

ServeNow: More than just a Directory of Process Servers

by Madison Markel

ServeNow and CALSPro have recently partnered to help the association continue to grow while offering [discounts on products](#) that are critical to attorney service firms in California. At ServeNow, we've always understood the importance of joining and supporting state and national associations. We're especially excited to be working with CALSPro and their members, many of whom are our customers, to support the industry in a more meaningful way.

We thought we'd take this opportunity to not only share this program, but also tell the CALSPro members a little bit more about Lawgical, the parent company of ServeNow.

Many process servers interested in growing their online marketing have heard of ServeNow. Our site ranks on the first page of Google for thousands of keywords related to the process serving industry, and we are still the most trafficked resource for finding professional process servers, even after 14 years! We've maintained our status by providing superior customer service, education resources, articles, and a trusted reputation in our industry. However, you may not know that ServeNow is only one of the many products that legal support professionals can take advantage of from our parent company, [Lawgical](#).

From our first days working out of a small garage, we've gone on to build or acquire many more brands and products related to the legal industry and process serving field. For our customers, we've seen the changing trends in the online marketing world and continually adjust our services to provide the best results and experience for our members.

Our company's founding mission is to "Build legal brands with integrity, trust and value". Our founders started what is now Lawgical in early 2004 and are always working to meet process servers' online marketing and business management needs. When we are not focused on creating resources and products for legal support service professionals, our staff takes a break to play with the dogs in our pet-friendly office, grab a beer at our neighborhood brewery, or listen to a podcast from one of our other brands that reaches hundreds of thousands of attorneys and legal professionals every month, [LegalTalkNetwork](#).

We can't take a break for too long though, as we are maintaining a vast portfolio of sites, brands and products. To get a sense of our experience and expertise, take a look at our brands:

- [ServeNow](#)

Not just the number 1 network of process servers, but includes help articles, general

information, and much more. Consistently ranking on Google, a listing with ServeNow helps your business grow.

- **ServeReport Newsletter**

Bi-weekly email newsletter with the goal to educate and inform our members.

- **ServeManager**

Process serving software built with our customers in mind. Over the years, we spent a lot of time listening to what our customers, and their clients need. Since it's official launch in 2014, ServeManager has grown to become the most popular software in the process serving industry. ServeManager has all the tools you need to manage your process serving and records retrieval business in California.

- **CourtFiling.net**

CourtFiling.net is the newest brand in the Lawgical portfolio. This product makes eFiling easy and accessible with a user-friendly platform. We're currently live in California and are offering 30 days of eFiling free.

- **PInow**

A directory of private investigators with resources and articles regarding the investigation industry.

- **Lawgical Websites**

Customized one-page websites made specifically for our clients. We design and write the content ourselves.

- **Lawgical Optimization**

Online optimization aimed at ranking your company on Google Local Maps to bring even more business your way.

- **Legal Talk Network**

An entire podcast network specifically for legal professionals.

Alongside our mission to provide invaluable resources for the legal community, we also support the entire health of our industry by pairing with associations and offering member benefits. We believe strong memberships in networks, directories, and associations makes our industry stronger. If you are a CALSPro Member, consider taking advantage of our [memberbenefits](#) to further build you online marketing status.

CALSPro Member Benefits:

ServeNow.com/ProcessServers.com

- 1 month FREE (up to a \$120 value)
 - Receive the 2nd month free for a listing in their primary county.

PInow.com Network Listings

- 1 month FREE (up to a \$58 value)
 - Receive the 2nd month free for a listing in their primary county.

ServeManager

- \$50 credit / \$50 donation
 - All new subscribers get a \$50 subscription credit and the association receives a \$50 donation.
 - See additional participating associations and access your association's tracking URL [here](#).

Website

- \$100 off
 - Receive \$100 off the set-up fee for a custom website.
 - See examples [here](#).

Local Search Optimization

- 1 month FREE
 - Get 1 month free of Local Search Optimization for Google and other search engines.