brandrocket

GROWTH PLAN

EXAMPLE PLAN

Law Office of Erik Severino

Paid Media Opportunities & Roadmap

October 23, 2026 • lasvegasbankruptcylawyer.co



ACCOUNT SNAPSHOT

INDUSTRY Bankruptcy & Workers' Comp Law	BUSINESS MODEL Local Service (Lead Gen)
PLATFORM WordPress	WEBSITE lasvegasbankruptcylawyer.co

Table of Contents

1 Your Growth Score

2 Your Business & Market

3 Competitive Ad Landscape

4 Paid Media Opportunities

5 Beyond Ads

6 Budget & Performance Benchmarks

7 Strategic Roadmap

8 Custom Pricing

9 In Their Words & Next Steps

1. Your Growth Score

74

out of 100. Your bankruptcy marketing is one of the most active in Las Vegas: 70 Google ads in the last 30 days, a 5.0 rating from 460 Google reviews, and a top-4 unpaid spot on your main searches. The gaps sit at the edges: an old copy of your homepage, a workers' comp practice that borrows your bankruptcy listing, and no presence on Facebook or Instagram.

Each area is rated from what we observed publicly: Strong, Solid, Limited or None. The score averages the eight ratings.

Area	Rating	What We Found
Offer & message	Strong	"$0 Down to File Bankruptcy," free consultations in person or by phone, same-day filing, 5.0 stars from 460 reviews, and a consultation form at the top of the page.
Competitive ad position	Solid	Offer-led Search and display ads ($0 down, lowest cost guaranteed, free same-day consults). Fair Fee runs the same $0-down angle, with a monthly price on top ("$145/mo").
Search demand captured	Strong	Ads running for both practices, and unpaid spots on 3 of 5 money searches (#2 to #4). Missing unpaid for wage garnishment and workers' comp.
Landing page readiness	Solid	Your Chapter 7 page matches the ads and puts the call and form up front. The www address most ads show opens a 2020 copy of your homepage that takes about 12 seconds on a phone.
Reviews	Solid	5.0 from 460, the highest rating in your set. Fair Fee has more reviews (910 at one office, 254 at another).
Search visibility	Solid	#4 for "bankruptcy lawyer las vegas" and "chapter 7 bankruptcy las vegas," #2 for "zero down bankruptcy las vegas." Not in the top 10 for workers' comp or wage garnishment.
AI search	Solid	Named for "best bankruptcy lawyer in Las Vegas." For $0 down, named third, under your site brand. Not named for a Spanish-speaking workers' comp lawyer.
Social	Limited	Facebook: 486 followers, most recent visible post September 2017. YouTube: 4 videos, 6 subscribers.

Red Flags

! Most of your Google ads show the address www.lasvegasbankruptcylawyer.co. That address opens a different, older copy of your homepage (last changed June 8, 2020, per your server) with two phone numbers, 702-879-9262 and 702-879-2499, that appear nowhere else on your site. It also loads 25 MB of video and takes about 12 seconds to show its main content on a phone. If those lines no longer ring your office, those callers are lost.

2. Your Business & Market

The Law Office of Erik Severino is a Las Vegas consumer bankruptcy practice founded in 2009 by Erik Severino (licensed in Nevada since 2006), at 7251 W Lake Mead Blvd. It handles Chapter 7 and Chapter 13, wage garnishment, repossession, foreclosure and debt relief, and runs a separate workers' compensation and injury brand, Nevada Injury Law (nevadainjury.law), from a Henderson office.

Your Core Promise

"$0 Down to File Bankruptcy" and "You pay no $ down until your case is filed" (your website), with "Free Consults. Same Day Scheduling. The Most Highly Reviewed BK Lawyer In Vegas!" (your ads)

What You Offer

Service	What It Is	Posted Price
Chapter 7 bankruptcy	Debt discharge for people who pass the means test	$0 down; fees paid after filing (amount not posted)
Chapter 13 bankruptcy	Repayment plans that protect a home or car	Plan payments "as low as $100 a month"
Emergency bankruptcy	Same-day filing to stop creditors	Not posted
Garnishment, repossession, foreclosure	Stopping a wage garnishment, car repossession or foreclosure	Not posted
Workers' compensation	Injured-worker claims and denials, under Nevada Injury Law	"No fee unless we win" (your ads)
Consultations	In person or by phone	Free

What Your Site Asks Visitors to Do

Element	What We Found
Main ask	"Schedule Your Consultation" form at the top of the homepage, plus call and text buttons on every page
Ad pages	Your regular practice pages (for example the Chapter 7 page), not pages built only for ads
Phone numbers	(702) 370-0155 on the current site; workers' comp uses (702) 360-5000 on nevadainjury.law
Tracking	Google Ads, Google Analytics and the Meta pixel are installed on the bankruptcy site

Who You Are Really Talking To

- You serve two buyers who almost never overlap: someone behind on bills and afraid of a garnishment or repossession (cost-sensitive, often searching at night, comparing fees), and an injured worker fighting an insurer (wants someone to take the claim on, often prefers Spanish). Your bankruptcy marketing speaks clearly to the first. The second is reached through a listing labeled "Bankruptcy attorney."

3. Competitive Ad Landscape

We looked at which Las Vegas firms advertise for bankruptcy and workers' comp cases, and what their ads say on Google, Facebook and Instagram.

Who Is Advertising Against You

Competitor	Google Ads	Meta Ads	What They Lead With	Threat
Fair Fee Legal Services (formerly Ballstaedt)	71 ads in the last 30 days	2 active since June-July	"$145/mo bankruptcy fees," "Low Price Guarantee," "File bankruptcy from home"; 1,164 reviews over 2 offices	High
Freedom Law Firm	17 ads in the last 30 days	Chapter 7 and 13 videos since Sept 19	"20+ Years Experience," "Free Consultations - Flexible Payment Plans"; separate garnishment, foreclosure and repossession ads	High
PandA Law Firm (Peters and Associates)	18 ads in the last 30 days	None seen	Panda-mascot videos; "Try Our Calculator And See How Much You Could Save"	Medium
Law Office of Jason H. Weinstock (workers' comp)	16 ads in the last 30 days	None seen	"Hurt at work? Talk to a Lawyer"; phone number in the headline; "Open 24 hours"	High
Shook & Stone (injury, workers' comp)	15 ads in the last 30 days	About 39 active	"Las Vegas and Reno workers' compensation lawyers," "Free Case Evaluation"; 1,453 reviews over 2 offices	Medium

Ad activity observed as of October 23, 2026 in public ad libraries and live search results. Ads change daily; "none seen" means none appeared in our checks.

What Their Ads Promise

- A monthly price. Fair Fee leads with "$145/mo bankruptcy fees" and a "Low Price Guarantee," so its $0 down comes with a number attached. Your ads say "lowest cost" without one.
- File without coming in. Fair Fee: "File bankruptcy from home! Speak with a real Nevada attorney for free today." You offer phone consultations too, but your ads don't lead with it.
- One ad per problem. Freedom runs separate ads for garnishment, foreclosure and repossession, each with its own message.
- A specialist for injured workers. Jason Weinstock's ads and listing are workers' comp only, with "Hurt at work? Talk to a Lawyer" and his number in the headline.

Where the Field Is Open

→ Your workers' comp ads say "A local Henderson firm," but the listing under them reads "Bankruptcy attorney" with a Las Vegas address. A listing of its own would match the ad.

→ Of the firms we checked, only Freedom and Fair Fee advertise bankruptcy on Facebook and Instagram, with a handful of ads. PandA and Weinstock run none, and neither do you.

→ No competitor bankruptcy ad we saw explains how $0 down actually works. Your site does ("a 'skeleton' filing is filed for you at no charge").

→ People asking how to file with no money search for it on Google ("how to file chapter 7 with no money," $3-$11 a click), and that is your offer.

4. Paid Media Opportunities

How to read this section: it was prepared from public data only, without access to your ad accounts. Search volumes and cost-per-click ranges come from Google's own keyword data for the Las Vegas area, pulled October 23, 2026. Treat costs as directional and confirm them against live account data before committing budget.

Your business is a local, lead-generation law practice with two separate case types: high-volume, fee-sensitive bankruptcies and contingency workers' comp claims. Success is measured in signed clients, not clicks.

Your Current Ads

Google's public ad library shows 70 ads from your bankruptcy account and 7 from a second workers' comp account in the last 30 days. A sample:

Your Ad	What It Says	Where It Sends People
"File Bankruptcy For $0 Down - Lowest Cost Guaranteed"	Bankruptcy (Search, with your 5.0 rating)	www.lasvegasbankruptcylawyer.co
"FILE BK FOR $0 DOWN ... Free Consultations"	Bankruptcy (display banners)	lasvegasbankruptcylawyer.co
"Wage Garnishment Attorney - Stop Wage Garnishment Today"	Garnishment (Search)	Shows a /garnishment page
"Free Workers Comp Review"; "No Fee Unless We Win"	Workers' comp (Search, display, video)	nevadainjury.law, under your "Bankruptcy attorney" listing

This is a well-funded, offer-led setup running in Search, display and video. We saw no Facebook or Instagram ads from either brand, even though the Meta pixel on your bankruptcy site is already collecting visitors. A full read of performance needs access to your ad accounts.

Where You Show Up Today

Channel	What We Found	Checked
Google ads, bankruptcy	Active: 70 ads in 30 days, Search and display	Oct 23, 2026
Google ads, workers' comp	Active: 7 ads from a second account	Oct 23, 2026
Google search results	#4 for "bankruptcy lawyer las vegas"; not in the top 10 for workers' comp	Oct 23, 2026
Facebook & Instagram ads	None seen in our checks	Oct 23, 2026
Google reviews	5.0 from 460 (one listing serves both practices)	Oct 23, 2026

Which Platforms Fit

Platform	Fit	Why
Google Search	High	Already working for bankruptcy, and cheap: $3-$41 a click. Workers' comp clicks cost $66-$175, so every one needs a page and listing that match.
Google Maps	High	Your map ads run on your 5.0 rating. Workers' comp has no listing of its own, so its ads show "Bankruptcy attorney."
Facebook & Instagram	Medium	Freedom and Fair Fee are testing it now with plain explainer and "file from home" ads. Room for a $0-down explainer in English and Spanish.
LinkedIn	Low	Not where people facing bankruptcy or a denied claim look for a lawyer.

Searches From People Ready to Book

Searches from Las Vegas-area people ready to hire. Google doesn't report "bankruptcy attorney" on its own; it groups those searches under the short form "bk attorney," shown below.

Search	Monthly Searches	Est. Cost per Click	Competition
bk attorney (bankruptcy attorney)	1,900	$15.00 - $41.15	Medium
bk lawyer (bankruptcy lawyer)	1,300	$10.94 - $36.89	Low
workers comp attorney	1,000	$66.00 - $175.00	Medium
chapter 7 bk	590	$2.60 - $14.62	Medium
workers comp lawyer las vegas	320	$80.88 - $175.00	Medium
bankruptcy las vegas	260	$8.67 - $27.76	High
bk attorney near me	260	$8.15 - $33.26	Medium
chapter 7 bankruptcy las vegas	210	$6.86 - $22.98	High

Bigger, Broader Searches

People still working out their options. Fewer searches and cheaper clicks, and many of them are asking about exactly what you offer: filing with no money down.

Search	Monthly Searches	Est. Cost per Click	Competition
chapter 13 vs chapter 7	210	$1.12 - $16.78	Medium
filing chapter 7	210	$4.49 - $21.56	High
how to file bankruptcy chapter 7	110	$5.84 - $20.18	Medium
how to file chapter 7 with no money	70	$3.06 - $11.20	Medium
how much does it cost to file bankruptcy	50	$3.95 - $8.97	High
wage garnishment lawyer	50	$5.77 - $28.97	Medium

The Page Your Ads Would Send People To

We tested the pages your ads send people to. We name what we found; the fixes are part of working together.

Check	What We Found
Chapter 7 page, phone	About 2-9 seconds to show the main content (score 64-98 out of 100). Desktop: 1.4-1.8 seconds. Matches the $0-down ads, with call, text and FAQ up front.
www.lasvegasbankruptcylawyer.co, phone	A 2020 copy of your homepage: about 12 seconds (score 59), 25 MB, two other phone numbers. Desktop: 1.0 second.
Why the www copy is slow	Two background videos, 15.2 MB and 8.0 MB, make up 92% of the page.
Workers' comp page, phone	About 3-13 seconds (score 68-88). The contact form's spam check loads twice, more than half the page's weight.
Addresses shown in two ads	lasvegasbankruptcylawyer.co/garnishment and nevadainjury.law/workers-comp/nevada open "Page not found" when typed in. Ads can display a label rather than their real destination, so this is worth checking.

Page speed measured with Google's page speed test, two runs each on mobile and desktop, October 23, 2026; shown as a range. Verify anytime at pagespeed.web.dev.

5. Beyond Ads

Ads work best when the rest of your presence backs them up. One finding from each area we checked beyond ads:

Reviews

Your rating is the best in your set. One listing carries both practices, and Fair Fee's main office has about twice your review count:

Firm	Google Rating	Reviews
Fair Fee Legal Services (Charleston Blvd)	4.9	910
Law Office of Erik Severino	5.0	460
Freedom Law Firm	4.9	398
PandA Law Firm	4.5	248
Law Office of Jason H. Weinstock (workers' comp)	4.9	186

The full Market Intelligence Report covers this in depth.

Search Visibility

Where you show up on Google, without paying, for the searches that matter most:

Search	Where You Show Up
zero down bankruptcy las vegas	#2
bankruptcy lawyer las vegas	#4
chapter 7 bankruptcy las vegas	#4
wage garnishment lawyer las vegas	Not in the top 10
workers comp lawyer las vegas	Not in the top 10 (either site)

The full Market Intelligence Report covers this in depth.

AI Search

More people now ask AI assistants which lawyer to call. We asked one three questions:

Question	You're Named?
Who is the best bankruptcy lawyer in Las Vegas?	Yes
Is there a Las Vegas bankruptcy attorney who lets me file with no money down?	Yes (3rd, as your site brand)
Who is a good workers' compensation lawyer in Las Vegas who speaks Spanish?	No

The full Market Intelligence Report covers this in depth.

Social

Your Facebook page has an audience but hasn't posted in years. PandA, the most active firm in this set, posts on Instagram, Facebook and YouTube:

Account	Followers	Posts / Videos
Facebook, Law Office of Erik Severino	486	Last: Sept 2017
Facebook, PandA Law Firm	1,878	--
Instagram, PandA Law Firm	1,502	1,049
Facebook, Jason H. Weinstock	412	--

The full Market Intelligence Report covers this in depth.

6. Budget & Performance Benchmarks

What You Can Afford to Pay for a New Client

For a local service business, a common rule of thumb is to spend no more than 20-25% of a case's fee to win the client. Your site doesn't post fees, so we use an example figure; plug in your own average.

An example Chapter 7 fee of $1,500 (our example, not your posted price): approximately $1,500 x 20%-25% = a ceiling of approximately $300 - $375 to win a new client.

That ceiling is tight next to Las Vegas click costs, which is why a page that turns more of each click into a call matters so much in bankruptcy. Workers' comp cases are paid differently (on contingency) and their clicks cost about five times more, so they need their own math.

Three Ways to Start

Every number below is arithmetic, not a promise: monthly budget divided by an average cost per click of approximately $21.95, then multiplied by a 5% - 8% conversion rate. Source: the cost per click is the search-volume-weighted average of the bankruptcy searches in Section 4 (Google's own data for the Las Vegas area). The 5%-8% conversion range is our assumption for legal search ads, not a measured figure for your account.

Scenario	Monthly Ad Spend	Where It Goes	Est. Clicks	Est. Inquiries	Est. Cost per Inquiry
Focused	$2,000	Google Search: bankruptcy searches only	91	5 - 7	$274 - $439
Growth	$4,000	Google Search: bankruptcy, plus "how to file" and "no money" research searches	182	9 - 15	$274 - $439
Fuller	$7,000	Google Search for both practices, plus Facebook & Instagram	319	16 - 26	$274 - $439

- Research searches cost $3-$22 a click, so the Growth scenario should get more clicks than shown from that share.
- Workers' comp clicks average about $123 in Las Vegas, so the workers' comp share of the Fuller scenario buys far fewer clicks than the bankruptcy math above.

7. Strategic Roadmap

If You Only Do One Thing

Make every ad click land on your current site.
Most of your ads show www.lasvegasbankruptcylawyer.co, which opens a 2020 copy of your homepage with two other phone numbers and a 12-second load on phones.

Your Quick Win: Free, and Doable This Week

Point www.lasvegasbankruptcylawyer.co at your current homepage.
A free settings change: anyone who reaches the www address sees your current page, phone number and consultation form.

Do These First, Ranked by Payoff Against Effort

#	What to Do	Why (What We Found)	Impact	Effort
1	Send the www address to your current homepage	It opens a 2020 copy with two other phone numbers	High	Low
2	Give workers' comp its own Google listing	Its ads show "Bankruptcy attorney"; no workers' comp listing found in 5 lookups	High	Medium
3	Bid on "how to file with no money" searches	$3-$22 a click, and $0 down is your offer	Medium	Low

#	What to Do	Why (What We Found)	Impact	Effort
4	Speed up the workers' comp page on phones	Up to 13 seconds on clicks that cost $66-$175	Medium	Low
5	Test Facebook & Instagram with a $0-down explainer	Of the firms we checked, only Freedom and Fair Fee are there	Medium	Medium

What Waiting Costs

! Every ad click that reaches the www address meets a 2020 page with phone numbers you may no longer answer.

! Fair Fee pairs $0 down with a price ("$145/mo") in 71 ads over the last 30 days, and Fair Fee and Freedom (Chapter 7 and 13 videos since Sept 19) are on Facebook and Instagram, where you aren't.

! Workers' comp clicks cost $66-$175 in Las Vegas. Each one now reaches a listing labeled "Bankruptcy attorney" and a page that can take 13 seconds on a phone, while Jason Weinstock's ads say "Hurt at work? Talk to a Lawyer."

Landing Pages for Paid Traffic

Your ads land on your regular practice pages. Pages built only for ads go one step further: one problem, one offer, one button.

Landing Page	Who It Is For	Why It Converts Better
Stop a Wage Garnishment This Week	People with a garnishment notice	Matches your garnishment ads word for word
File Chapter 7 With $0 Down: How It Works	People researching "how to file with no money"	Explains your skeleton-filing model in plain steps
Denied Workers' Comp? Free Claim Review	Injured workers in Las Vegas and Henderson	Built for $66-$175 clicks, fast on phones

PageRocket, our landing page studio, builds these: pagerocket.net

8. Custom Pricing

We don't know your current ad budget, so here are our published plans. The fee is set by ad spend per channel, the same on every platform, and each additional channel is $200 off.

Monthly Management

Plan	Monthly Ad Spend	Hands-On Optimization	Our Fee, First Channel
Starter	Up to $6,999 ad spend / channel / month	Up to 7 hours / month	$895 / mo
Most Popular	$7,000 - $14,999 ad spend / channel / month	Up to 10 hours / month	$1,095 / mo
Larger Budgets	$15,000+ ad spend / channel / month	Up to 17 hours / month	$1,795 / mo

- Ad spend goes straight to the platform (Meta, Google), not to us. The fee above is management only.
- Each additional channel is $200 off the plan rate.
- 3-month initial agreement, then month to month.
- Account setup is scoped and quoted before any work starts. No surprises.

One-Time Options

Service	What It Is	Price
Landing page	A done-for-you landing page built for your ads, live in 7-10 days	$1,495

Full published rates: brandrocket.net/rates

9. In Their Words & Next Steps

Three business owners, in their own words, on the results:



“When the pandemic hit, which is when our relationship started, I think we had about 200 to 300 debaters at our debate academy. And now a few years later, we're up to 900 to 1,000 students.”

Pavel Sukhobok | Potomac Debate Academy

Watch the video



“Our inbound leads have more than doubled since before we were working with you.”

Teal Cooper | Co-Founder, VendiBean

Watch the video



“I'd run a Google ad and I would get like a few contacts a month maybe. The biggest breakthrough is going from a few contacts a month to a few contacts a week.”

Jason Beers, PsyD | Owner, Crescent Roots Psychological Services

Watch the video

What the Full Market Intelligence Report Adds

This plan covers part of the research we run for clients. The full report adds:

- A graded audit of your whole website, speed, and tracking.
- What your clients say about you in reviews, in their own words.
- Detailed client profiles with the message that wins each one.
- Search and AI search visibility against your competitors, with the fixes.
- Social media, creative direction, and a full-year marketing calendar.

Your Next Step

Nothing is required. This plan is yours to use however you like. If you'd like to walk through it together, book a free 15-minute call:

brandrocket.net/schedule

Prepared by BrandRocket · October 23, 2026 · Built from public data only, without access to your ad accounts. All estimates are directional and reflect the market as of October 23, 2026. Results depend on execution, market conditions, and targeting.