

THE CLAIM

Your rivals are buying the most expensive channel in the field, the one 82% of firms say they regret. The channel with the best return sits unguarded. The money channel is the one nobody is guarding.

Ninety-six percent of people with a legal problem start on a search engine, and at this firm's size client acquisition is now almost entirely online. So the real question is not which practice area to push. **It is which channel grows you fastest, where your rivals are weak, and what four fast people can move on before they do.**

THE QUESTION	The firm runs a bigger intake operation than most four-attorney shops. Where should a small, fast team spend its next dollar and hour to grow fastest, given what every rival is and is not already doing?
PULLED	June 2026 • rival ad / content / review footprints • 2025-26 legal-marketing channel data • the firm's own site and review presence

THE EVIDENCE

- 01 **Your field is fighting over the wrong channel.** The market's biggest ad buyer and others purchase the top of every practice-area search through paid ads, the most expensive lane there is and the one 82% of firms say they regret.
- 02 **The best-return channel is wide open.** Local search and Google reviews carry the strongest ROI in the 2025-26 channel data, and nobody is guarding them: a top-50-ranked rival nearby has a blog dead since 2019 and a 3.7 review rating.
- 03 **The leaks are on the firm's own site.** It runs an intake operation bigger than most four-attorney firms, then hides the Google rating a client scans for, leaves the YouTube link empty, and keeps a page selling a law the state voided in 2023. Every leak sits on the cheap, high-return side of the ledger.

THE HINGE

The field is paying a premium to fight where everyone is looking, while the channel that actually converts sits empty. A four-person firm with a working intake machine can take it before anyone notices.

THE FASTEST ROUTE THIS POINTS TO

Point the intake machine you already have at the channel your rivals are asleep on. The starter begins this week: **a review ask on every closed matter, and your live rating where clients can actually see it.** The build behind it, the fix order, the AI-run content volume, the screened slot, the referral engine, is sized to your team, not a marketing department.

Two findings off a quick scan. The full read maps every rival's channel spend, finds where your own traffic actually comes from, and lays out the order to fix it. If useful, I can walk you through it in 20 minutes. No prep needed.