

DSS Saves the Day!

Client Success Story: Phillips & Garcia, P.C.



A little over two months ago we had a big problem and a big opportunity all rolled into one. We had no worthwhile and useful general law firm website to promote our main practice area of consumer protection, which includes class actions and serious personal injury. We had been developing a site with FWM, but we had fallen behind and had not completed all the tasks necessary to launch the site by the start of 2010 as planned.

In early January 2010, the opportunity came in the form of a serious consumer case against Bank of America we were about to file. Bank of America wrongly seized our client's home in Florida. Bank of America was supposed to foreclose on and seize a house ten houses away but, instead, foreclosed on our client's home, seized it and threw out their possessions. All of this despite the fact that they had no loan with the bank and owned their house free and clear of any mortgages or liens. We knew the case was press-worthy but had not yet launched our website, and, "bank foreclosure and seizure" cases were a new consumer law niche that we had not even anticipated featuring on our new site.

With the help of Mischelle Davis and my wife, Aimee, we put together a good press release and packet after filing the case in federal court against Bank of America. Media requests poured in - newspapers, local news, national news shows such as Fox, Good Morning America, the Today Show, radio morning

talks shows. But we were deer caught in the headlights because we had no web site to steer people to!

Enter FWM, Beth O'Rourke and "Captain DSS." We called Beth and asked to move up the launch of our site, even though most of the content wasn't done and approved and video clips we shot in Virginia hadn't been added. Never once did anyone

to the front page of the site. After the first news story on an ABC local station, we were able to quickly embed the video onto the front page of our site with DSS (with the help of Yvette Valencia from "We Do Web Content").

The story about our case had tremendous legs in the media and went around in cycles, eventually ending up on the

national ABC News website, just below a picture of Tiger Woods and across from a snapshot of the famous "Brangelina" pair.

I then started blogging my fingers to the bone on DSS as the news stories came out. When a story

came out, I tried to write about it and steer traffic to our site regarding the story. We also purchased the URL www.sloppybankpractices.com and FWM linked it to our site. We were able to use this URL with radio and newspaper reporters.

At the same time we continued our plan of having **We Do Web Content** write 14 weeks of content for our other practices areas which was also being loaded to the site daily via DSS and the help of FWM. **This daily content put us on search engine radar screens.**

Amazing Results!!

What? Two months ago we had no site. But now, we have had **3,847 visits to our site since its launch.** We have picked up at least **10 solid, real good case leads** on wrongful foreclosure and home seizures in various states. We are being told that **our blogs are now being discussed on other consumer websites.** We are getting between **5-10 new client contacts per week** from a combination of the website contact form and phone calls where callers tell us they found us "on the Web." **We are #1 on Google** for "Wrongful Foreclosure and Seizure Attorneys," which we basically created as a new niche practice area. I just received our first web site originated call regarding a potential class action where a bank is assessing illegal fees on small business checking accounts.

And, we're just getting started. We have not even added the video we shot for the site in Virginia with FWM. Two months ago we were wondering if any of this marketing stuff really works. We are now working feverishly to put systems in place to track and convert all these new contacts into clients. 🌐

Phillips & Garcia, P.C.

13 Ventura Drive
North Dartmouth, MA 02747
Toll Free: (877) 892-5620
www.southcoastaccidentattorney.com

PHILLIPS & GARCIA P.C. Toll Free 877-892-5620

Home Practice Areas Profiles Library Case Results FAQ Resources Contact Us

Practice Areas

- Car & Truck Accidents
- Child Injury
- Consumer Class Action Litigation
- Insurance Denials and Refusals
- Product Recalls & Automobile Accidents
- Wrongful Bank Foreclosure

Wrongful Home Foreclosure, Massachusetts Personal Injury & Class Action Attorneys. Specializing in Consumer Rights

Unfortunately, big corporations, banks and insurance companies have the power, money and know how to take advantage of everyday people and employees. All too often the rights of consumers are ignored by BIG corporations who are looking out for their bottom line. From the banks that foreclose by mistake to the insurance company that refuses to pay for your medical bills and injuries resulting in devastating financial loss, we can help you. We have the legal and financial resources to help you fight back and get your money back. We are the only attorneys who have the resources to help you fight back and get your money back.

Are You the Victim of a Wrongful Bank Foreclosure?

The foreclosure industry is booming. Banks are seizing American homes at an unprecedented rate throughout the country. The frenzy to foreclose has led to sloppy bank practices resulting in numerous foreclosures on the wrong home, hundreds of which homeowners have paid off their mortgages, are current on their payments, or are involved in a loan modification agreement with the bank. And once the foreclosures begin rolling down the track, it's almost impossible to stop. We represent homeowners like you against banks in wrongful foreclosures, and we want to hear your story.

Consumer Class Action Litigation

- The Violation of Duties in Lender or Seller's Debt Collection
- Manufacturing and Abuse By Debt Collectors
- Scams, Robo-Callers, Safety Programs in 2007 Accounting in Florida
- I Want to File a Debt Collection Lawsuit
- Things Your Debt Collector Cannot Say According to the FDCPA
- Recession and the Calculation of Damages in EB-5 a Lingering Threat
- Calculation of Damages Can Make Your Bankruptcy a Small Query on the Green-Search-Only Act of 1999
- Should I Buy Insurance from a Bank or Agent?

Free Book

3 Steps You Can Take to STOP Wrongful Home Foreclosure/Seizure

Let our legal experts review your case and we'll help you obtain the compensation you deserve. Sign your case online by filling out the form below.

Name: _____

Phone: _____

Email: _____

Tell us more: _____

Submit

Phillips & Garcia, P.C.
13 Ventura Drive
North Dartmouth, MA 02747
Toll Free: (877) 892-5620
Get Directions

"Two months ago we had no site. But now, we have had 3,847 visits to our site since its launch."

at FWM say, "No Can Do." Actually all they kept saying was, "Yes, we can do that." At our request, FWM launched our barebones site on January 29, 2010. As the press was breaking the news about the case, I was working OT at night writing site content on DSS to add "Wrongful Foreclosure" to the front page of our site, add "Wrongful Foreclosure and Seizure" as a practice area and write a practice area page. We also created a free report for wrongful foreclosure and seizure, which FWM posted