

# CASE STUDY

## LAW FIRM SEES DRAMATIC INCREASE IN GOOGLE SEARCH RANKINGS



### OUR ROLE

Using its expertise and the Lawyer Reputation and Marketing Platform (RAMP), the Mike Agency helped an established law firm improve their visibility in search engines and drive more traffic to their website.

### CLIENT'S CHALLENGE

In May of 2017, a law firm came to Mike Agency looking to improve its local presence by increasing organic and website traffic and driving new client acquisition. At the time, they had 46 keywords ranking on the first page of major search engines and a website that, while providing a good overview of the firm's expertise, lacked a strong framework for converting traffic into leads.

Subsequent research showed that while the client's website was attractive and packed with information, the user experience was subpar – most pages were slow to load, especially on mobile devices. Considering a significant portion of the site's traffic comes from mobile, this was less than ideal.

We also found that the navigation was generally unintuitive, as users needed to go out of their way to discover how to connect with the firm.

### MIKE AGENCY'S SOLUTION

01

Using our legal marketing expertise as well as the RAMP platform, we set about to assess the situation and provide a tangible solution to the client. We utilized a two-prong approach that centered around the firm's website and their SEO presence.

#### Website:

We began by revising the client's website, simplifying the navigation so that visitors can more readily find areas of interest. On top of that, we added a series of strong, strategically placed calls to action, to allow prospects to reach out for further information or a consultation, quickly and easily.

#### SEO:

We identified how potential customers were searching through extensive keyword research. We then proceeded to design and implement an SEO campaign that included on-page and off-page optimization around targeted keyword terms.

We ensured that all names, address, phone number info 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 sites. This included videos that we developed about the business.

## THE PROCESS

02

The Mike Agency conducted preliminary research to find areas of improvement and understand the client's overall objectives and expected goals for the next 12 months. Our team of legal marketing experts specifically focused in on the user experience of the website, building SEO-friendly content, optimizing keywords and the client's local presence.

## PERFORMANCE

03

The results have been nothing short of impressive. As the numbers show, there was a **dramatic increase in rankings and improved visibility** for the firm. This has translated to increased web traffic to the site and a host of new clients.

### 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 – August 2017

In 90 days, the website went from ranking for just **46** keywords on page 1 of results to ranking for **149** keywords on the first page. An increase of **224%**!

#### After 6 months – November 2017

They ranked on the first page of search engines for **209** keywords. An increase of more than **354%** since the beginning of the campaign!

#### By March 2018

The momentum of the campaign was in full throttle as they now rank on the first page of search engines for **299** keywords. An increase of more than **550%**!



For more information on how you can improve your online legal marketing efforts, give Mike Agency a call today at 416-706-5333.

YourLegalMarketers.com

