

## LEGAL & ATTORNEY CASE STUDY

Amidst a sea of local competition, it can be overwhelmingly difficult to rank for standard legal services. When thus approached by a reputable attorney in the community, we realized that the best way to get him to the front page would be through in-depth and targeted audience research. Though his company was already ranking for six keywords, we sought to increase this online presence as a means to incentivize and improve sales.

As with most clients, we began our campaign with a foundation of robust optimization. From ensuring that informational content was correct, complete, and consistent, to developing and distributing SEO-friendly content, we designed and implemented a vigorous strategy to boost rankings, site visits, and lead conversion.

Within three months of campaign implementation, our client was exuberant to see an increase of over 483% in keyword ranking. In less than a year, this number had jumped nearly tenfold, to 4133%! With overall site traffic up 11.93%, page views up 9.98%, and an increase in Google Organic Sessions of 36.60%, it was safe to say that our campaign had been a success. Of course, that was only the beginning!

↑ 11.93%

OVERALL SITE TRAFFIC



↑ 483%

KEYWORD RANKINGS



↑ 36.60%

ORGANIC SESSIONS

