

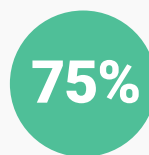
GAME PLAN:

- Audit website for key areas that are typically thin, haven't gotten a "Best Practices" update in line with what Google is looking for in 2 years and write additional quality content to better inform users.
- Regularly post new content surrounding common industry questions and topics that have high search volumes, using both Google Trends and SEO Tools.
- Relocate CTA buttons to the top of content or above the fold to increase conversions
- Improve URL structure and internal page organization.
- Conduct competitor analysis to expose areas that need improvement

GOALS:

- Expand presence on SERPs by developing hundreds of blogs and web pages around niche topics
- Drive more qualified traffic to key practice pages on the website, including new administrative law pages and specific traffic and DUI pages.
- Increase form submissions throughout site

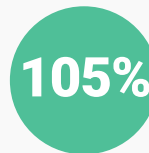
RESULTS & METRICS:



increase in Google Organic Traffic from January 1st-August 1st 2020 compared to the same period Last year, and



increase in web impressions



increase in form submissions



target keywords rank on page 1 of SERPs

WHY IT WORKED

Content is still King

Google wants to send users to sites it trusts and feels will best satisfy the users query. Continually writing quality content builds this "trust" and helps expand overall site architecture creating new opportunities for webpages to rank and be found.

UX is Vital

A smooth, fast, mobile responsive user experience will ensure users return to your site and feel confident sharing it with others. Making the intentions of each page clear through specifically stated calls to action and buttons also saves the user time and increases the likelihood they'll carry out the desired action. Simply relocating certain elements to be more readily seen can increase conversions.

Understanding the Competition

Analyzing the pros and cons of competitor sites highlights areas for improvement. Is their site loading faster? Do they cover a key topic much more thoroughly? Do they have a smoother UX? Knowing the answer to these questions and many more helps us formulate actionable strategies that will have a positive impact.

