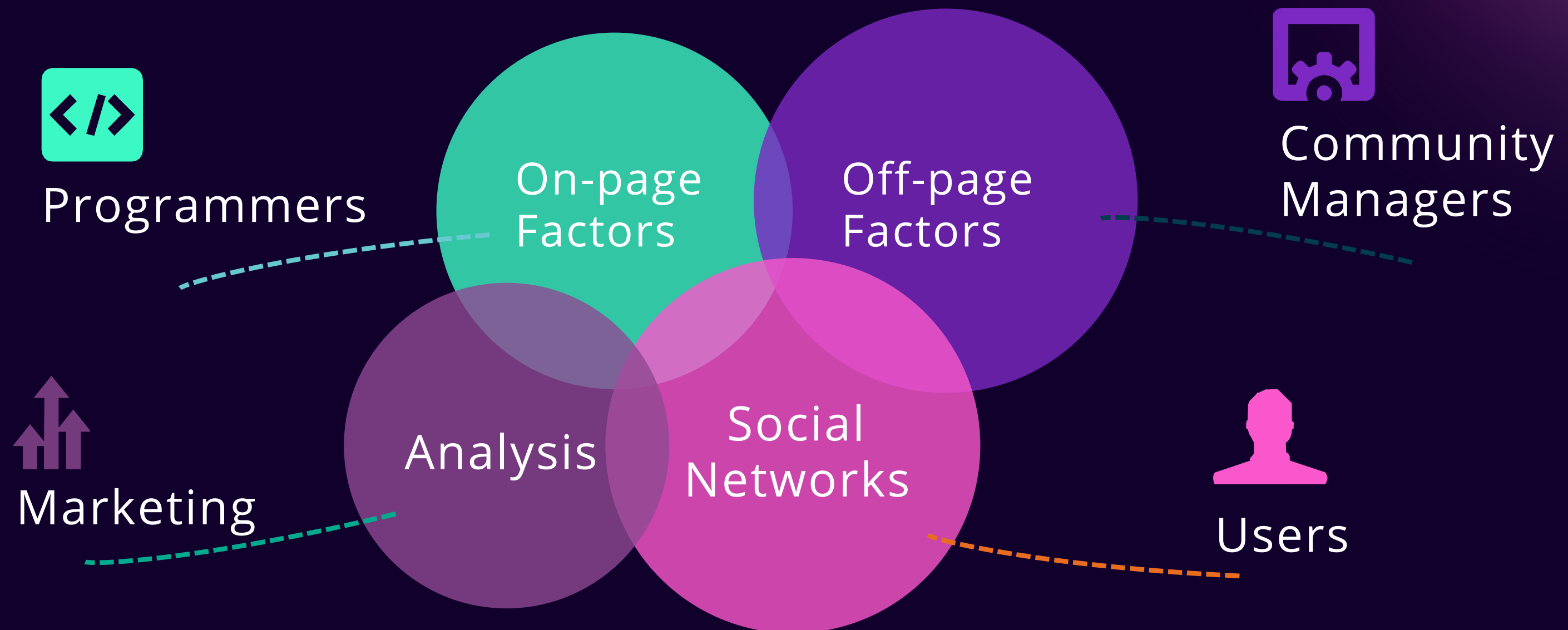
Long Tail Keywords: 4+ word phrases that are very specific such as 'divorce finance lawyers in Orlando' As a general rule, it's best to focus your efforts on 'body' keywords, plus a few 'long tail' keywords, because 'head' keywords are so competitive and generally do not convert well into paying customers. In fact, a study by Conductor found that long tail keywords convert at 2.5 times the rate of head keywords.

How does InKozi Optimize?

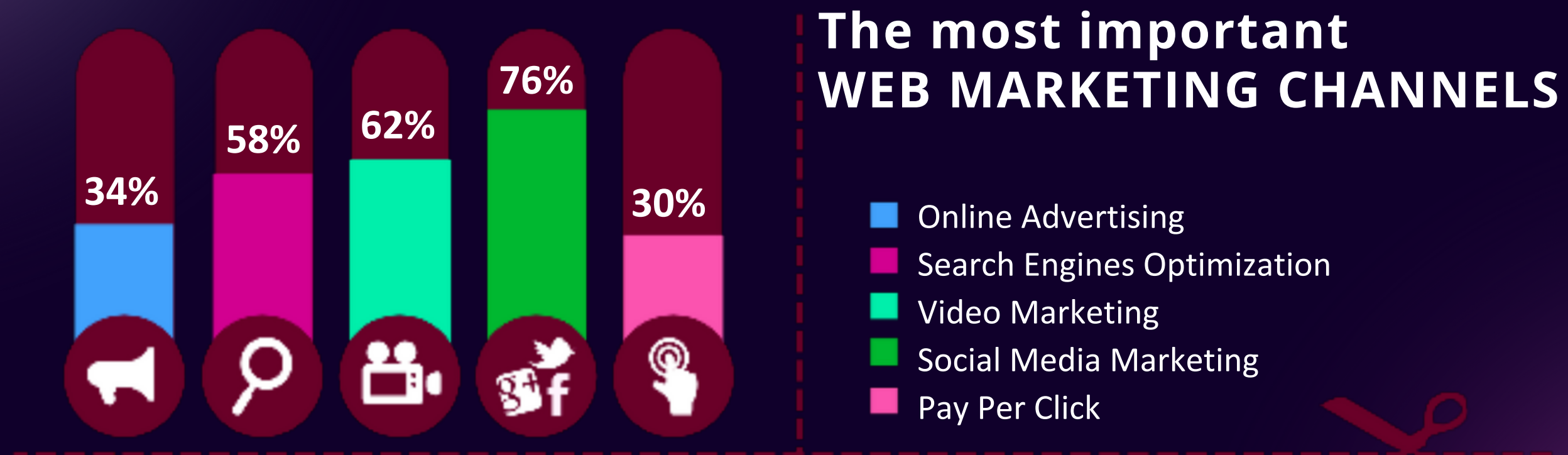


If you optimize your profile to rank in InKozi, you're essentially ranking for your "money" keywords right off the bat.. "Money" keywords Intent: Looking for your services. Keyword examples: Hire an Orlando DUI attorney, Orlando defense attorneys near me. "Discover" keywords Intent: Looking for information on your services. KW examples: Orlando DUI attorney reviews, Orlando DUI attorney cost, "Attention" keywords Intent: Looking for information on their case. KW examples: How to fill out EB-5 Visa, DUI prison sentence length. The main goal is to rank your "money" keywords. But ...

Main Factors of SEO



We can't wait to help you!



InKozi helps you reach clients by providing you with a comprehensive profile, reviews, team of related resources, URL structure optimization, content optimization, client conversations and Q&A to help bring relevant and qualified content to hot leads on demand for conversion.

Be Found, Engage & Convert



Why InKozi?

- Huge Results –Low cost (compared to Ad words and PPC).
 - Definite increase in traffic.
 - Higher brand credibility, people trust reviews.
 - Better Return on Investment than other marketing methods.
 - Hot Client Leads delivered fast.
 - Your Competitors Are Doing It.
 - Take Your Business to the Next Level.
- 250 Million+ Websites on the Web,

InKozi Makes You Stand Out!



Thank you
and

Get started Today!

Get in Touch



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CLICK HERE



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