



MEDIA KIT & BRAND GUIDE

Who is Hennessey Digital?

AN INTRODUCTION

Dubbed “**the digital marketing agency you wish you’d hired first,**” Hennessey Digital is the leading agency for law firms that are serious about investing in digital marketing to increase traffic, climb in search rankings, and get more leads and revenue. Hennessey Digital is a 100%-remote agency with roots in SEO and a vision to become the undisputed legal marketing leaders while building on its reputation to grow into new verticals and services as the best place to work in the industry. Founded in 2015 by SEO expert and entrepreneur Jason Hennessey, Hennessey Digital is home to top minds from around the globe in SEO, web development, content strategy, conversion rate optimization, lead generation, web design, and paid media, with over 120 employees in 9 countries and counting. We’re digital marketing experts who educate, do the work, and get results, all without a long-term contract.

Our clients can sleep better at night knowing they’re partnered with us.



OUR MISSION:

Become the undisputed legal marketing leaders while building on our reputation to grow into new verticals and services as the best place to work in the industry.



OUR VISION:

To elevate and humanize digital marketing by working hard, innovating constantly, and caring personally.

Our Leaders



Jason
Hennessey



Scott
Shrum



Michele
Patrick

Meet Our CEO

Jason Hennessey

Jason Hennessey is an entrepreneur, internationally-recognized SEO expert, author, speaker, podcast host, and business coach. Since 2001, Jason has been reverse-engineering the Google algorithm as a self-taught student and practitioner of SEO and search marketing.



 Photo (432kb)

 Bio (592kb)

KEY PRESS

[Jason Hennessey in The Washington Post](#)

[Jason Hennessey in Entrepreneur](#)

[Jason Hennessey in Inc.](#)

[Jason Hennessey in National Law Review](#)

Meet Our President & COO

Scott Shrum

Scott Shrum is the President & COO of Hennessey Digital and has helped launch businesses and lead teams for over twenty years in a variety of industries, including consumer products, enterprise software, online media, and education. Scott earned his BS at the Massachusetts Institute of Technology (MIT) and his MBA at Northwestern University. A native of New Jersey, Scott has lived in Southern California since 2008 and he admits that the weather has grown on him. He loves spending time with his wife, Anita, his two beautiful daughters, and three ill-behaved cats. When he's not working, you can find Scott competing on Jeopardy!, rooting for the New York Yankees, and performing improv comedy in a couple of local troupes.



 [Photo \(3.3mb\)](#)

 [Bio \(503kb\)](#)

Meet Our CFO

Michele Patrick

Michele Patrick leads the Finance and People Success teams for Hennessey Digital. After completing her MBA education at Loyola Marymount University, Michele soaked up all the sun that her path to Los Angeles would offer, studying in Madrid, Spain, cheerleading for two seasons for the NFL's St. Louis Rams, appearing in a few Hollywood movies during her Beverly Hills Lionsgate executive internship, and working for multiple media and fitness companies such as ESPN, Coolfire Media, LA Fitness, and The Bay Club. Prior to joining Hennessey Digital, she served as CFO of Veritas Prep, where she completed the successful sale of the company to Varsity Tutors in December 2018. Michele also consults for a handful of entrepreneurial ventures and serves as Treasurer and member of the Board of Directors for ihatecancer.org.



 Photo (612kb)

 Bio (237kb)

KEY PRESS

Hennessey Digital #96 on Inc. 5000 List of Fastest-Growing Private Companies in California for 2021; Receives Recognition for Third Consecutive Year (*Yahoo! Finance*)

Hennessey Digital Expands Marketing and Communications Team with Key Hire, Promotion; Taps Former GroupM Communications Exec to Lead Go-to-Market Strategy (*Business Insider*)

OH SNAP: Hennessey Digital #134 on Financial Times List of Fastest-Growing Companies in the Americas; Company Ranks 68 Spots Higher than Snapchat in Growth (*SEO Daily*)

HENNESSEY DIGITAL NEWS

Hennessey Digital Releases Online Lead Form & Lawyer Response Time Study, Shares New Insights on Legal Marketing Landscape

Hennessey Digital Promotes Matt McLean to Vice President of Operations; Dubbed "The MacGyver of the Business"



OUR SERVICES



SEO

Technical SEO, Link Building,
Local SEO, Mastery of the
Google Algorithm



Creative Services

Website Design and Redesign,
Logos and Visual Branding,
Copywriting and Storytelling



Conversion Rate Optimization

A/B Testing, Landing Page and
Paid Ads Optimization



Lead Generation

Ad Campaigns, Technical and
Organic SEO, Conversion-driven
Content and Website Design



Paid Media

Pay-Per-Click Ads, Ad Design, Google
Ads and Social Media Ad Placement



Content

Content Strategy, Legacy
Content Revamps, Original/New
Content Production



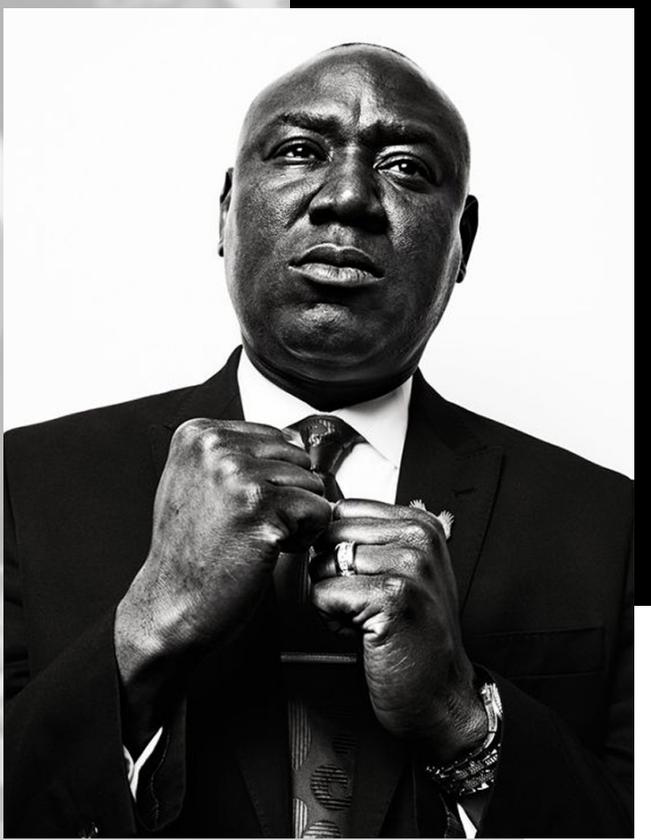
Website Development

Custom Build/Migration on
WordPress Genesis Platform,
Back-End Coding and Maintenance



Studio Services

Podcast and Video Production,
Placement, and Promotion



CASE STUDIES

Ben Crump

A nationally-recognized name in civil rights cases, **Ben Crump** began working with Hennessey Digital at the end of 2019. In a short amount of time, Hennessey Digital has become not just the SEO and web strategy leader for Ben Crump, but is now an integral part of their branding and marketing team.

The Hennessey Digital Creative team gave the Ben Crump website a fresh look and feel that truly represents his brand as a powerhouse in civil rights and high-profile cases, garnering national media attention. The Ben Crump website was audited, reengineered, and migrated onto a custom, responsive WordPress site. We fully rebuilt his entire website while fixing technical blockers and applying best-practice SEO.

We developed a content strategy with advanced on-page strategies, internal linking, and page layout techniques. The client immediately saw the value of traffic coming to the site and accelerated their content to 16x their initial investment, and the site now ranks at 1,000% over what it did before working with Hennessey Digital.

CASE STUDIES

Bogin, Munns & Munns

Before Florida-based Bogin, Munns & Munns started its engagement with Hennessey Digital in early 2020, their website had been updated periodically but was built in such a way that Google didn't even recognize it.

Although it had been moved to a WordPress platform, it was done by agencies that weren't in the legal marketing space and did not recognize how competitive the industry is, and the firm was showing up on pages 3 and 4 of search results. In July of 2020, Hennessey Digital completed a rebuild of the Bogin, Munns & Munns website to overhaul the site structure and improve site navigation. Hennessey Digital continued publishing quality content and built a new template for the firm's commercial practice areas, and the value of the site's organic search traffic continued to rise. Bogin, Munns & Munns now shows up on page 1 of search results for many high-value keywords and ranks in the top 3 positions for some of their most valuable keywords.

CASE STUDIES

CCK Law

Chisholm Chisholm & Kilpatrick LTD (CCK Law) has been a Hennessey Digital client for over three years. Before working with Hennessey Digital, they only ranked for a few keywords. Since working together, CCK Law has gone from ranking for only 916 keywords to ranking for over 36,000 keywords!

CCK Law is a premier firm handling Veteran's law, ERISA and disability claims, and Bequest Management. Hennessey Digital served a key role in the development of their new site, conducting a full technical audit, implementing best-practice SEO, and correcting on-page SEO throughout.

Hennessey Digital has enjoyed a lasting relationship with CCK Law, has been an important part of CCK's team, and helped CCK take digital engagement with potential clients and clients to the next level.

AWARDS & RECOGNITION



Inc. 5000 List of Fastest Growing Companies in America (2019, 2020, and 2021)



Vet100 Honoree for Fastest Growing Veteran-Owned Companies in the U.S. (2021)



Financial Times List of Fastest Growing Companies in the Americas (2020 and 2021)



US Search Awards

Best Use Of Search – B2C (SEO) (2021)
Best Small SEO Agency (2021)



Global Digital Excellence Awards

Best Global Use of Research
Global SEO Agency of the Year (2021)

VISUAL ASSETS

Hennessey digital

PRIMARY LOGO

 RGB (600kb)

 CMYK (1.5mb)



 RGB (596kb)

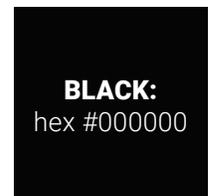
 CMYK (1.5mb)



 RGB (602kb)

 CMYK (1.5mb)

CTA Highlight and Base RGB/Hex Black



 RGB (581kb)

 CMYK (1.5mb)

CONTACT & SOCIAL MEDIA



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 **Facebook:** <https://www.facebook.com/hennesseydigitalgrp/>

 **Twitter:** <https://twitter.com/HennesseyDgtl/>

 **Instagram:** <https://www.instagram.com/hennesseydigital/>

 **YouTube:** <https://www.youtube.com/channel/UCNupRX11z7vF45jJAh0JjWg/featured>

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