

seo case study

Law Firm

Campaign Information

Industry: Law — Workers' Compensation

Location: Reno, NV

Campaign Start Date: 01/02/2020

SEO Hours per Month: 20

Campaign Type: Local

Goal: Rank in Reno and surrounding areas for work-related injury keywords



Strategy

We started this project with a lively discussion to connect with our client and build a custom strategy for their business. This helped our teams find the perfect keywords to start the campaign. To focus on the most impactful SEO services, we expanded our work to include a wider physical radius and wrote custom content for multiple website pages to help search engines index the information more efficiently. Blog creation and link portfolio building served as a strong foundation, allowing our teams to turn to new keywords faster. Our client currently has 19 keywords on the first page with several more climbing at high speeds.

Results

KEYWORD PHRASE	PAGE	RANK
workers compensation attorney services reno nv	2 ↗ 1	20 ↗ 1
workers compensation attorney services sparks nv	10+ ↗ 1	100+ ↗ 2
workers compensation lawyer services reno nv	3 ↗ 1	23 ↗ 2
work injury attorney reno nv	4 ↗ 1	33 ↗ 3
work injury lawyer reno nv	3 ↗ 1	22 ↗ 3

Performance

1

Current Top Rank on Google

19

Keywords on Page 1 of Google

10

Keywords Ranked in Top 5 on Google