

How We Increased Calls to this Law Firm
by 30% in 3 Months



Local Traffic Strategy

CASE STUDY

SEO FOR LAW FIRMS



CASE STUDY

Local Traffic Strategy



How We Used our Local Traffic Strategy to Increase Calls to this Law Practice by 30% in 3 Months

Background

Our client, a criminal attorney in New Jersey, had experienced a series of unfortunate events with his previous digital marketing providers.

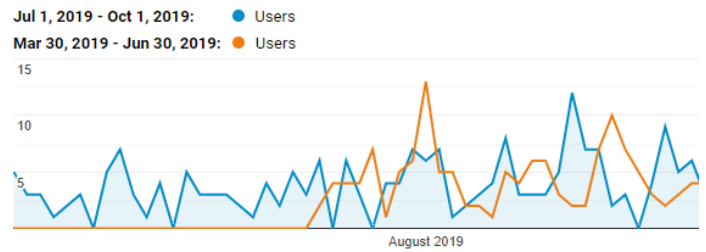
Despite an aggressive monthly retainer for marketing services, his calls and leads were not increasing. **He didn't even own his website.** And this was after paying thousands and thousands in expenses. His firm's online marketing was underperforming.

Strategy

After analyzing the competition and identifying the most successful strategies, we decided to alter the course of the previous marketing strategy.

Instead of focusing on small towns and counties in New Jersey that had limited search volume and a small potential audience, we decided to **target the entire state of New Jersey**, and maximize our marketing impact.

#	Keyword	Change	Latest	Best
1	DUI lawyer NJ	0 ↗	1 ★	1
2	DWI lawyer NJ	0 ↗	1 ★	1
3	DWI attorney NJ	0 ↗	1 ★	1
4	DUI attorney NJ	0 ↗	1 ★	1
5	dwi lawyer near me	0 ↗	1 ★	1
6	DUI lawyer near me	0 ↗	1 ★	1
7	dwi attorney near me	0 ↗	1 ★	1
8	DUI attorney near me	0 ↗	2	1
9	DUI lawyer Jersey Shore	0 ↗	1 ★	1
10	DWI lawyer Jersey Shore	0 ↗	1 ★	1



Primary Dimension: **Keyword** Source Landing Page Other ▾

Plot Rows Secondary dimension Sort Type: Default ▾

Keyword ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	18.98% ↑ 326 vs 274	20.30% ↑ 320 vs 266	15.36% ↑ 398 vs 345

THE RESULTS

We started working with this client in June of 2019. Our early focus was on launching a modern website that the client owned, as well as the initial Google My Business optimization. We fine-tuned his technical SEO elements and his local brand and his content and even his social traffic strategy. Until we had the exact results we were after...

A **Local Traffic Funnel** with a 20% increase in new users, an 88% increase in Google Map views, and a 29% increase in calls from maps.

