

Legal Case Study

This is a highly-prominent Arizona contract attorney



Client Details

This attorney came to us in October of 2016 looking to bring on more clients from their website. They wanted to improve their local presence by increasing organic rankings as well as engaging people through social media. At the beginning of the contract, they had just 6 keywords ranking on the first page of major search engines and no real social presence, after 6 months SPYDER increased their organic visits by 36% and also had daily leads coming in through Facebook and Twitter through content engagement.

Our Approach

- We identified how potential customers were searching for Arizona contract attorneys through extensive **keyword research**.
- We designed & implemented a content campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business, Apple Maps** and **Bing Local**.
- We developed and distributed **friendly content** on relevant websites as well as social media platforms
- We fixed all the websites meta and title tags

Keywords Ranking on First Page in the Major Search Engines*



Google Analytics data

11.93%

Increase in Overall Website Traffic. **1,548** Overall visits received in last 6 months.

36.60%

Increase in Google Organic Sessions. **877** Organic visits received in last 6 months.

9.98%

Increase in Website Pageviews. **2,633** Pageviews received in last 6 months.

*Major Search Engines defined as Google and Bing