



Creating the *Visibility & Credibility*
That Fuels Revenue Growth

LAW | REAL ESTATE | FINANCE

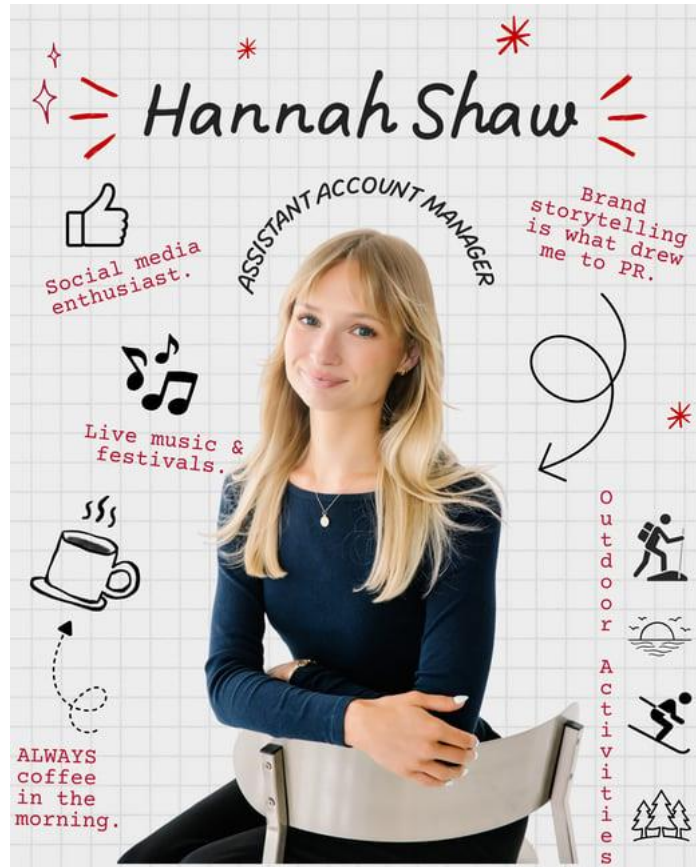
The Arranged Marriage Between SEO and Your Brand

SEO and your firm's brand are in an arranged marriage, and while they may not always see eye to eye, divorce isn't an option.

On one side is your brand voice and positioning; the other is SEO's data-driven, algorithm-led structure. The firms that perform best are those that learn how to bring the two into a harmonious union.

Align SEO & Your Brand

What's New at Berbay



Meet **Hannah Shaw**, Berbay's newest Assistant Account Manager with a passion for brand storytelling and all things social media. Get to know a little about Hannah inside and outside the office.



Lawdragon named [Megan Braverman](#) to its [100 Global Leaders in Legal Strategy & Consulting 2026 list](#). Megan was recognized for her pivotal role in driving law firm marketing, business development and growth initiatives.

A Peek Behind the Agency Curtain

Recently, we've been talking with clients about:

- Developing a crisis plan *before* a crisis occurs, and having a contingency plan in place.
- Integrating CRM, case management and marketing systems, and ensuring they work seamlessly together.

- Marketing to different audiences and maintaining a clear brand while accounting for distinct client behaviors and needs.
- Repairing strained relationships with journalists.



Fueling Revenue Growth for Professional Services Firms

[Berbay Marketing & PR](#) creates the visibility and credibility that fuels revenue growth for law, real estate and financial firms. For over 30 years, we've implemented results-driven marketing and public relations solutions for our clients so they can concentrate on what they do best—run their firms.

