

# SEO Content for a National Injury Law Firm

I worked with a national law firm specializing in personal injury and nursing home abuse cases to improve their lead generation through SEO-optimized content. This included creating landing pages, service pages, blogs, and skyscraper pages.

I also developed geo pages for major cities across the United States where the law firm focused. Through this digital marketing strategy, we were able to improve the law firm's search engine rankings and establish a scalable content plan for ongoing success.



## GOALS

The law firm wanted to increase its online presence and generate more leads through its website. They also wanted to establish themselves as a top authority in their niche.

## STRATEGY

I began by conducting keyword and competitor research to identify opportunities for improvement. Based on this research, I created SEO-optimized landing pages, service pages, and blogs to improve the law firm's search engine rankings.

I also utilized the skyscraper technique to create comprehensive and informative content that would attract backlinks and boost their domain authority. To capitalize on local search, I created geo pages for each major city where the law firm had a presence. These pages were optimized for local keywords and served as landing pages for potential clients in each location.

## RESULTS

With the implementation of our SEO-optimized content and geo pages, the law firm saw a significant increase in its search engine rankings and organic traffic. Their website now ranks on the first page of Google for multiple high-volume keywords related to personal injury and nursing home abuse. This has resulted in a steady increase in leads from their website. The law firm has also established itself as a top authority in its niche, improving its brand reputation and credibility.

## AT A GLANCE

By utilizing SEO-optimized content and geo pages, we were able to improve the law firm's search engine rankings, attract more leads, and establish them as a top authority in their industry. This digital marketing strategy has set the foundation for ongoing success and scalability in their online presence.



### MELANIE GREEN

Freelance Writer

Master of Fine Arts in Creative Writing,  
National University

Bachelor of Arts in Writing,  
University of Tampa