



Drive Organic Traffic
That Takes Action

Eric G. Johnson Law, Minden, LA

Products: Google Analytics

Eric G. Johnson Law Receives Markable Increase in Leads with Statewide Marketing Campaign

Goals:

- Improve website's search engine rankings for high traffic keywords
- Increase number of pages on site that generate traffic
- Execute a content strategy focused on criminal defense
- Expand online visibility by building citations/legal directory listings
- Boost brand recognition and authority
- Increase the number of qualified leads from Minden and northern Louisiana

Eric G. Johnson Law drastically increased the amount of organic traffic and leads it was receiving with a comprehensive SEO campaign.

**JOHN D. & ERIC G.
JOHNSON LAW FIRM,
L.L.C.**

Results & Metrics:

17	High-traffic Keywords Now Ranking in the Top 3 of Google	187%	Increase in Organic Traffic from July 2018 to July 2019	475%	Increase in Visits to Contact Page from July 2018 to July 2019	24%	Increase in Leads from July 2018 to July 2019
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Eric G. Johnson Law wanted to position itself as the state's leading law firm for criminal defense law.

Game Plan:

SEO & Link-Building

- ▶ Overhaul existing page titles and descriptions on the website, and re-optimize all content
- ▶ Audit existing citations, and build over a hundred new online business profiles/legal directory listings
- ▶ Add a continuous stream of new, original content to the site in the form of blogs and service pages
- ▶ Build high quality links from different reputable sources to increase 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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