



Increase Leads & Organic Traffic

Gabriel Law, Jupiter FL

Products: **PERFECT AUDIENCE**

# Jupiter Criminal Defense Attorney At Gabriel Law Gets Big Boost In Rankings

## Goals:

- Increase rankings for a variety of important keywords relating to DUI and other criminal offenses.
- Improve social media presence and establish a strong reputation on a variety of social platforms.
- Increase qualified leads through both organic and paid online marketing strategies.

The Law Office of Gabriel & Gabriel was able to increase traffic to their website using SEO & remarketing via Perfect Audience. Rankings also improved dramatically.



## Results & Metrics:

**30** Number of Keywords Now On First Page of Google

**4.4** Average Increase in Keyword Position in the Last Month for Top 20 Keywords

**62%** Increase in Google Search Impressions From April 1st 2017 to June 1st 2017

**72%** Increase In Twitter Followers From April 2017 to June 2017

**176%** Increase In Organic Traffic When Comparing Jan-Jun 2017 with the same period in 2016.



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## Gabriel Law sought to increase qualified leads from South Florida & to increase their following on social media.

### Game Plan: SEO, Paid Remarketing, & Link Building

- ▶ Create high quality original content for new service pages, focusing on different types of DUI and other aspects of criminal defense.
- ▶ Blog frequently in order to maintain a constant stream of fresh content to the website.
- ▶ Build high quality links from many different reputable sources in order to establish high website credibility.
- ▶ Advertise to individuals who have previously visited the website (remarketing via Perfect Audience).

### Why it worked:

#### High Quality Original Content

Content is king when it comes to SEO. That's why upon partnering with Gabriel Law, Market My Market began the process of adding new pages to the website to reflect specific areas of law served.

In addition, Market My Market began blogging frequently for Gabriel Law in order to keep a constant stream of fresh new content going to the website and help grab traffic from long tailed keywords.

#### Link Building Is Important

Backlinks are likely the single most important factor when it comes to why a website ranks. A backlink is a link to one's website from someone else's site. These links indicate to search engines that the website receiving the link is authoritative, trustworthy, and credible.

By using an effective long term link building strategy, Market My Market was able to gain more links to the Gabriel Law website and improve the site's search engine rankings.

#### Benefits of Remarketing

Remarketing is a paid digital marketing strategy which allows marketers to show ads only to individuals who have an interest in one's product or service by visiting one's website.

Because remarketing makes it easier for businesses to convert website visitors who have visited the website but left without taking an action, Gabriel law was able to increase leads substantially.



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