INCREASED ORGANIC WEBSITE TRAFFIC FOR DC-AREA LAW FIRM

Law Firm Sees 190% Increase in Year-Over-Year Organic Traffic with SEO Campaign
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THE PROBLEM
As many traditional methods of advertising for law firms (Yellow Pages ads, magazine ads, law directories, referral sites, etc.) fail to generate a considerable return on investment or even drive new clients to their practice, more and more law firms are pushing their advertising and marketing dollars to the web. In other words, it’s no longer enough to just have a website; rather, it’s vital to have a website that can be found and drives customers to pick up the phone or fill out a web contact form.

Our client, a divorce and family law firm located in Northern Virginia, knew their potential customers were searching for their services online, but they were losing business to their competitors without a presence on the first page of the Google search results.

THE SOLUTION
We began by putting tracked URLs on all of this client’s marketing strategies to determine which investments were generating leads. Our advanced tracking services allowed us to connect leads to a particular advertising strategy.

The SEO team at Blue Corona fine-tuned and transferred existing website content to a new domain while building out new content, making sure all services and areas were thoroughly covered. Whether a potential client was searching for mediation services, litigation services, divorce lawyers, or any other divorce and family law service, we wanted to make sure they were found on page one of Google for their service area.

5 SIMPLE RULES FOR SEO

In order to help this law firm, we had to get them to re-think the way they approach the web by adopting five simple rules:

1. Track everything and make data-driven decisions.
2. Your website is not a brochure; it’s a virtual sales rep.
3. Maximize your online real estate—starting with search engine results.
4. Continually optimize your visit-to-sale conversion rate.
5. Establish and promote your company as THE authority.
THE RESULTS
We started working with this client in July 2015. Over the past year, their organic traffic has increased 190% and continues to improve month over month.

190% INCREASE
in Organic Traffic

OF COURSE, A BETTER MEASURE OF SUCCESS WOULD BE ORGANIC LEADS. IN THE PAST YEAR, ORGANIC LEADS HAVE INCREASED 220% FROM JULY 2015 TO JULY 2016!

The law firm continues to see year-over-year increase in both organic traffic and leads from their SEO investment.

TAKEAWAY
Because traditional advertising methods no longer produce a considerable return on investment, law firms can no longer rely on referrals and word of mouth alone to grow their business.

With SEO services from Blue Corona, our law client was able to drive more qualified visitors to their website to cost-effectively get more leads and sales from the web. In just a year the SEO investment has more than paid for itself in the number of organic leads, and their SEO and overall web presence continues to improve.

OUR SEO STRATEGY INCLUDED
(But was not limited to):

1. Extensive law firm keyword research to see what terms prospective clients were using to find their products and services
2. Ongoing content marketing from an industry-trained professional copywriter
3. Meta data optimized with the client's service areas and target keywords
4. Technical SEO adjustments from a dedicated team of webmasters
5. Ongoing conversion rate optimization tests to continuously improve the website's visit-to-lead conversion rate
6. Directory citation creation for local SEO
7. Detailed monthly report presentation to track results and progress
ABOUT BLUE CORONA

Learn more about how we can help you create a highly-effective online presence, accurately track your advertising results, and use content marketing, search engine optimization (SEO), pay-per-click (PPC), web design, and conversion rate optimization to get more leads and sales for your business from the web.

Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay per click (PPC) advertising, search engine optimization (SEO), online lead generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list for 2012, 2013, 2014, 2015, and 2016. The company has offices in both Gaithersburg, MD and Charlotte, N.C.

Call us today at: 877.806.5222 or follow us: @bluecorona on Twitter | Bluecorona on Facebook

WHAT MAKES US DIFFERENT:

Unlike other SEO companies, we operate from the perspective of a business owner. We strive to provide superior service by offering the following to all our SEO clients:

- A dedicated Account Manager, someone who understands business and SEO, to be your guide
- Detailed monthly reports (you can actually understand) that connect SEO performance to your bottom line
- A support team that includes an analyst, web designer/developer, and a dedicated professional copywriter
- Access to our proprietary analytics software (better data drives better results)