



Atlas Law **breaks boundaries** and finds a global audience with its B12 website



2018



Law



Toronto, Ontario

The founder of Atlas Law shares how she defies stereotypes in a traditionally masculine industry and how B12 helps her firm evolve.

ABOUT

Forward-thinking female founder filling a void in the legal industry

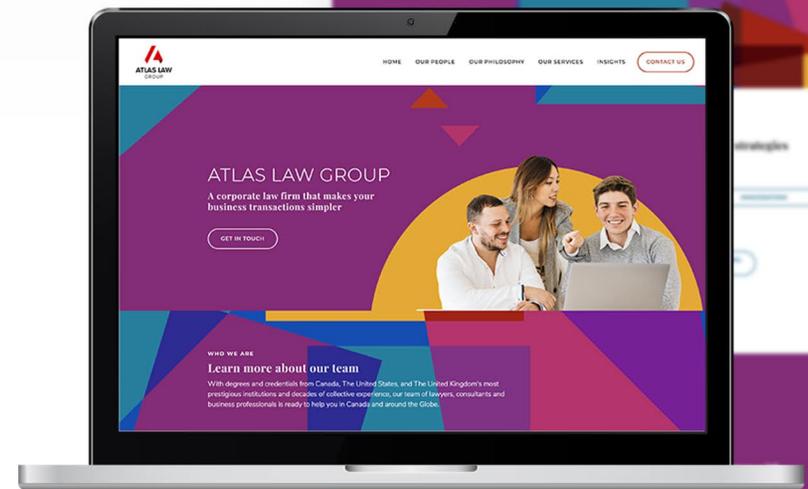
27-year-old Jia Junaid saw a lack of female leadership in the legal industry and realized she was in the position to change that. To achieve her goal, Jia started Atlas Law in 2014, a private law firm specializing in practices in residential real estate, family, and immigration law.

“I wanted to start my law firm because I saw a void in female and minority representation in the legal community. Typically, private practices in corporate law and real estate are very male-dominated, and that is mirrored in my South-Asian ethnic community too. I wanted to break these boundaries and stereotypes and empower women to be leaders and have equal participation in these practices.”

Committed to her cause, Jia grew and expanded her Canada-based company to represent clients from all over the world including the United States, Middle East, South Asia, and North Africa.

+100%

in blog traffic



+27%

in Contact page visits

BEFORE B12

Couldn't find a reliable website solution that delivered on its promises

Jia encountered difficulty when searching for the right platform to build her online presence. She tried several web design companies and freelance designers, which cost thousands of dollars and always returned underwhelming results.

Impressed by her initial AI draft, Jia scheduled a consultation with a B12 design consultant, then joined in October 2018 and never looked back!



“The website design industry is rife with scam artists, and you spend up to thousands of dollars to get nothing in return. I was jaded by the poor services in the market – that was until I found B12 on Facebook. I was intrigued that a machine could create my website.”



Jia Junaid
Attorney

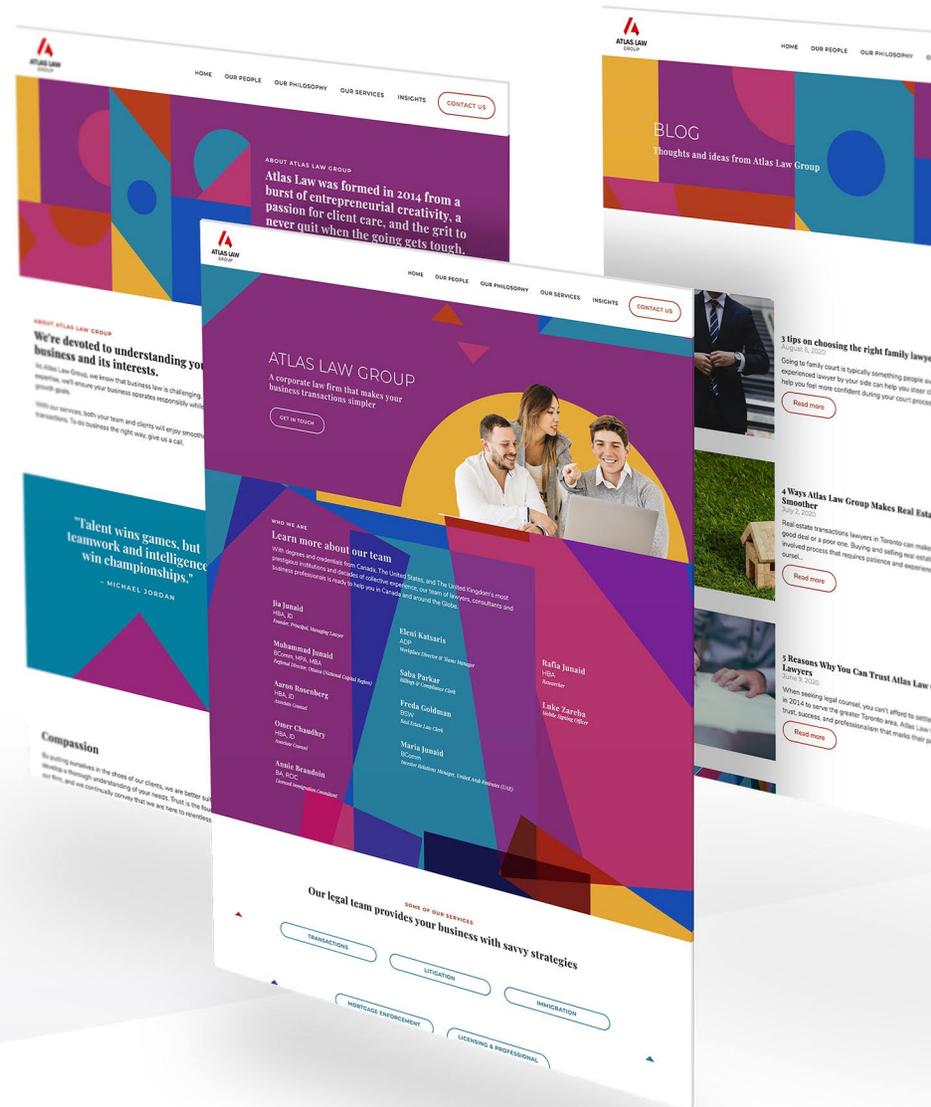
AFTER B12

Redefining legal practice as a virtual firm with a fitting website

B12 has helped accelerate Atlas Law's digital marketing strategy by identifying where its clients come from. This information has allowed Jia to narrow her efforts to the places that drive traffic.

"B12's monthly reports show traffic coming to our website from a few different places, allowing me to focus my energy on certain directories that drive more traffic."

She also appreciates the constant support and recommendations from B12. Atlas Law has continued to evolve and refine its online marketing strategy over time based on B12's proactive monthly recommendations. Jia finds these ideas incredibly helpful, especially since the firm has no dedicated marketing staff to maintain and grow the website.





“I love that B12 prompts me to update certain features and add integrations like online scheduling to increase efficiency in my law firm. These recommendations are often things that I would have never considered but have proved to be incredibly useful.”



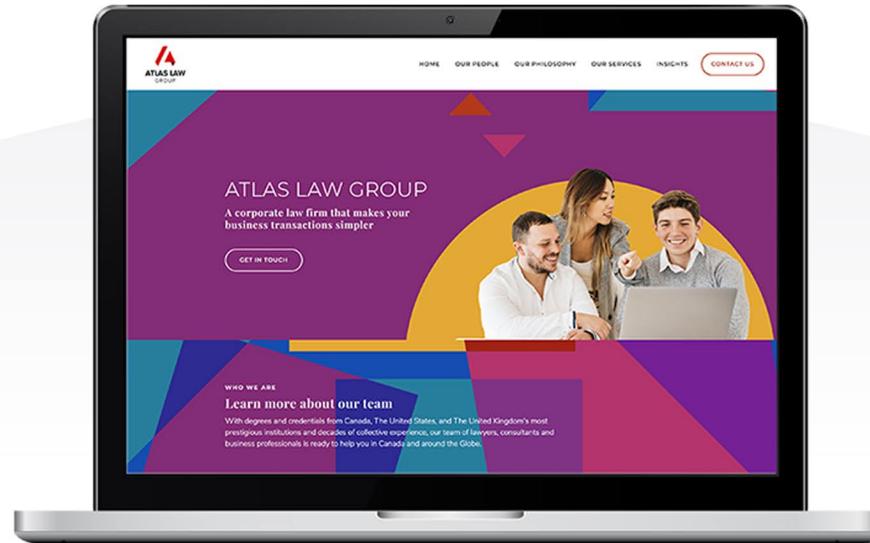
Jia Junaid
Attorney

AFTER B12

Embracing technology has been the cornerstone to Atlas Law’s success. Jia found that large corporations are often inefficient with high resistance to adopting technology. She knew that she wanted to digitize and modernize every aspect of her law firm, from legal documentation to expanding its online presence. She has embraced technology and new approaches that conventional law firms often resist.

With her business operating primarily online, she is able to effectively communicate with clients all over the world through her website. Thanks to B12, a strong team, and a globally connected network, 2020 is set to be an even bigger year for Atlas Law.

RESULTS



Top traffic sources

Organic Search Search engine results	31%	Google Search	30%	(72)
Direct Website URL typed into browser	41%	b12.io Referral	26%	(63)
Referral Links on the web	26%	Facebook Social	1%	(2)
Social Links on social media	2%	Bing Search	1%	(2)
		amazon Search	1%	(2)

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**With B12, I feel it’s like they
are part of my team.**

I know that they are there for me. It’s truly great support to have.



Jia Junaid

Attorney