



## Challenges :

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- Highly competitive keywords - Herrin Law faced difficulty ranking for highly competitive keywords in the legal industry, such as "personal injury lawyer" or "criminal defense attorney."
- Poor Local Presence - Herrin Law struggled with local SEO, which impacted their visibility in local searches and on Google Maps.
- Competitive Industry - The legal industry is highly competitive, with many law firms investing heavily in SEO to attract clients.
- Poor Pageload speed - Herrin Law's website had slow page load times, negatively impacting user experience and search engine rankings.
- Law firm Specific content - Herrin Law's website lacked specialized content tailored to their specific legal services, which affected their ability to attract and retain potential clients.
- Spam Links - Herrin Law's website had accumulated spammy backlinks, which can harm search engine rankings and overall SEO health.





## Solutions Strategy

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- Optimized target landing pages using A/B testing
- Posted corporate blogs on Herrinlaw.com website, relevant to their law services. All blogs were informative and user based.
- Optimized the page-load speed of website.
- Created backlinks on health forums and sites.
- Optimized GMB account.
- Optimized full website as per Google ranking guidelines. Removed Low Quality Spam backlinks

# Results

**Target**  
keywords ranking  
in pos

**1-5**

**Increase**  
in organic  
inquiries by

**10%**

**Increase**  
in organic traffic by

**30%**

## Baseline Ranking :

Position	Baseline	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	June'24
1 - 10	48	56	56	57	60	67	70	70	73
11 - 20	8	4	15	11	9	6	12	9	5
21 - 30	7	14	7	9	5	8	4	4	6
Above 30	37	26	22	23	26	19	14	17	16

Traffic	Apr'24	May'24	June'24
GMB Calls	180	176	188
Website Clicks	107	103	117
Organic Traffic	731	657	747

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## Top Performing Keywords

Keywords	Search Volume	GMB Baseline	GMB - Current
business law attorney	2400	--	1
business bankruptcy lawyer	590	--	1
bankruptcy law firms dallas	720	9	1
bankruptcy lawyer cost	320	9	1
bankruptcy law attorney	90	6	1
find bankruptcy lawyer	70	6	1
bankruptcy business attorney	290	5	1
bankruptcy attorney office dallas	90	6	1
lawyers for bankruptcies	210	6	1
debt payment relief lawyers	40	36	1
bankruptcy law firm	110	6	1
bankruptcy law office dallas	70	7	1
bankruptcy law office	190	8	1
bankruptcy lawyer near	90	6	1
wrongful foreclosure attorney	880	2	1