



# MARKETING REFRESH

## IMPROVED BRANDING, LEAD GENERATION, AND SEARCH VISIBILITY

**Blair Parker** is a family law attorney serving the Pearland, Sugar Land, and Angleton areas. For the past decade, she has been helping the children and families in her community through the most stressful and difficult times of their lives.



**BLAIR PARKER**  
ATTORNEY AT LAW

### The Problem

**Blair had spent years working for a larger family law practice and decided to branch off and start her own firm. She had put together a quick and easy logo and website so that she could establish her business. But after a year, she decided it was time to invest in a branding and digital marketing program. She needed to develop:**

- A modern brand and website presence
- Content that showed her audience she was an experienced and credible family law attorney
- Organic search rankings in Google and Bing
- A consistent source of leads through the website

### The Solution

**We analyzed her target audience and markets, as well as the competition for the keywords she should target. Ultimately, we implemented new branding and a digital marketing program:**

- Updated logo design
- New website design and implementation
- Developed a clear messaging strategy that educated the target audience throughout their entire decision-making process
- Keyword research
- Created a consistent content calendar (Blogs, LinkedIn, Facebook)

### The Results

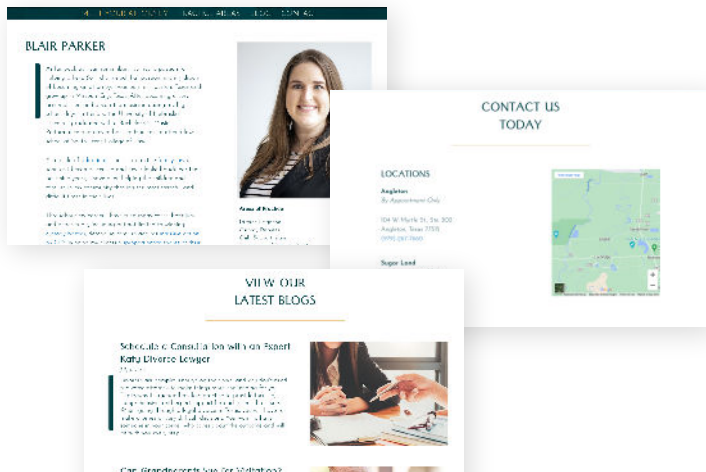
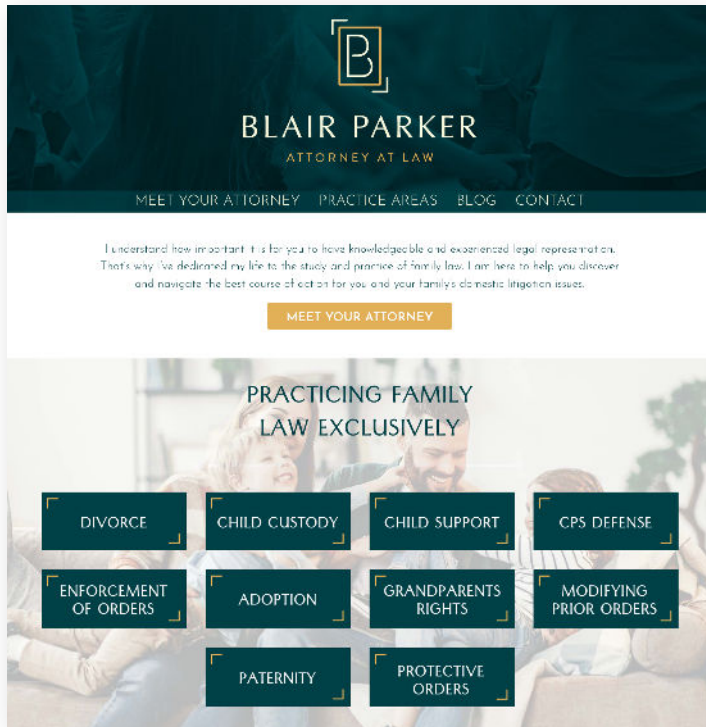
**A professional and credible brand**

**186% growth** in keyword rankings YOY  
(including a wide variety of featured snippets and other search features)

**253% increase** in website traffic YOY

**71% increase** in website leads

## Website



## Blog Keyword Performance



### How Long Does It Take to Finalize a Default Divorce?

October 21, 2021 | Blair Parker

If you filed for divorce in Texas and your spouse is unresponsive, you likely have questions about what to do next to finalize the divorce and how long this process might take.

Fortunately, spouses that file for divorce in Texas can pursue what's called a **default divorce** if your spouse does not respond to the petition for divorce or if you believe that your spouse will not be willing to participate in the divorce process.

A default divorce is not automatic, though. You must allow the other spouse ample time to respond to your formal request for divorce. There are other factors in play depending on whether you have children or do not have children. Let's examine this option for a legal divorce.

#### General Timeline for Pursuing a Default Divorce in Texas

In Texas, there is a 60-day waiting period after filing an Original Petition for Divorce. The Texas Family Code requires this to allow ample time for both parties to determine if this is actually what they want to do.

Even if your spouse has given no indication that they will respond to your divorce request or have made it clear they want nothing to do with the divorce process, you cannot finalize the divorce before 60 days has expired. The only exceptions allowed by Texas law include the following:

- Your spouse has been convicted of an offense involving family violence.
- You have an active protective order or have been approved for an emergency protective order against your spouse based on family violence during the marriage.

There are two other key timeline aspects. This can be confusing to keep track of, but the bottom line is that your spouse must be given ample time to file an answer to your petition for divorce.

- 20-day waiting period:** your spouse must be given the opportunity to file an answer after being served with divorce papers. If your spouse does not respond within this window – and the initial 60 days have passed – then you can complete the divorce by default.

how long does it take for a default divorce

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At a minimum, it will take about **two months** to finalize a default divorce (unless there are exceptions to the 60-day rule). Oct 21, 2021

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“ Terri, Tiffany, Megan, Aaron and all of the staff at Marketing Refresh have been fantastic. I was new to starting a business, and they made me feel comfortable every step of the way. They're knowledgeable, accessible, and they produce results. They keep me informed and work around my often hectic schedule when they need my input. They tailor your needs to maximize the services they can provide based on your marketing budget, and they are worth every cent. Without a doubt, my business has grown significantly and continues to grow because of their efforts. I cannot recommend them highly enough. Thank you, Marketing Refresh! ”

- Blair Parker, Attorney at Law