

ORGANIC + LOCAL SEO CASE STUDY

Law Firm



Overview

Campaign Focus

To increase web traffic, phone calls, and consultations from individuals seeking various law services.

Campaign Length

12 Months

Products Utilized

Organic SEO

Local SEO

New Users 6,917	Sessions 8,567	
Engaged Sessions 5,370	Conversions 523	
Directions Requested 1,173	Calls 283	Website Visits 1,262

Objectives

To enhance web traffic, phone calls, and consultations for the client's law firm, we implemented a dual strategy utilizing Organic SEO and Local SEO. Organic SEO improved the firm's search engine rankings through keyword optimization and quality content, driving more qualified visitors to the website. Local SEO focused on optimizing the firm's presence in local search results and directories, making it easier for potential clients to find and contact the firm directly. This integrated approach not only increased overall website traffic but also boosted local visibility, leading to a rise in phone inquiries and consultation bookings.

Solutions

- ◆ We recommended Organic SEO & Local SEO to gain a bigger online presence in the targeted geography for the type of law practiced by the firm. In the 1 year campaign term, we uploaded various blogs to the client's website focusing on their segment of law, optimized the website with exact match keywords to narrow the target audience and reduce unwanted traffic, and added a large amount of backlinks relevant to the type of law practiced. We also updated and maintained over 30+ Online Directories where the clients information appeared.
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