

SEO Case Study

Employee Rights Law Firm

Local Campaign in Los Angeles, CA • **Spend:** \$7500/month

48 Keywords on Page 1

13% Increase in Organic Search

49% Increase in New Users

62% Increase in Pageviews

SEO Strategy

This client has only been with us for a very short time, but we are already seeing great success with their SEO campaign. They are a law firm based in California, with new offices opening up in other states. To help them rise above their local competition in one of the most competitive areas of the world (Los Angeles), we had to pick the right keywords in order to target the right audience.

We performed extensive keyword research, conferred with the client, and strategically implemented their chosen keywords on their website. We also began off-site work to help build relevancy and credibility with Google and other search engines. This work has led to 48 keywords on page 1 - many of them jumping over 100 positions - for a variety of legal services in an extremely competitive region.

This client has also recently opened an office in New York City, and we're using the same SEO strategies to break into this incredibly competitive market. Just like we saw with their LA campaign, we're beginning to see huge success, with some keywords already landing on page 1! We're excited to continue working with this client to help them continue expanding their online authority in two of the busiest cities in the world.

Keyword

Start Rank **Start Page** **Current Rank** **Current Page**

gender discrimination law services los angeles ca	101	11	↑ 1	↑ 1
pregnancy discrimination defense attorney los angeles ca	101	11	↑ 1	↑ 1
racial discrimination defense attorney los angeles ca	101	11	↑ 1	↑ 1
commission wages attorney santa monica ca	18	2	↑ 1	↑ 1
job discrimination defense services new york city ny	101	11	↑ 3	↑ 1