



April 28, 2026

To: Nicholson Family Law Leadership Team

Re: Digital Revenue Opportunity — Confidential Assessment

My name is Mitchell Csototnyi, CEO of **LinkLeadz Solutions** — the team behind **RevenueRadar OS**. We specialize in identifying and recovering digital revenue leakage for businesses across Canada. After conducting a complimentary 360° digital audit of **nicholsonfamilylaw.ca**, I wanted to reach out personally — because what we found represents a significant and recoverable opportunity.

Nicholson Family Law's website has a solid foundation with good content and schema markup, but it suffers from significant tracking and social media integration issues. Critical gaps in analytics, Meta Pixel, and proper social linking are causing substantial revenue leakage by hindering performance measurement, retargeting, and brand visibility.

Estimated Monthly Revenue Leakage: \$12,000–\$25,000/mo

Based on your current digital footprint, traffic patterns, and industry benchmarks.

KEY FINDINGS

AREA	FINDING	MONTHLY IMPACT
------	---------	----------------

TOP OPPORTUNITIES

- Implement Google Analytics and Google Tag Manager for essential website performance tracking and data-driven decision making.
- Install Meta Pixel to enable effective retargeting campaigns and track conversion events for paid social advertising.
- Correct all broken social media links (e.g., x.com/bolt-performance) to properly connect with their audience and build brand authority.
- Develop a comprehensive local SEO strategy, including consistent NAP information and GMB optimization, to capture local search traffic.
- Integrate a contact form on the website to streamline lead generation and improve user experience beyond just booking/scheduling.

We have prepared a full **Digital Investment Plan** specifically for Nicholson Family Law — outlining two service tiers, transparent pricing benchmarked against Canadian agency rates, and a clear roadmap to recover this revenue within 90 days.

I would welcome a 20-minute call to walk you through our findings and show you exactly how we would approach this. There is no obligation — just a clear picture of what is possible.

Looking forward to connecting,

Mitchell Csototnyi

CEO, LinkLeadz Solutions — RevenueRadar OS

778-212-2401 | linkleadzsolutions.com