



Increase Organic Traffic

Michigan Legal Center, Michigan

Products: 

## Michigan Personal Injury Lawyers Achieve Greatness with Statewide Campaign

### Goals:

- Increase the number of qualified leads.
- Clean up hundreds of useless pages left by previous SEO company
- Have a comprehensive, state-wide content strategy for Personal Injury and Civil Rights in Michigan
- Leverage 10 Office Locations Around the State

Michigan Legal Center was able to get the most qualified leads they've ever received by a comprehensive geo and blog content strategy.



CHRISTOPHER TRAINOR  
& ASSOCIATES

### Results & Metrics:

136.5% More Keywords on the First Page

173.3% More Keywords Ranked in the Top 3 of the First Page

253 Visits to Contact Page in April 2018 Alone



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Products: 

## Michigan Legal Center wanted to position themselves as the premier law firm for representing civil rights and personal injury matters.

### Game Plan: SEO & Link Building

- ▶ Overhaul current titles and descriptions on the website and re-optimize all pages
- ▶ Clean up hundreds of previously poorly-written blogs, geographic pages, and add content to indexed blank pages
- ▶ 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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