

# seo case study

Law Firm

## Campaign Information

**Industry:** Family Law

**Location:** Claremont, CA

**Campaign Type:** Local

**Campaign Start Date:** 09/15/2020

**SEO Hours per Month:** 10

**Goal:** Grow brand visibility and find new customers



## Strategy

Specializing in online family and divorce mediation, our client was excited to grow their online presence in and around Los Angeles. After completing keyword research, we discovered our client ranked very well in Claremont and Pasadena so we targeted keywords in Burbank and Pomona. We fully optimized our client's website, wrote keyword-rich content, updated dozens of business listings, and implemented a strong link building strategy to improve the website's relevance and trust with Google. Once keywords stabilize in Burbank and Pomona, we will target additional keywords in Los Angeles proper.

## Results

KEYWORD PHRASE	PAGE	RANK
online divorce mediator pomona ca	11 ↗ 1	101 ↗ 1
online divorce mediation services pomona ca	11 ↗ 1	101 ↗ 1
online divorce mediation services burbank ca	11 ↗ 1	101 ↗ 4
online family mediation services burbank ca	2 ↗ 1	16 ↗ 2
divorce mediation services burbank ca	11 ↗ 1	10 ↗ 2

## Performance

6

**Keywords on Page  
1 of Google**

8%

**Increase in  
Organic Traffic**

2

**Keywords Ranked  
#1 on Google**