58.82%

Organic Page Views Increased through blogs for legal services website in 30 Days

Presented by SEO Experts Company India
Professional Legal Services UK | Best Lawyers and Law Firms

Ahrefs Rank: 11,492,092
UR: 42
DR: 18
Backlinks: 4.89K (+11)
Referring domains: 527
Organic keywords: 1.0K (-3)
Organic traffic: 1.2K
Traffic value: $1.7K

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Country | Keyword traffic | Traffic
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All countries | 1.0K | 1.2K
United Kingdom | 552 | 807 (65.6%)
India | 164 | 229 (18.6%)
Ghana | 2 | 28 (2.3%)
Nigeria | 6 | 23 (1.9%)
Malaysia | 15 | 18 (1.5%)
Uganda | 2 | 14 (1.1%)
Australia | 36 | 13 (1.1%)
Ireland | 2 | 13 (1.1%)

Organic traffic: 1,233/month

All time | One year | Last 30 days
---|---|---
Export

Traffic value: $1.7K PPC $0
A client who has been operating a legal services firm since 2015 was not receiving the expected organic traffic to his website.

The client came to us, and our team analyzed the site from an SEO perspective and created a detailed audit report. Following that, we discussed all the client's business pain points. As a result of the team's efforts, organic traffic to the client's website increased by 58.82%.

We increased monthly search traffic using blogs as an SEO tactic for the client.
Here are the Steps that We Undertook After a Thorough Audit to Achieve the Desired Results

1. Published fresh content and shared it on social media.
2. Made changes to custom CMS.
3. Added Call-To-Action in the each blog.
4. Took steps To earn quality backlinks.
PUBLISHING OF FRESH CONTENT

- Created content that contains the information that answers the searchers' queries.
- Published detailed and relevant content that had the right keywords too.
- Updated old content with new content and used well-researched keywords in them.
MADE CHANGES TO CUSTOM CMS

• The previous version of the CMS had many unnecessary pop-ups issue. We installed various SEO-related plugins to rectify this problem and make the client's website more authentic.

• The previous version of the website wasn't responsive to mobile devices. We made technical changes to the website to make it mobile-friendly to address this issue.

• There were issues with the speed of the client's website. To fix it, we deleted unnecessary CSS code files.
ADDED CALL TO ACTION ON EVERY BLOG

Additionally, we added numerous CTAs (calls to action) to the blog posts relevant to searchers' inquiries, which increased the client's order calls and revenue.
QUALITY LINK BUILDING

The most important ranking factor in Google is the creation of backlinks. With the right strategy in place regarding backlinks, we began to increase the overall domain authority of our client's site by obtaining links from relevant domains.
THE RESULTS WE ACHIEVED

Our client's website's organic traffic increased by 58.82% within 30 days!

So, here you have it! The challenges we faced, the strategy we built, and the results we delivered.