

LEGAL/ATTORNEY VIDEO CHECKLIST

Research—Google Analytics/SEO/Keyword Research/Lead Conversions

Identified 10 Most Viewed Pages: _____
 Identified Poor Lead Conversion Pages: _____
 Identified Top Search Phrases That Need Improvement: _____

Key Services Pages (that need video content support)

List 10 Most Important Services or Case Type Pages:

1) _____ 2) _____ 3) _____ 4) _____ 5) _____
 6) _____ 7) _____ 8) _____ 9) _____ 10) _____

Types Of Videos

Home Page Video: _____ About Our Team: _____ About Our Attorney(s): _____
 Service Pages: _____ What To Expect: _____ Video Blogs: _____
 Other Videos: _____

Planning and Scheduling Your Shoot

Finalized Number and List Of All Video Topics/Talking Points/Questions: _____
 Identified The Date and Times For Your Video Shoot: _____
 Identified Video Shoot Location(s): _____
 Contacted And Secured Commitments From Clients and Staff Members: _____

Preparation For Shoot (2-3 days prior)

Confirm Clients, Staff, Attorney(s) Have Reviewed and Planned Responses: _____
 Conform What Type of Attire You Want and What Colors/Patterns To Avoid: _____
 Confirm Production Needs With Videographer (Lighting, Sound Recording): _____

Day Of Shoot

Confirm/Control Background: _____
 (Avoid Clutter, Windows, Background Movement)
 Check Lighting/Shadows: _____
 Check Audio/Recording: _____
 Refreshments For Clients: _____