SEO Success

This is a local neighborhood lawyer chain



By March 2018

Prior to SEO

A Law Chain came to us in June of 2016, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had just 1 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 & implemented an SEO campaign that included on-page and off-page optimization around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as Google My Business and Bing Local
- We developed and distributed SEO friendly content on relevant websites.
- We created and distributed videos about the business.

Keywords Ranking on First Page in Major The momentum of the Search Engines* campaign was in full throttle **After 6 Months** as they now ranked on the first **After 3 Months** page of search engines for 558 keywords. An increase of They ranked on the first more thar 55700%. page of search engines for 600 219 keywords. An increase of more than 21800% since Number Of keywords 400 July-17 Aug-17 Sep-17 Oct-17 Vov-17 Dec-17 Jan-18 Feb-18 Apr-17 May-17 Jun-17

81.61%

Increase in Overall Website Traffic. 3,111 Overall visits received in last 6 months.

Google Analytics data

82.06%

Increase in Google Organic Sessions. 1,076 Organic visits received in last 6 months.

94.25%

Increase in Website Pageviews. 5,505 Pageviews received in last 6 months.

^{*}Major Search Engines defined as Google and Bing