



## Case Study - Law/Attorneys

### The client:

A law firm in a large, competitive city wanting to increase their visibility for divorce/family law.

### Niche:

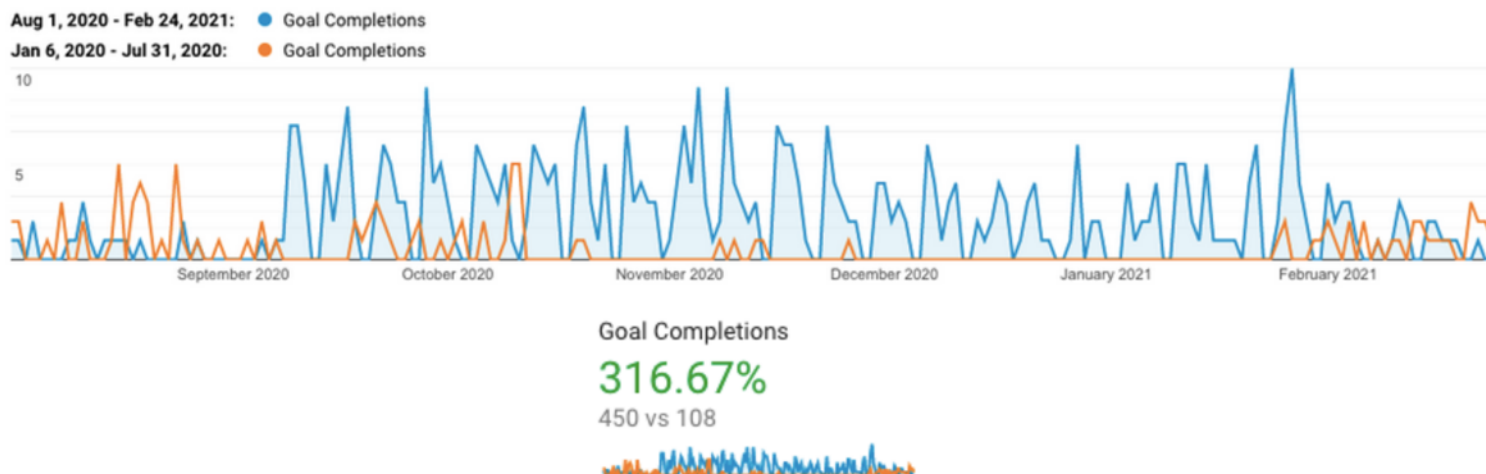
Law

### The Solutions:

Local optimizations focused on divorce and family law keywords. Supportive content creation to help increase our relevancy and push rankings forward for our money keywords. Implementing an advanced technical SEO strategy, including advanced Schema Markup.

### The Results:

Our efforts greatly impacted the organic conversions on the site over the lifetime of the campaign. Additionally, the Google My Business listing consistently generates more searches & views, clicks, requests for directions, and calls month over month.



QUERIES  
Last Month (Jan 1 - 31) ▼  
**6,520**  
▲ 49% Compare: 4,375

VIEWS  
Last Month (Jan 1 - 31) ▼  
**8,594**  
▲ 68% Compare: 5,120

CLICKS  
Last Month (Jan 1 - 31) ▼  
**166**  
▲ 3,220% Compare: 5

DIRECTIONS  
Last Month (Jan 1 - 31) ▼  
**46**  
▲ 1,433% Compare: 3

CALLS  
Last Month (Jan 1 - 31) ▼  
**103**  
▲ 30% Compare: 79