

# SEO CASE STUDY

## ATTORNEY



### Prior to SEO

An attorney office came in May of 2022 with some online presence. They wanted to improve their local presence by increasing organic and website traffic as well as clientele. At the time they signed on for our SEO services, they had just 46 keywords ranking on the first page of major search engines.

### SEO APPROACH

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SO campaign that included **on-page** and **off-page optimization** around their 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.

### GOOGLE ANALYTICS DATA

**277.59%** ↑

Increase in Overall Website Traffic.

**219** overall visits received in the last 3 months.

**380.77%** ↑

Increase in Google Organic Sessions.

**125** organic visits received in the last 3 months.

**40.52%** ↑

Increase in Website Page Views.

**474** page views received in the last 3 months..

## Keywords Ranking on First Page in Major Search Engines

**AFTER 3 MONTHS**

90 DAYS LATER  
**August 2022**



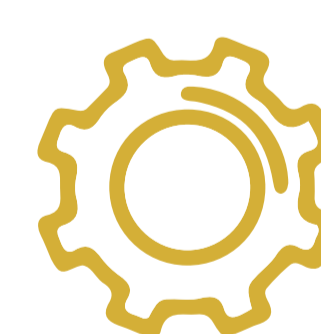
**149 Targeted Keyword**

started ranking on page 1 in Google

An increase of **224%**

**AFTER 6 MONTHS**

**November 2022**



**209 Targeted Keywords**

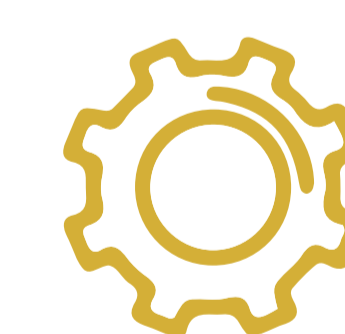
are ranking on page 1 in Google

An increase of more than **354%** since the beginning of the campaign

**BY MARCH 2023**

The momentum of the campaign was in full throttle

**March 2023**



**299 Targeted Keywords**

are ranking on page 1 in Google

An increase of more than **550%**

Higher rankings, improved visibility and compelling content to drive traffic and business online and on mobile.

**Let's make your organic traffic flow!**

**BOOK A FREE CONSULTATION TODAY!**

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