FoundRank

PRIVATE DRAFT

MARKETING REVIEW

Where Lawyer Better stands online

Ten areas scored. One plan for what to fix first.



PREPARED FOR	DATE	PREPARED BY
Russell Adler / Lawyer Better Inc	November 5, 2026	FoundRank

PRIVATE DRAFT

Hey Russ,

We know each other from pickleball, so I took a quiet look at how Lawyer Better shows up online, the way I would for any friend.

This is a private draft. Nothing has been sent to anyone, and it stays between us until you say otherwise.

The short version: Lawyer Better scores 29 out of 100 across the ten areas we checked, and the first moves are clear. The three fixes on the right come first. Slide 16 lays them out.

Anything we could not see from public pages is marked Check on the call, so we can go through it together.

Jerry Camacho
Founder, FoundRank

OVERALL SCORE ACROSS TEN AREAS



FIX THESE THREE FIRST

1 Local SEO & Google Maps

2 Client Journey

3 Website Design

WHY THIS MATTERS

They check you out before they book.

A lawyer looking for a coach, or a litigator looking for a mediator, rarely books off one click.
The check usually runs something like this:

STEP 1

Google

They search your name or the service they need, then scan the map and first results.

STEP 2

AI tools

More people now ask ChatGPT, Perplexity, or Gemini who to call, and read the short answer.

STEP 3

LinkedIn and Facebook

They look for a real, active person with recent posts and a clear line of work.

STEP 4

Your website

Who you help, how you help, and how to reach you.

STEP 5

Reviews

What other people say about working with you, and how recent it is.

STEP 6

Book

If every step holds up and booking is easy, they call or pick a time. If not, they check the next name.

A referral still gets checked. Someone who hears your name from a colleague can run these same steps before they call.

HOW THIS WORKS

Ten areas. Three jobs.

01

Look credible

Earn a buyer's trust in the first few seconds.

- 1 Branding & Identity
- 2 Website Design
- 3 Mobile Experience
- 4 Client Journey

FOUNDRANK HELP

Custom Websites

02

Get found

Show up when a lawyer or litigant in your market goes looking.

- 5 Local SEO & Google Maps
- 6 Reviews & Reputation
- 7 AI Search Visibility
- 8 Onsite SEO & structured data

FOUNDRANK HELP

Local & AI Search

03

Reach new people

Reach lawyers who are not searching for a coach or mediator yet.

- 9 Social Media
- 10 Video

FOUNDRANK HELP

Social Media Management

EACH AREA SCORES 1 TO 10

● **Strong** 7 to 10 ◑ **Needs work** 4 to 6 ▲ **Costing you clients** 1 to 3

TEN AREAS, THREE JOBS

Your scorecard



Brand is split.
Google Maps cannot find you.
Fix Maps and Contact first.

LOOK CREDIBLE — 14/40

Branding & Identity	4/10	Needs work
Website Design	3/10	Costing you clients
Mobile Experience	5/10	Needs work
Client Journey	2/10	Costing you clients

GET FOUND — 8/40

Local SEO & Google Maps	1/10	Costing you clients
Reviews & Reputation	2/10	Costing you clients
AI Search Visibility	2/10	Costing you clients
Onsite SEO & structured data	3/10	Costing you clients

REACH NEW PEOPLE — 7/20

Social Media	3/10	Costing you clients
Video	4/10	Needs work

Branding & Identity

facebook.com / Lawyer Better Inc.

Current cover



January 18 post



The current Facebook cover says LawyerBetter.com.

A January 18 post on the same page shows a RussMediation.com card.

Captured Nov 5, 2026

2 live brands on one Facebook page

WHAT WE CHECK

Same logo, colors, and name everywhere	Partly
One clear offer people can say out loud	Partly
Photos and graphics match the current brand	No

4/10

VERDICT

Needs work

WHAT WE FOUND

The Facebook cover is on brand, but the name splits between Lawyer Better and RussMediation across posts, a separate mediation site and a YouTube channel titled Russell Adler.

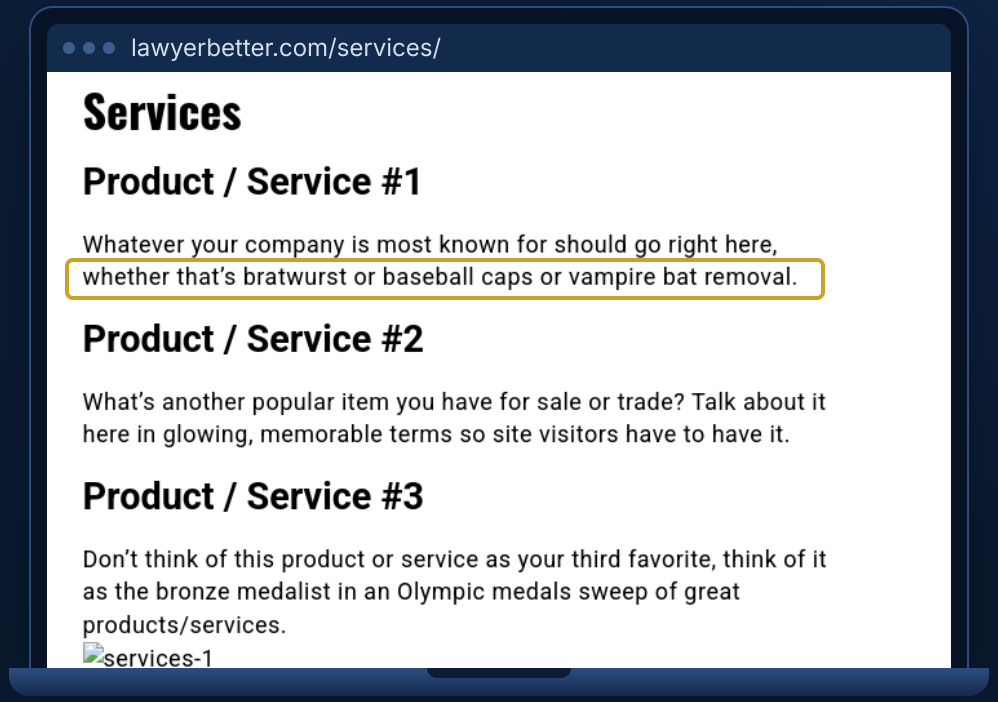
THE FIX

Pick one public name and make the site, the mediation site, and the YouTube channel match it.

HOW FOUNDRANK HELPS

Custom Websites

Website Design



The live /services/ page, with theme copy about bratwurst and baseball caps.

Captured Nov 5, 2026

Theme filler still live on /services/ and /faq/

WHAT WE CHECK

Clean, current design without theme leftovers	☒ No
Navigation a first time visitor can trust	◑ Partly
Loads well on desktop	☑ Yes

3/10

VERDICT

▲ Costing you clients

WHAT WE FOUND

The homepage looks intentional on a laptop, but /services/ and /faq/ still show theme filler copy and the H1 says HOME PAGE.

THE FIX

Delete or replace every placeholder page, fix the H1, and put one clear coaching offer on the homepage.

HOW FOUNDRANK HELPS

Custom Websites

Mobile Experience



Two heading lines print on top of each other at phone width.

Contact in the menu opens a page with no form, phone, or email.

LCP is the time until the main content appears on screen. This is a lab test, not a field reading.



Captured Nov 5, 2026

Mobile lab LCP 4.5 seconds

WHAT WE CHECK

Built for a phone, not only shrunk to fit	Partly
Buttons and Contact easy to use on a phone	No
Loads fast on cell data	Partly

5/10

VERDICT

Needs work

WHAT WE FOUND

The layout fits a phone, but mobile LCP is 4.5 seconds in lab and Contact opens a blank page.

THE FIX

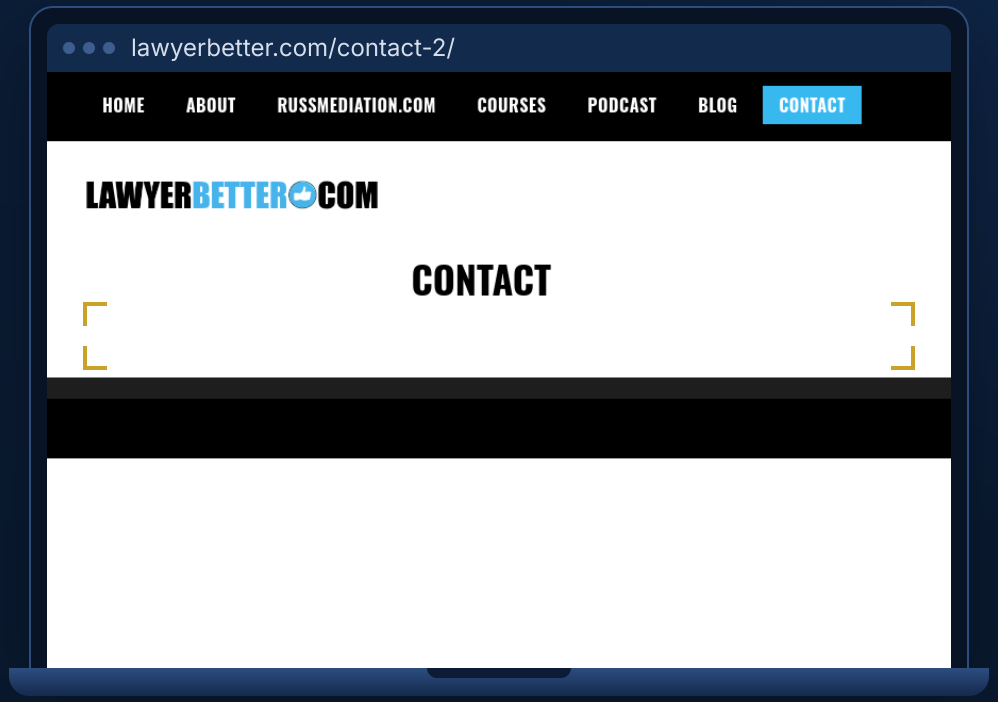
Rebuild the mobile Contact path and compress whatever is delaying the largest paint.

HOW FOUNDRANK HELPS

Custom Websites

AREA 4 OF 10 · LOOK CREDIBLE

Client Journey



This is the whole page behind Contact in the nav.

Captured Nov 5, 2026

Nav Contact page has zero ways to reach you

WHAT WE CHECK

An obvious book or contact path from the homepage	Partly
Contact page with phone, email, and a working form or booking embed	No
A first time visitor can book in under a minute on a phone	No

2/10

VERDICT

▲ Costing you clients

WHAT WE FOUND

A Calendly link sits on the homepage, but the Contact page in the nav has no form, phone, or email.

THE FIX

Rebuild Contact with phone, email, and the Calendly embed, and put Book a call on the first screen.

HOW FOUNDRANK HELPS

Custom Websites

AREA 5 OF 10 · GET FOUND

Local SEO & Google Maps

LOCAL VISIBILITY SCORE

0 / 100

15 local and brand searches tracked. 0 found.

Names checked: Lawyer Better Inc and Russell Adler Mediation.

The phone (954) 801-8100 matches across lawyerbetter.com, russmediation.com, and Facebook. Only the addresses conflict.

Local Visibility Score 0 / 100

WHAT WE CHECK

A complete Google Business Profile we can find	No
Top 3 on the map for core local searches	No
Matching name, address, phone across the web	No

1/10

VERDICT

▲ ***Costing you clients***

WHAT WE FOUND

Maps checks: No Google Business Profile found under these names. The Local Visibility Score is 0 out of 100.

THE FIX

Claim or create the Google Business Profile, lock one name, address and phone, then ask clients for reviews.

HOW FOUNDRANK HELPS

Local & AI Search

Reviews & Reputation



The live /reviews/ page. There is nothing on it for a buyer to read.

Captured Nov 5, 2026

0 public reviews found on site or Google

WHAT WE CHECK

Recent positive Google reviews	☒ No
On site testimonials a buyer can read	☒ No
Replies and a steady flow of new reviews	◈ Check on the call

2/10

VERDICT

▲ ***Costing you clients***

WHAT WE FOUND

The Reviews page is empty, no Google Business Profile found under these names to collect stars, and Facebook had no Reviews tab in view.

THE FIX

Stand up the Google profile, ask five clients for a review, and publish a short testimonials block on the site.

HOW FOUNDRANK HELPS

Local & AI Search

AI Search Visibility

1 of 12

AI answers that named Russell Adler or Lawyer Better.

Perplexity	● ○ ○ ○ ○ ○ 1 of 6
Gemini	○ ○ ○ ○ ○ ○ 0 of 6
ChatGPT	◈ Check on the call

We ran 6 buyer prompts through each tool. The one mention came on “trial consultant for lawyers Florida”. A filled circle is one answer that named you.

Named in 1 of 12 AI answers we ran

WHAT WE CHECK

Named when someone asks AI for a lawyer coach or trial consultant nearby	◑ Partly
Named for civil mediator searches in Delray, Broward, and Palm Beach	⊠ No
Named on more than one AI tool (incl. ChatGPT)	◈ Check on the call



VERDICT

▲ ***Costing you clients***

WHAT WE FOUND

Of 12 AI answers, only Perplexity named Russell Adler once on a trial consultant prompt. Gemini named you on none.

THE FIX

Tighten your name, address and phone, plus your service pages, so AI tools can cite one clear Lawyer Better profile, starting with Google.

HOW FOUNDRANK HELPS

Local & AI Search

Onsite SEO & structured data



`<h1>HOME PAGE</h1>`

The main heading in the page code. JSON LD is the code that tells search engines who you are.

Captured Nov 5, 2026

0 JSON LD blocks on the homepage

WHAT WE CHECK

Unique meta titles and descriptions on key pages	Partly
Structured data for the person, offer, and organization	No
Clean indexable sitemap without leftover theme URLs	No

3/10

VERDICT

▲ Costing you clients

WHAT WE FOUND

No meta description, no JSON LD, and an H1 that still says HOME PAGE, even though the sitemap is open to crawlers.

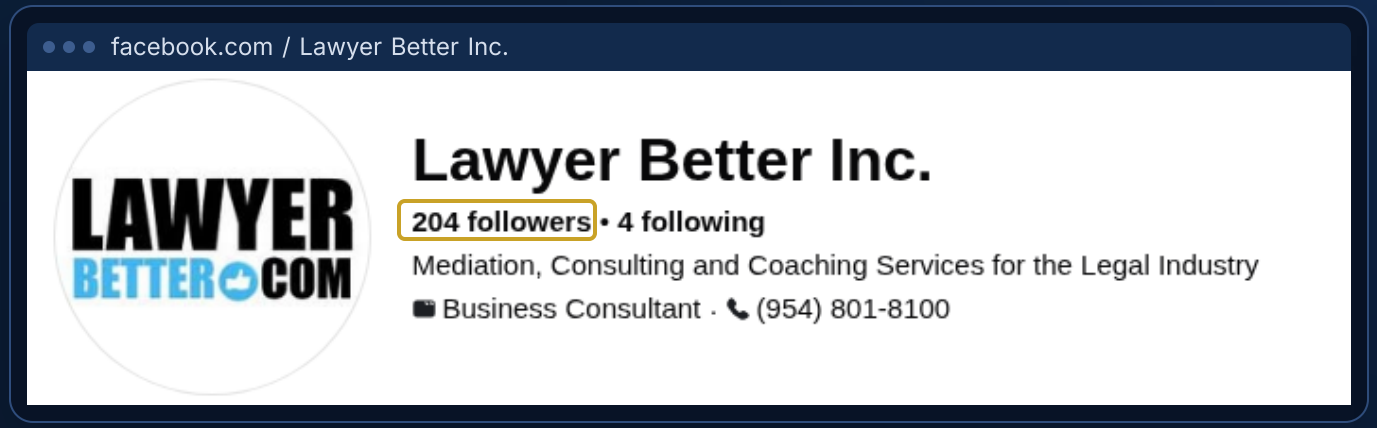
THE FIX

Add real meta descriptions, Person and ProfessionalService schema, and prune the sitemap to real pages only.

HOW FOUNDRANK HELPS

Local & AI Search

Social Media



Sep 8, 2025 · Jan 18 · Jul 22 · Nov 5, 2026

The three posts in view across the last 14 months.

Captured Nov 5, 2026

204 Facebook followers · about 3 posts in 14 months

WHAT WE CHECK

Complete, on brand Facebook profile with a booking CTA	Partly
Steady posting rhythm on Facebook	No
Active LinkedIn presence for a B2B coaching offer	Check on the call

3/10

VERDICT

▲ Costing you clients

WHAT WE FOUND

The Facebook cover is on brand, but the name splits between Lawyer Better and RussMediation across posts, a separate mediation site and a YouTube channel titled Russell Adler. Facebook has 204 followers and about 3 public posts in the last 14 months. LinkedIn could not be fully checked from here.

THE FIX

Add a Book call button on Facebook and post twice a month from coaching and mediation wins.

HOW FOUNDRANK HELPS

Social Media Management

Video

NEWEST UPLOAD IN THE YOUTUBE FEED

June 12, 2026

Jun 12 — Nov 5

About five months quiet as of November 5, 2026.

The About page still says new episodes come out every Tuesday. The library of podcast episodes and Shorts is real, so the raw material is already there.

Newest YouTube upload in feed: June 12, 2026

WHAT WE CHECK

Short videos posted on a weekly rhythm	No
A YouTube channel that matches the Lawyer Better brand	Partly
Reels or Shorts aimed at lawyers who do not know you yet	Partly

4/10

VERDICT

Needs work

WHAT WE FOUND

YouTube has podcast episodes and Shorts on file, but the newest upload in the feed is from June 12, 2026.

THE FIX

Clip three short lawyer tips a week from the podcast library and post them as Shorts and Reels under the Lawyer Better name.

HOW FOUNDRANK HELPS

Social Media Management

THE PLAN

Fix these three first.

1



Local SEO & Google Maps

▲ Costing you clients

Buyers searching mediation or coaching in South Florida never see you on the map, so every other fix starts colder.

THE FIX

Claim or create the Google Business Profile, lock one name, address and phone, then ask clients for reviews.

HOW FOUNDRANK HELPS

Local & AI Search

2



Client Journey

▲ Costing you clients

When someone does land on the site, the Contact path in the nav is a dead end.

THE FIX

Rebuild Contact with phone, email, and the Calendly embed, and put Book a call on the first screen.

HOW FOUNDRANK HELPS

Custom Websites

3



Website Design

▲ Costing you clients

Theme filler pages and a HOME PAGE heading erase trust the moment a careful buyer clicks around.

THE FIX

Delete or replace every placeholder page, fix the H1, and put one clear coaching offer on the homepage.

HOW FOUNDRANK HELPS

Custom Websites

YOUR PATH FORWARD

Ninety days, in three phases.

DAYS 0 TO 15

Stabilize and convert

Confirm your main offers, one address, and Calendly access.

Remove the placeholder pages.

Fix Contact. Add call and book buttons that stay on screen on a phone.

Fix the H1 and meta description on Home, About, and Mediation.

Line up the mediation page and russmediation.com.

DAYS 16 TO 45

Rebuild and entity

Build new Home, Service, About, and Contact templates.

Add schema, a clean sitemap, and redirects.

Claim or create the Google Business Profile, with categories, photos, and services.

Launch 2 to 3 pillar pages. Turn the best podcast episodes into articles.

Set a Facebook posting plan and booking button.

DAYS 46 TO 90

Authority and pipeline

Publish weekly from the podcast and share it on LinkedIn.

Collect testimonials with consent forms.

Review rankings and Search Console, then tune titles and internal links.

Polish mediation scheduling.

Check in on Calendly bookings, calls, and organic impressions.

Nothing goes live until you confirm it.

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