

# FIRMIDABLE®

MARKETING STRATEGIES | EXECUTION

## Firmidable – Digital Copywriter

Firmidable, a nationwide marketing agency specializing in law firms, is seeking a **Digital Copywriter** with a strong marketing mindset to create compelling, conversion-focused content across multiple digital channels. You'll work closely with the Accounts and Digital teams to write copy that attracts, engages, and converts users on behalf of our legal clients. This role is ideal for a persuasive storyteller who thrives in a fast-paced, data-driven environment and understands the nuances of SEO writing for websites and writing PPC ads and landing pages. ***This is a remote position.***

As a Digital Copywriter, you will:

- Develop and implement comprehensive content strategies aligned with client goals and objectives, including researching multiple areas of law for client websites.
- Conduct thorough keyword research to identify relevant topics and optimize content for search engines.
- Optimize new and existing content for SEO and Google Ads, including on-page and off-page factors, to improve search engine rankings or Google Ads performance.
- Collaborate with SEO specialists to produce content that ranks and converts, using keyword research and on-page optimization best practices.
- Work closely with the design and development teams to ensure copy aligns with user experience and conversion principles.
- A/B test copy across ads and landing pages to improve performance (CTR, CVR, etc.).
- Track and analyze content performance metrics to measure ROI and identify areas for improvement, and revise content based on those metrics.
- Contribute to content strategy by identifying gaps and opportunities for growth.
- Maintain consistency in tone, style, and messaging across all digital touchpoints.

### KEY SKILLS, CHARACTERISTICS AND EXPERIENCE REQUIRED:

- Bachelor's degree in related field (Advertising, Journalism, Marketing, Communications, English)
- 5+ years of experience in digital copywriting at a digital marketing agency
- Strong understanding of SEO & SEM principles and best practices
- Exceptional attention to detail, writing and editing skills
- Strong understanding of conversion rate optimization (CRO) principles and UX writing
- Experienced using AI tools in content planning and development
- Experienced using performance tools including but not limited to: Google Analytics, Google Ads and SEMRush.
- Passionate about all things digital marketing and driven to consistently improve results
- Experienced working successfully in a remote environment

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## PREFERRED SKILLS AND EXPERIENCE – NOT REQUIRED:

- Familiarity with A/B testing platforms (e.g., Optimizely, Google Optimize, Unbounce)
- Creating content for social media platforms (Facebook, Instagram, LinkedIn)
- Experience with content management systems (CMS) like WordPress
- Experience utilizing project management tools (i.e., Workamajig, Asana)

To apply, please send a cover letter, resume and writing samples to [careers@firmidable.com](mailto:careers@firmidable.com)

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*Firmidable is a national marketing agency focused exclusively on helping law firms generate more quality leads, cases and revenue. If you think law firm marketing is all about car crashes and cheesy slogans, you are invited to learn more about this unique, quality-minded niche agency. Founded in 1991, their nationwide clients hire Firmidable because its team members are THE experts in the field, who sharpen, not cheapen, law firms' reputations.*