

GAME PLAN:

- Review Titles, meta descriptions, and content on all focus pages.
- Expand content in order to be competitive with sites currently ranking in top 3.
- Utilize email campaigns to encourage users to leave a review of their experience on Google.

GOALS:

- Increase rank for high volume/competition keywords, especially "Houston Car Accident Lawyer" related keywords because of their value and relevance
- Improve SEO for critical pages
- Executing on all findings uncovered in a 97-page comprehensive technical site audit.
- Expand reach for the Houston area, and Houston related searches. Position satellite offices in Austin successfully on Google Maps for the first time.
- Improve online reputation on Google Maps through an effective reviews outreach campaign.

RESULTS & METRICS:

61%

increase in Organic Traffic

46%

increase in pageviews for Houston Car Accident page by moving main "Houston Car Accident Lawyer" keywords from positions 16-18 to 5-6 in less than 6 months, well positioned for top 3 in upcoming months.

50

Target keywords ranking in top 3 of Google results

183%

increase of Google My Business reviews, 5 star rating

WHY IT WORKED

Proper Onsite-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.

High Level Link Building

In an immensely difficult market such as personal injury in Houston, authority is as important as solid content in achieving the visibility necessary to compete. Our teams collaborated on link building opportunities which included, but were not limited to, guest posts, directory submissions, additional citations, sponsored content, scholarship links, sponsorship links, charity and event contributions, and contextual links on legal resources.

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.

Online Reputation Matters

In the business world, reputation is everything. Especially online, where people have easy access to reviews and complaints about your business. Ignoring your reviews can be detrimental to your success, while actively improving your rating will incentivize potential customers to convert.



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