

seo case study

Law Firm



Campaign Information

Industry: Law - Personal Injury

Location: Upper Marlboro, MD

Campaign Start Date: 11/07/2014

SEO Hours per Month: 75

Campaign Type: Local

Goal: Increase online presence and acquire new customers

Results

In order to rank in such a highly competitive area, we completely revitalized our client's website with pages of custom content and focused heavily on building an expansive onsite blog to solidify their expertise. Combined with offsite work, including link building and business profile creation/optimization, our client experienced a record number of impressions and actions on their website in the first year of service. The success of their campaign prompted our client to increase their budget from 50 hours per month to 75. Their presence has only grown from there. With 47 keywords in Google's organic top 10, our client has become one of the most popular law firms in Prince George's County.

Performance

KEYWORD PHRASE	START	CURRENT
ride share accident attorney waldorf md	101	4
uninsured motorists lawyers crofton md	101	7
truck accident lawyer upper marlboro md	24	1
truck accident attorney waldorf md	56	2
motorcycle accident lawyers greenbelt md	30	3



49

Keyword rankings improved

#1

Current top rank

47

Keywords in Google's organic top 10

Top SEO Tasks

- 461 custom blog publications
- 1.2k links built
- Onsite Optimizations