


Strengthening Client Acquisition: A Case Study on Personal Injury Law Firm

SEO

Presented by SEO Experts Company India



<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position
<input type="checkbox"/> + slip and fall lawyer	3	20.0K	6	81.50	1,853		0	4
<input type="checkbox"/> + personal injury lawyers	3	20.0K	70	108.90	1,167		0	4
<input type="checkbox"/> + personal injury attorneys	6	16.0K	69	119.26	733		0	3
<input type="checkbox"/> + injury lawyers	3	12.0K	80	98.15	422		0	5
								
<input type="checkbox"/> + injury attorneys	2	10.0K	78	105.03	356		0	5

PROJECT GOAL

Our team was approached by a client in 2022 who possesses **vast expertise** in personal injury cases and has been **operating a law firm** since 2020. Despite this, the client was disappointed with the lack of organic traffic to their website.

In 2022, we conducted a thorough **SEO analysis** and provided a comprehensive audit report. We then worked with the client to identify their **business pain points**. The end result was a significant increase of **375.55% in organic traffic** to the client's website.

We increased monthly search traffic and created a customized strategy for the client.

After Conducting a Comprehensive Audit, We Applied the Following Strategies to Obtain Our Desired Outcomes

- Optimized website content, particularly for landing pages with little interaction.
- Published Fresh Content and Shared it on Social Media
- Made Changes to Custom CMS
- Built backlinks and earned quality links



Optimized website content, particularly for landing pages with little interaction

- Our team utilized clear and **descriptive headings** and subheadings to enhance readability and facilitate scanning for users.
- In addition, we composed top-notch, **informative content** that effectively addresses common user queries.
- We also employed **descriptive file names** and alt text for multimedia elements to aid search engines in navigating the website's content.



Published Fresh Content and Shared it on Social Media

- Our strategy involved **developing informative** content that accurately addresses the questions of online users.
- We also ensured that this content includes the **appropriate keywords** to improve its searchability.
- Additionally, we regularly **updated our existing content** with new and relevant information to keep it fresh and engaging.

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Made Changes to Custom CMS

- In order to address the issue of excessive pop-ups, we installed a variety of SEO-related plugins to **enhance the authenticity** of the client's website.
- Additionally, technical changes were made to ensure the website was mobile-friendly as the previous version was not **responsive on mobile devices**.
- Further improvement was made by deleting unnecessary CSS code files to improve the **speed of the website**.

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Built Backlinks and Earned Quality Links

- Based on our research, we have found that the creation of backlinks is the most significant factor in **determining a website's** ranking on Google.
- With a comprehensive **backlink strategy**, we have successfully increased the domain authority of our client's site by acquiring links from relevant domains.

The Outcomes We Accomplished

Our client's website's organic traffic increased by 375.55% within 7 Months

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

Acquisition

	Users	New Users	Sessions
	106.40%	107.65%	98.62%
1 Organic Search	375.55%		
2 Direct	31.30%		
3 Paid Search	11.16%		
4 Social	28.62%		



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THANK YOU