

seo case study

Law Firm



Campaign Information

Industry: Law — Criminal Defense

Location: Ajax, Ontario

Campaign Start Date: 12/19/2018

SEO Hours per Month: 20

Campaign Type: Local

Goal: Improve keyword rankings and increase website traffic

Results

After a thorough website analysis, we worked closely with our client on a strategy that would best achieve their business goals. As keywords started ranking after key onsite optimizations, our teams switched focus to build a strong link portfolio which solidified the site's authority. New, onsite copy and a homepage redirect were the cherry on top, bringing 16 keywords to the first page of Google within the first six months. To continue this momentum, our teams shifted our keyword tactics and began writing new blog posts and other personalized content to help boost their organic traffic and bring in new customers.



144%

Avg increase in organic traffic Y.O.Y.

#1

Current top rank

27

Keywords in Google's top 10

Performance

KEYWORD PHRASE	START	CURRENT
fraud charges lawyer ajax	101	1
criminal lawyer services ajax	101	1
criminal lawyer services oshawa	101	1
fraud charges lawyer services ajax	101	1
criminal defense lawyer oshawa on	101	2

Top SEO Tasks

- 187 website bookmarks
- 163 offsite articles engaged
- 110 custom blogs and article refreshes
- 144 directory, classified, and local citation subscriptions
- 617 links built