

Enhancing SEO for a Prominent Law Firm

The Client

Anonymous Law Firm is a highly respected law firm in California, specializing in personal injury claims. With over 30 years of experience, they have recovered more than \$500 million for their clients. Known for their professional and compassionate service, the firm operates 24/7 and serves the Spanish-speaking community in the region. Their team includes highly recommended attorneys dedicated to securing the largest possible settlements for their clients.

The Problem

The client faced significant challenges with their SEO strategy. They were heavily reliant on **Google PPC ads, spending thousands of dollars** to attract clients. When the ads were turned off, client inquiries dropped sharply, making the firm dependent on costly PPC campaigns. Previous attempts to improve SEO with other agencies were unsuccessful, with **poor reporting and a lack of visibility into the SEO efforts**. The backlinks acquired were from outdated and non-reputable websites, leading to frustration with their former marketing agency.

The Tech Stack

Google Analytics	Screaming Frog
Google Search Console	Moz
Ahrefs	Yoast SEO Plugin
Google Keyword Planner	Semrush

Our Approach

To address the client's issues, we first analyzed their business processes, ideal customer profiles, and the various touchpoints that leads went through before converting. This comprehensive understanding allowed us to see how Google Ads could not only generate new demand but also nurture existing demand.

We then developed a tailored SEO solution, focusing on:

- Creating a robust reporting system for better visibility.
- Leveraging insights from successful Google Ads campaigns to inform our SEO strategy.
- Planning for a better reporting system to ensure transparency and track progress effectively.

The Solution

Given the prominence of Spanish-speaking customers, we prioritized Spanish keywords. Key actions included:

- **Website Optimization:** We optimized the website and created separate English and Spanish pages for better results.
- **Local SEO:** We created six new website pages targeting different cities in California: Bakersfield, Victorville, Hesperia, North Hollywood, Van Nuys, and Oxnard.
- **Quarterly Plan:**
 - **Google My Business Page Setup and Optimization**
 - **Local Citations:** 10 monthly / 30 quarterly
 - **Local Classifieds:** 4 monthly
 - **GMB Posting:** 3-4 Monthly
- **Content Marketing:**
 - Blog Posting (500 – 700 words): 4 monthly
 - Article Writing (500 – 700 words): 3 quarterly
 - Onsite Blog Optimization + Promotion (1000 – 1500 words): Interlinking blogs to updated page content
- **Email Outreach:**
 - Search and request guest blogging: 10 monthly
 - Competitor backlink research: As per backlink research
- **Off-Page SEO:**
 - Social Bookmarking
 - Blog Social Sharing
 - Slide Submissions
 - Text Infographic Creation
 - Q & A
 - Video Creation
 - Do-follow Links
 - Flyer Creation Sharing: 1
 - Microblogging

