

Personal Injury Lawyer

Hanlon Law

SEO Case Study



BIPPER
— MEDIA —

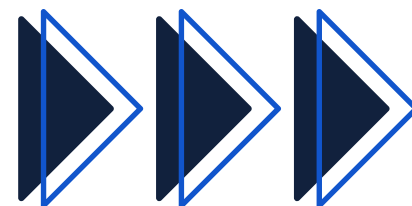




89% More Phone Calls. 84% More Customer Actions. 163% More Google Maps Visibility.

Across six Florida locations, Hanlon Law generated substantial year-over-year growth in local visibility and customer engagement:

-  Google Maps visibility **increased 163%**
-  Direction requests **increased 99%**
-  Phone calls **increased 89%**
-  Total customer actions **increased 84%**
-  Google searches **increased 69%**
-  Website visits **increased 55%**



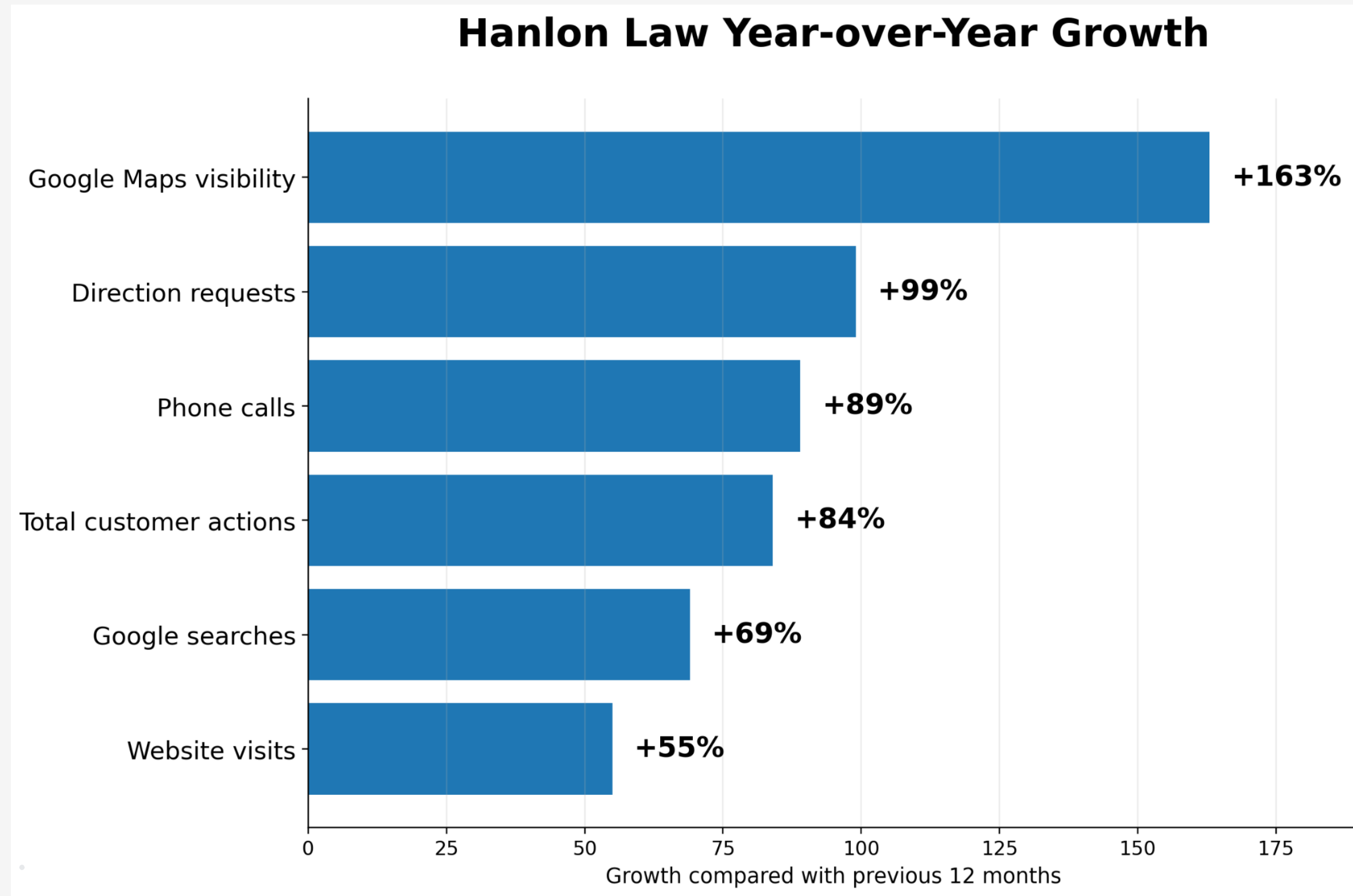
That growth produced:

- 11,149 additional Google searches
- 4,346 additional Google Maps views
- 2,586 additional customer actions
- 1,731 additional direction requests
- 529 additional website visits
- 326 additional phone calls

These results represent significantly more opportunities for prospective clients to discover, evaluate, and contact Hanlon Law.



Aggregate performance across all six Florida locations
Latest 12 months compared with the previous 12 month





Client Overview

Hanlon Law operates six offices across:

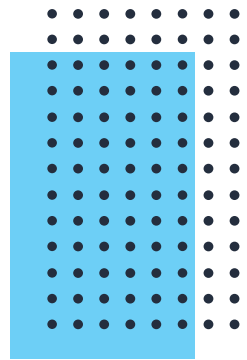
- Tampa
- Orlando
- Clearwater
- St. Petersburg
- Bradenton
- Sarasota

The firm competes in several highly competitive Florida legal markets, with Tampa serving as its largest and likely most competitive location.

Hanlon Law also preferred not to rely on publishing large volumes of legal articles directly on its website.



Bipper Media therefore focused on building visibility and authority through an integrated local SEO strategy.



The Four-Part Strategy

1

Google Business Profile Optimization

Bipper Media optimized the relevance, completeness, and local visibility of each Hanlon Law office.

2

Website Structure Optimization

The website's architecture, crawlability, internal linking, and location-page relationships were strengthened to help Google better understand the firm's services and geographic footprint.

3

Authority Building

Keyword-focused guest posts and contextual backlinks were published to strengthen the authority of priority pages and practice areas.

4

AI Citation Network

Guest posts and citation assets were reinforced through Bipper Media's AI Citation Network using structured Schema markup, entity relationships, and interconnected citation signals. Rather than treating these as isolated tactics, each component was designed to reinforce the others.



BIP Intelligence

Insights Beyond Google's Standard Reporting

The headline growth was strong, but the deeper analysis revealed something even more valuable:

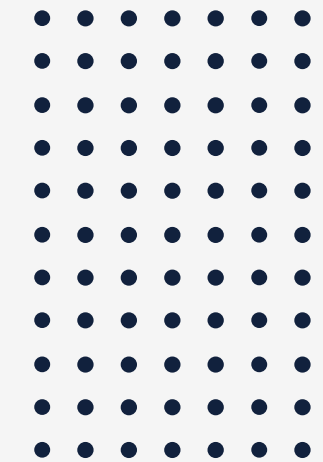
Google Maps
visibility per reported
search increased
approximately 56%

Direction requests
per reported search
increased
approximately 18%

Phone calls per reported
search increased
approximately 12%

Total customer
actions per reported
search increased
approximately 9%





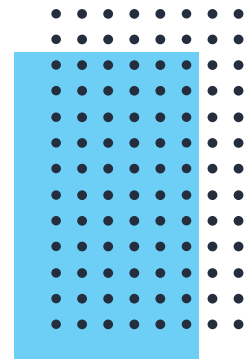
What the **Bip Intelligence** Data means

Hanlon Law did not simply become more visible.

Customer actions and phone calls grew faster than overall search visibility, meaning the firm also generated more engagement relative to the visibility being earned. This suggests that the campaign strengthened both:

- * **Reach:** More prospective clients found the firm.
- * **Engagement:** More of that visibility translated into measurable customer activity.





Tampa Market Highlight

Tampa is Hanlon Law's largest and likely most competitive market.

Even within that environment, the **Tampa** location generated:

-  **71%** more Google searches
-  **132%** more Google Maps visibility
-  **50%** more customer actions
-  **34%** more phone calls
-  **86%** more direction requests
-  **25%** more website visits

Tampa alone produced:

4,444 additional searches
1,119 additional Google Maps views
481 additional customer actions
314 additional direction requests
103 additional website visits
64 additional phone calls

Key Takeaway

Hanlon Law's performance demonstrates that a law firm can generate significant local SEO growth without depending on publishing large volumes of legal content directly on its website.

By combining:

- Google Business Profile optimization
- Website structure improvements
- Authority building
- Structured citation and Schema reinforcement

Bipper Media helped Hanlon Law create a stronger, interconnected digital authority ecosystem across all six locations.

The result: *greater visibility, stronger engagement, and substantially more opportunities for prospective clients to find and contact the firm.*

Source: *Google Business Profile performance data. Engagement ratios are analytical comparisons and should not be interpreted as a strict step-by-step conversion funnel.*

