

# LEGAL CASE STUDY: MEDICAL MALPRACTICE LAWYER

We get the results you need to thrive and grow your business!

## AT A GLANCE

The client is a medical malpractice attorney who works with only high-profile cases. We began work in October while a new site was being designed. We worked behind the scenes to ensure there would be very little ranking volatility after launch, which was at the end of December. Any loss of rankings was temporary. Since that time, we have seen vast improvement in rankings.

## SERVICES

- ✓ **SEO:** Our SEO approach is holistic, no matter the client. For this site, we update all on-page elements, create new content, build out citations, conduct backlink outreach, and optimize the YouTube channel.
- ✓ **PAID ADS:** We recently launched Local Service Ads and Search Campaigns.



LOCAL SEO



GOOGLE ADS  
 LOCAL SERVICE ADS

## REPORTING IS KEY

We look at rankings and traffic weekly. We are vigilant about knowing where our clients stand, and the data informs all of our decisions.



**2,250+**  
 Keyword Ranking  
 Improvements



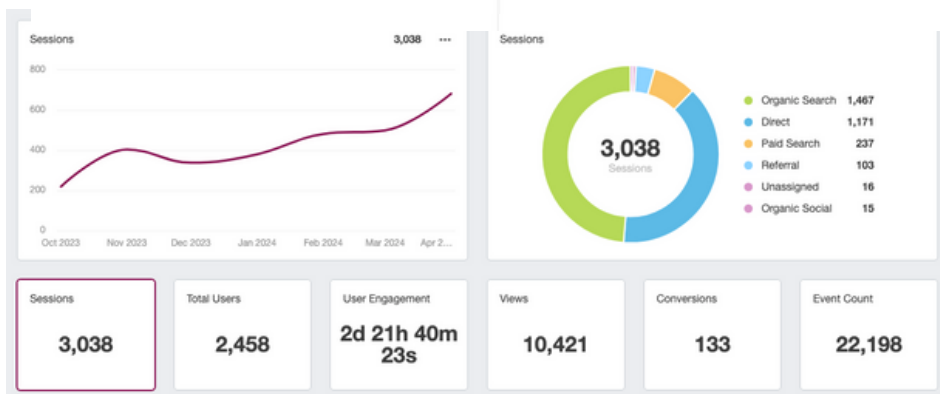
**49%**  
 Traffic Site Increase

## SEO RANKINGS CHANGE OCT. 2023 - MARCH 2024



Below is a snapshot of our current top 3 spots with a look at the others we are gaining on.

<a href="#">pediatric malpractice expert</a>	1 <sup>st</sup>	
<a href="#">atlanta med mal attorney</a>	2 <sup>nd</sup>	
<a href="#">best medical malpractice lawyers near me</a>	19 <sup>th</sup>	▲82
<a href="#">infections malpractice lawyers</a>	11 <sup>th</sup>	▲90
<a href="#">best medical malpractice lawyers near me</a>	19 <sup>th</sup>	▲82



## TRAFFIC TO SITE

### OCT. 2023 - MARCH 2024

Every site page is optimized for conversions, with informative content that engages the viewer. Since the launch of the new site in December, we have seen a steady rise in traffic, which is taking time to learn about the practice and submit a lead form.

# LEGAL CASE STUDY: PERSONAL INJURY LAWYER

We get the results you need to thrive and grow your business!

## AT A GLANCE



The client has a personal injury law firm with 100+ lawyers in one of the most competitive cities in the country. Our focus is to increase rankings for traumatic brain injury and variations of vehicle accidents.

To rank better on mobile, the client has engaged us to redesign the site and clean up spammy linking practices from the previous firm. We are following our SEO new site checklist to ensure minimal ranking volatility once the new site is launched.

## SERVICES



- ✓ **SEO:** Our SEO goal is to rank for "accident" keywords. We have isolated core pages with pillar content and optimized them. We update all on-page elements, create new content, build out citations, conduct backlink outreach, and create infographics.

✓ **NEW SITE DESIGN:** This is currently in the works and we will launch May 2024




LOCAL SEO



NEW SITE DESIGN

## REPORTING IS KEY

We look at rankings and traffic weekly. We are ever vigilant about knowing where our clients stand, and the data informs all of our decisions.

 **2,490+**  
Keyword Ranking Improvements

 **26K+**  
Organic Visits To Site

 **109%**  
Increase Organic

## SEO RANKINGS CHANGE JAN 2024 - MARCH 2024



Snapshot of top rankings and goal keyword growth.

car accident lawyers los angeles ca	1 <sup>st</sup>
motorcycle injury lawyers	2 <sup>nd</sup>
commercial vehicle accident lawyer	2 <sup>nd</sup>
brain injury attorney near me	3 <sup>rd</sup>
traffic accident lawyer	15 <sup>th</sup> ▲86
truck accident lawyer near me	17 <sup>th</sup> ▲84
motorcycle accident law firm	20 <sup>th</sup> ▲81
motorcycle accident attorney	22 <sup>nd</sup> ▲79

## TRAFFIC TO SITE JAN. 2024 - MARCH 2024

We created new content and optimized and cleaned up old content, increasing organic traffic by 109%.

