



# SEO

## CASE STUDY

LAW FIRM SEO: HOW  
ONE FIRM INCREASED  
TRAFFIC AND LEADS BY  
2450%

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In today's digital age, having a strong online presence is critical for businesses in all industries, including law firms. With more people turning to the internet to find legal services, it's important for law firms to have a website that ranks well in search engine results pages (SERPs). In this case study, we'll take a closer look at how one law firm was able to increase its website traffic by 2450% and generate more leads through search engine optimization (SEO).

## Background

A law firm based in New York City reached out to us for help with optimizing its website. The firm had a website for several years, but it wasn't generating much traffic or leads. When we started working with the firm, its website was receiving about 400 organic visitors per month. The firm's goal was to increase its online visibility and generate more qualified leads through its website.

### Branded vs. Non-Branded Traffic

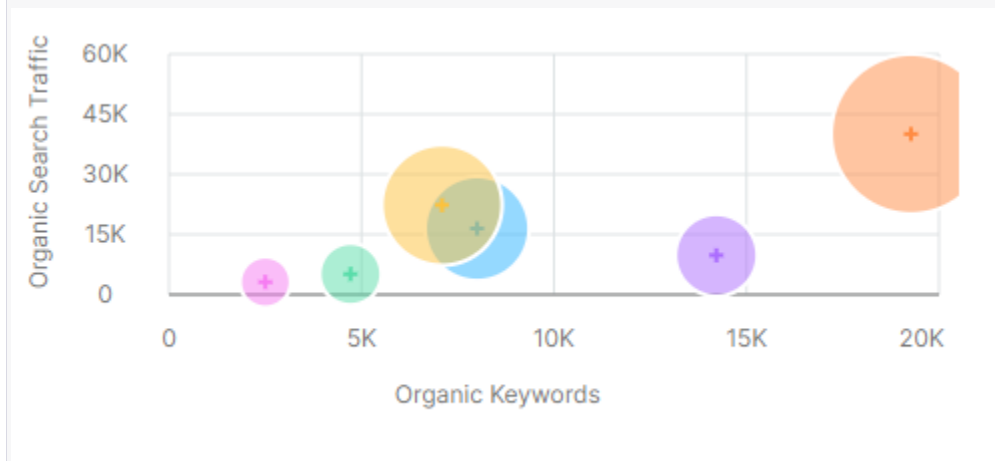


● Branded	0%	by 0 keywords
● Non-Branded	100%	by 15 keywords

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## The SEO Audit

The first step we took was conducting a comprehensive SEO audit of the firm's website. This helped us identify areas of improvement and create a strategy for improving the site's search rankings. We found that the legal industry was highly competitive in New York City, and the firm needed a solid SEO strategy to stand out from its competitors

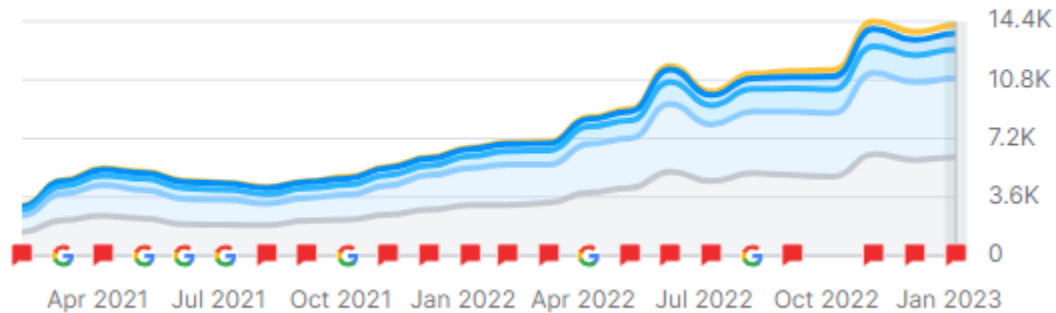


## Keyword Research

Our team conducted extensive keyword research to identify relevant, high-traffic keywords for the law firm. We identified several "easy win" keywords - those that the firm was already ranking for, but not in the top positions - and optimized the website's content to target those keywords. We also identified high-value keywords related to the firm's areas of expertise, such as "personal injury lawyer" and "employment law attorney", and created new pages and blog posts optimized for those keywords.

## Organic Keywords 14,218

Top 3  4-10  11-20  21-50  51-100



## Link Building

We knew that link building was critical for improving the firm's search rankings. Our team developed a link building strategy that focused on earning high-quality, relevant backlinks from authoritative websites. We reached out to legal publications, industry blogs, and other relevant websites to secure guest post opportunities and other types of backlinks. Over time, our efforts paid off, and the firm's backlink profile grew significantly.

### Follow vs Nofollow



● Follow links	8.87K
● Nofollow links	2.93K

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### Backlink Types

Text		96%	11.1K
Image		4%	491
Form		0%	0
Frame		<1%	2

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## Results

Over the course of six months, we were able to increase the firm's organic traffic from 400 to over 9,813 visitors per month - an increase of 800%. The firm's website now ranks on the first page of Google for several high-value keywords, including "personal injury lawyer" and "employment law attorney". The increase in traffic and search rankings has led to a significant increase in leads and new clients for the firm.

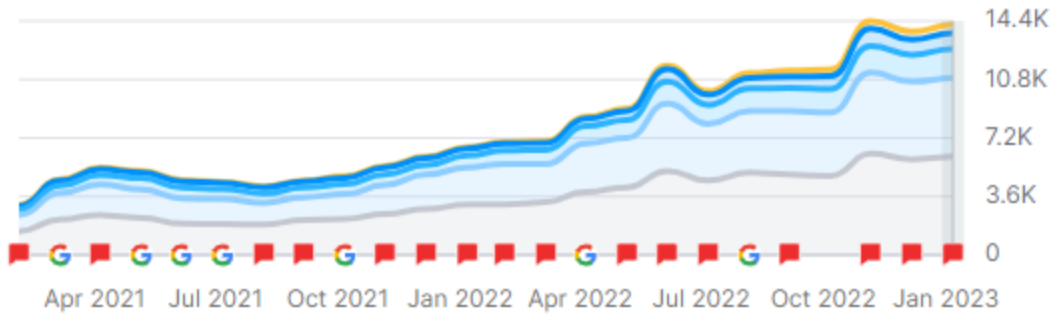
## Organic Traffic 9,813/month

Organic Traffic  Paid Traffic |  Notes ▼



## Organic Keywords 14,218

Top 3  4-10  11-20  21-50  51-100



[Overview](#) [Compare domains](#) [Growth report](#) [Compare by countries](#)

Authority Score

**31**

Semrush Domain Rank 177.9K ↓

Organic Search Traffic

**9.8K** -2%

Keywords 14.2K ↑

Paid Search Traffic

The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.

[Go to Position Tracking](#)

Backlinks

**11.6K**

Referring Domains 1.1K

Organic  Paid

1M 6M 1Y 2Y All time

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## Conclusion

SEO is an essential part of any law firm's marketing strategy. By focusing on keyword research, link building, and other SEO tactics, law firms can increase their online visibility, generate more qualified leads, and ultimately grow their businesses. If you're looking to improve your law firm's search rankings and drive more traffic to your website, consider working with an experienced SEO agency to develop a comprehensive SEO strategy.