



Increase Organic Traffic

Rizk Law, Portland OR

Products: Google Analytics

Portland Personal Injury Attorneys At Rizk Law See Qualified Leads Soar

Goals:

- Increase the number of qualified leads.
- Increase website's search engine rankings in order to better compete in the highly competitive Portland Personal Injury industry.
- Reach more potential clients through Google Maps and other common channels.

Rizk Law was able to get more leads through a variety of online channels including Google My Business & search engines.

RIZKLAW.COM

Results & Metrics:

18

Number of Keywords Now On First Page of Google

3.5

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

28.7%

Increase in Organic Traffic From Sep. 2016 to Oct. 2016



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Rizk Law sought to improve their search engine rankings in order to better compete in the Portland Personal Injury Lawyer Market.

Game Plan: SEO & Link Building

- ▶ Overhaul current titles and descriptions on the website and re-optimize all pages
- ▶ Optimize blog posts by adding links, headings, meta information, and more, and write new content for the website
- ▶ Build high quality links from many different reputable sources in order to establish high website credibility

Why it worked:

The Importance of Links

Links are one of the most important factors in how search engines determine a website's rankings. Websites with large numbers of backlinks from a variety of different reputable sources are considered more authoritative and, as such, achieve higher rankings.

We do extensive link-building for our clients. This is key to a good long-term SEO strategy.

Content Is King

The phrase "content is king" has almost become a cliché in the digital marketing industry. However, even after numerous algorithm updates and changes, content remains the most important factor in ranking pages.

By writing additional content for a website and optimizing it properly, rankings can be greatly improved.

Proper On-Site Optimization

On-site optimization involves the use of headings, internal links, external links, alt tags, titles, meta descriptions, keywords, and more in order to make a website more easily readable and understandable to search engines.

Using the right mix of on-site and off-site optimization is key to good SEO.



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