

# SEO Success Case Study

Industry: Legal



## Before SEO

A legal office came to us in October 2016 with an average online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website to generate leads. At the time they signed on for our SEO services, they had just six keywords ranking on the first page of major search engines.

## Our Approach

- We identified how potential customers were searching through extensive keyword research.
- We designed and implemented an SEO campaign that included on-page and off-page optimization around their targeted keyword terms.
- We ensured that all names, addresses, and phone numbers were correct, complete and consistent across key sites, including top tier directories such as Google My Business, Apple Maps and Bing Local.
- We developed and distributed SEO friendly content on relevant websites.
- We optimized their Facebook Business Page.

## Keywords Ranking on First Page in Major Search Engines\*



## Google Analytics data

**11.93%**  
Increase in Overall Website Traffic. **1,548** Overall visits received in the last six months.

**36.60%**  
Increase in Google Organic Sessions. **877** Organic visits received in the last six months.

**9.98%**  
Increase in website pageviews. **2,633** Page views received in the last six months.

\*Major Search Engines defined as Google and Bing