

Case Study - Law/Attorneys

The client:

A law firm in a large, competitive city wanting to increase their visibility for divorce/family law.

Niche:

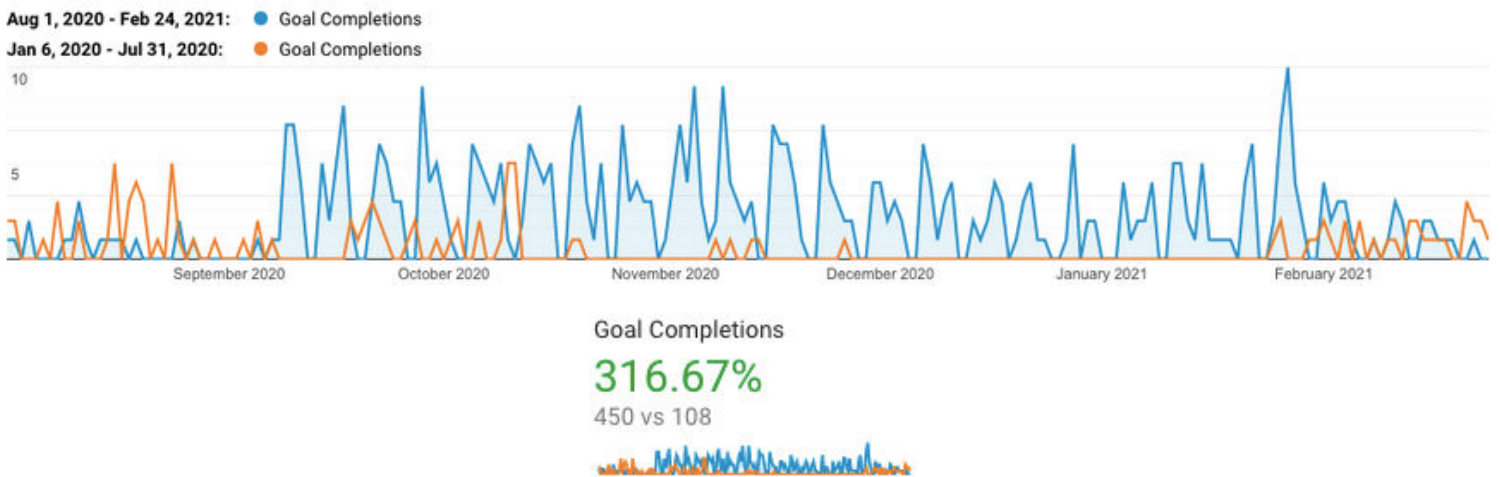
Law

The Solutions:

Local optimizations focused on divorce and family law keywords. Supportive content creation to help increase our relevancy and push rankings forward for our money keywords. Implementing an advanced technical SEO strategy, including advanced Schema Markup.

The Results:

Our efforts greatly impacted the organic conversions on the site over the lifetime of the campaign. Additionally, the Google My Business listing consistently generates more searches & views, clicks, requests for directions, and calls month over month.



QUERIES

Last Month (Jan 1 - 31) ▾

6,520

▲ 49% Compare: 4,375

VIEWS

Last Month (Jan 1 - 31) ▾

8,594

▲ 68% Compare: 5,120

CLICKS

Last Month (Jan 1 - 31) ▾

166

▲ 3,220% Compare: 5

DIRECTIONS

Last Month (Jan 1 - 31) ▾

46

▲ 1,433% Compare: 3

CALLS

Last Month (Jan 1 - 31) ▾

103

▲ 30% Compare: 79