

SEO Content for a National Criminal Defense Lawyer

I worked with a prestigious and well-known law firm specializing in high-profile criminal and social justice cases. Despite their success in finding clients through their past cases and news coverage, their website and digital marketing efforts were outdated and in need of modernization.

GOALS

The goal of our collaboration was to bring the law firm's website and digital presence up-to-date with a focus on improving their SEO performance and driving more traffic to the website.

STRATEGY

To achieve this, I first conducted competitor research and identified long tail keywords that would attract targeted traffic to the website. I then created new website pages and blog posts, as well as optimized poorly performing pages. I also developed geographic location pages to target potential clients in specific areas.

RESULTS

The new website and digital marketing strategy led to a significant increase in website traffic, with an 80% increase in organic traffic and a 45% decrease in the bounce rate. The law firm also saw an increase in leads and conversions, with a 60% increase in inquiries through the website.



AT A GLANCE

The modernization of the law firm's website and digital marketing efforts resulted in increased website traffic, improved SEO performance, and an increase in leads and conversions. By conducting thorough research and strategically optimizing the website, we were able to help the law firm attract a more targeted audience and generate more business.



MELANIE GREEN

Freelance Writer

Master of Fine Arts in Creative Writing,
National University

Bachelor of Arts in Writing,
University of Tampa