

seo case study

Real Estate Law Firm

Campaign Information

Industry: Business Attorneys

Location: Durham Region, Ontario

Campaign Start Date: 5/12/2023

SEO Hours per Month: 25

Campaign Type: Local

Client Goal: Boost online traffic and local search presence

Results

The standard time to reach the top ten ranks with Google is six to nine months of SEO work. But in the first three months of working with this real estate law firm focusing on main keywords, we were able to have a substantial rank movement from our terms. This customer went from 309 keywords to 403 ranking keywords overall in just a few months. Along with focusing on keyword strategy, we focused on onsite SEO recommendations and managing local listings to strengthen local authority.



16

keywords within top 10 Google results

#4

Current top rank

143

Total work items completed to date

Performance

KEYWORD PHRASE	START	CURRENT
business attorney ajax	59	4
business lawyer ajax	46	7
Commercial Law Agency ajax	101	21
family wills ajax	101	29
certificate of appointment estate attorney ajax	35	20

Top SEO Tasks

- 3 Custom Blog Publications
- 43 Business Directory Submissions
- 36 classified and local business listings
- 27 website bookmark submissions