

seo case study

Law Firm

Campaign Information

Industry: Law — Personal Injury

Location: Upper Marlboro, MD

Campaign Type: Local

Campaign Start Date: 11/07/2014

SEO Hours per Month: 75

Goal: Increase online presence and acquire new customers



Strategy

Located just 18 miles apart, our client operates two law offices in western Maryland. With Washington D.C in close proximity, competition is extremely high. To break onto the first page of Google for multiple locations, 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 50 keywords on the first page, our client has become one of the most popular law firms in Prince George's County.

Results

KEYWORD PHRASE	PAGE	RANK
ride share accident attorney waldorf md	11 ↗ 1	101 ↗ 4
uninsured motorists lawyers crofton md	11 ↗ 1	101 ↗ 7
truck accident lawyer upper marlboro md	3 ↗ 1	24 ↗ 1
truck accident attorney waldorf md	6 ↗ 1	56 ↗ 2
motorcycle accident lawyers greenbelt md	3 ↗ 1	30 ↗ 3

Performance

50

Keywords on Page
1 of Google

1

Top Ranking
Keyword

1.1k

Total Links Built