

# seo case study

## Law Firm

### Campaign Information

**Industry:** Law — Workers' Compensation

**Location:** New York City, NC

**Campaign Type:** Local

**Campaign Start Date:** 06/02/2014

**SEO Hours per Month:** 10

**Goal:** Rank locally in multiple New York boroughs to bring in more customers



### Strategy

To rank our client in the extremely competitive city of New York, we fully optimized their website with a new meta description, h-tags, and alt-image tags. Simultaneously, we also created/optimized new business listings/directories, and invested in link building to improve local authority. With just 10 hours a month, we've gotten 10 keywords on the first page of Google and have maintained those rankings for our client, with organic traffic growing **20%** in the first year of service. Even with a small budget, consistently investing in SEO can help your online presence when the search landscape constantly shifts.

### Results

KEYWORD PHRASE	PAGE	RANK
social security lawyer brooklyn	2 ↗ 1	16 ↗ 4
brooklyn social security lawyer	2 ↗ 1	27 ↗ 4
queens workers compensation lawyer	2 ↗ 1	16 ↗ 4
bronx social security disability lawyer	2 ↗ 1	18 ↗ 6
job discrimination defense services new york city ny	2 ↗ 1	16 ↗ 6

### Performance

**10**

**Keywords on Page 1 of Google**

**32%**

**Increase in Organic Traffic**  
quarter over quarter

**900+**

**Total Links Built**