

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



Strategy

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.

Results

KEYWORD PHRASE	PAGE	RANK
criminal lawyer services ajax	10+ ↗ 1	100+ ↗ 1
criminal record lawyer ajax	10+ ↗ 1	100+ ↗ 1
reckless driving criminal lawyer ajax	10+ ↗ 1	100+ ↗ 1
theft charge lawyer ajax	10+ ↗ 1	100+ ↗ 1
theft charge lawyer services ajax	10+ ↗ 1	100+ ↗ 1

Performance

4

Avg Ranking for All Keywords

1

Current Top Rank on Google

24

Keywords on Page 1 of Google