



Increase Organic Traffic

Karnas Law Firm, Arizona

Products: Google Analytics

Karnas Law Firm Achieves Excellence with Statewide SEO Campaign

Goals:

- Increase the number of qualified leads
- Augment the website's user experience
- Re-optimize underperforming pages on the website
- Execute a comprehensive, statewide content strategy for personal injury in Arizona
- Leverage both Tucson and Yuma locations, and expand the firm's reach into Nogales, Casa Grande, and Catalina Foothills

Karnas Law Firm more than doubled its organic traffic through a comprehensive geo and blog content strategy.

Karnas Law Firm, PLLC
LICENSED IN ARIZONA AND CALIFORNIA

Results & Metrics:

5 High-Traffic Keywords on the First Page of Google for the First Time

218 Visits to Blog Created by Market My Market in October 2018 Alone

172 Visits to Contact Page in August 2018 Alone



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Karnas Law Firm wanted to position itself as the premier law firm for representing personal injury matters in Arizona.

Game Plan: SEO & Link-Building

- ▶ Apply updates to the website to enhance user experience and navigation
- ▶ Overhaul current titles and descriptions on the website, and re-optimize all pages
- ▶ Rewrite poorly-written pages, and create fresh, new content for the site in the form of service pages, geographic pages, and blogs.
- ▶ Clean up existing citations, and create over a hundred new online business listings
- ▶ 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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