



Harnessing the Power of SEO and Digital Advertising

A Study



What you will gain from this case study:

- + A deeper understanding of where and why firms are investing more in their digital transformation
- + A dive into the data law firms getting results with SEO-only versus SEO and Digital Advertising

No two firms are alike, but according to a [Legal Trends Report](#), most firms would spend additional funds on software and marketing. Take a quick look:





The report also went in-depth and found out how these digital transformations help lawyers.

The results indicate:

- + 68% were more prepared to **handle future disruptions.**
 - + 68% said technology helped their firms **deliver better client experiences.**
 - + 58% said technology **improved their work-life balance.**
-

What does this mean for law firms?

Many firms are starting to re-evaluate how and where they interact and offer their legal services and what it'll look like in a few months and the years to come. Thus, many are moving toward a client-centered future.

Because firms today are faced with making crucial decisions about how they'll adapt to changing market conditions, many are relying on their client's demands and needs to drive their investments where they know they'll pay dividends.

To help you better understand where profitable firms are "putting their eggs," let's look at a specific case partnered with Consultwebs.



About the Firm

To protect the firm's identity we'll refer to them as 'the firm' throughout the case.

Firm type

Personal injury firm

Top practice areas

- + Car Accidents
- + Personal Injury
- + Truck Accidents
- + Workers Compensation
- + Wrongful Death

Location

Kansas

The Firm's Money-Making Marketing Approach

Let's dive into this personal injury firm's marketing approach.

It's true; law firms don't know what they don't know when it comes to marketing. But **one thing is sure: firms are switching from a labor-intensive workforce towards a tech-enabled scalability business.** Implementing organic reach is a great start, but more is needed.

This is one of the reasons why the firm started with SEO only and switched to SEO and Digital Advertising, AKA [the Agile approach at Consultwebs](#). Here you can see how both work together:



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There are, of course, [pros and cons of SEO versus Digital Advertising methods like PPC](#). But overall, the two work better together. **When we put 2 + 2 together, it makes sense why firms are diversifying:**

- 1 | You need business within the specific jurisdiction you're authorized to practice.
- 2 | Digital advertising helps target users based on your location.

Next, let's look at the numbers.



SEO and Digital Advertising: Match Made in Heaven

What we're comparing in the case:

- + 8 months of Digital Advertising (May 21 to December 21)
- + 8 months of Digital Advertising and SEO (January 22 to August 22)

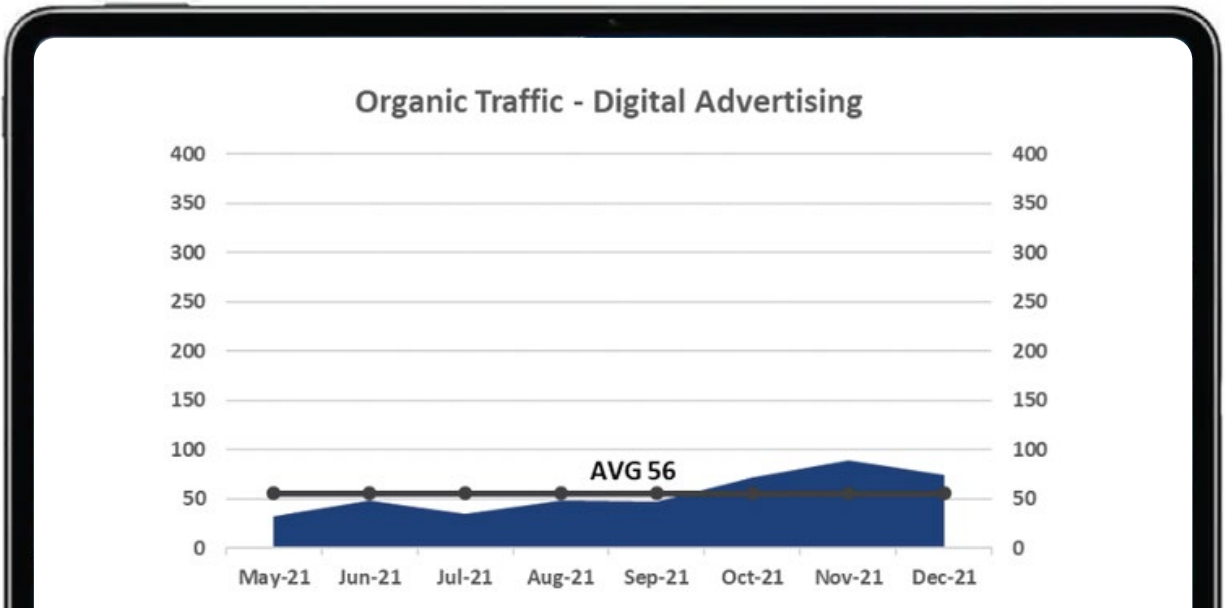
Organic Traffic Takes a Big Jump with Remarketing

The firm's overall organic traffic took a giant leap after December 2021. This was also the time they started investing in both Digital Advertising and SEO:

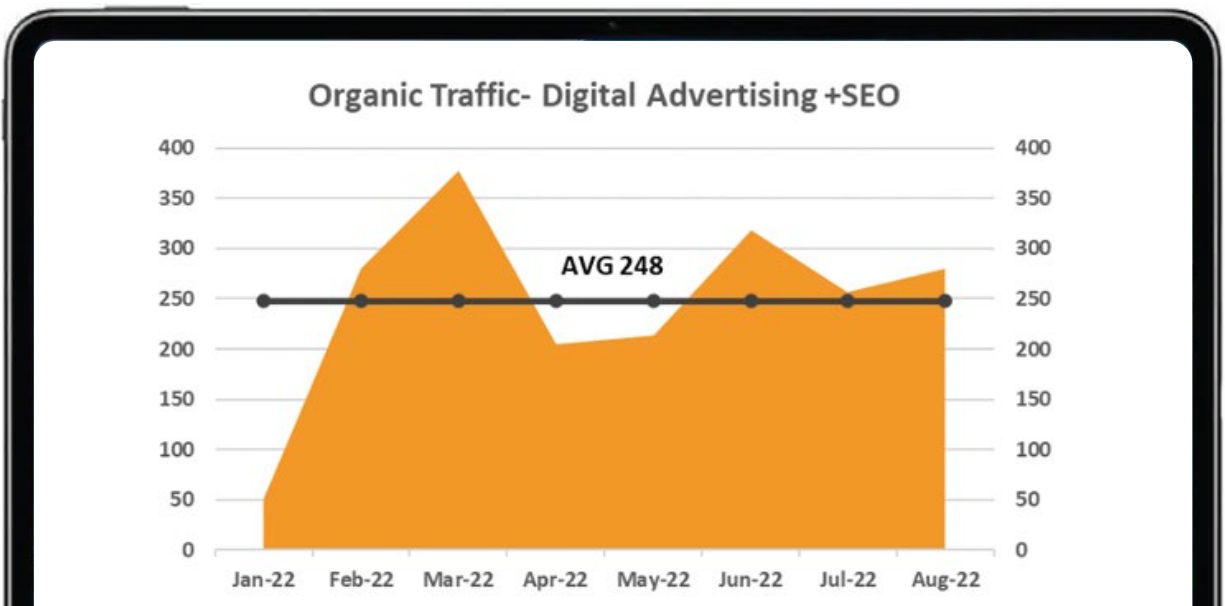




At first, with digital advertising, the firm's average traffic per month was 56 users.



By adding SEO, the firm's average monthly traffic increased to around 248 users.

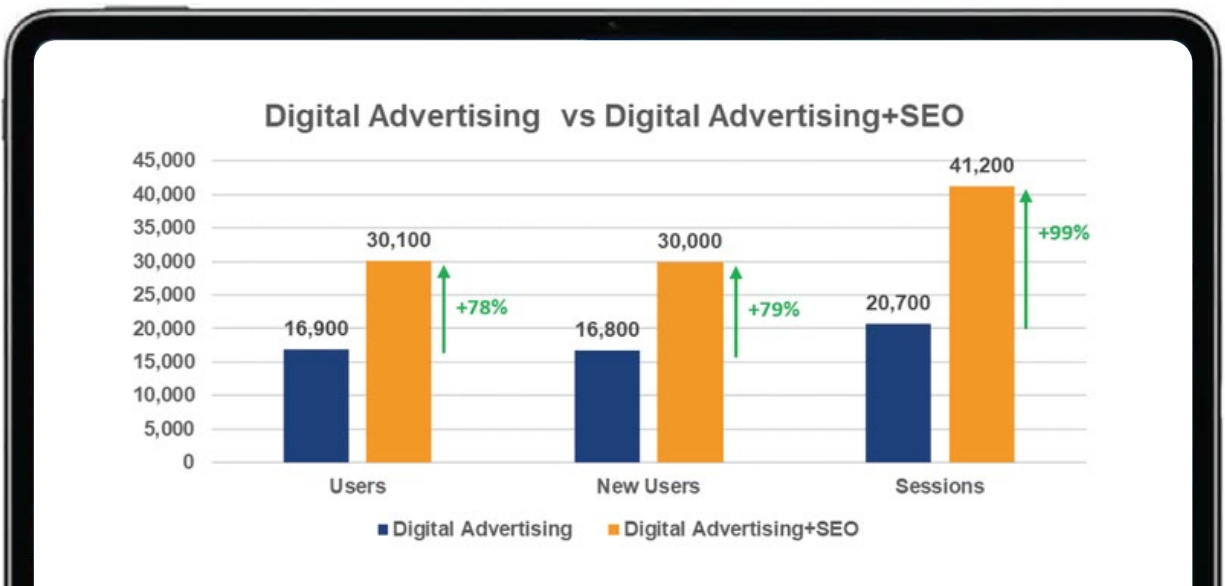




Reaching More Users Within the Firm's Jurisdiction

The beauty of SEO and Digital Advertising is that they are 100% tailored to reach your desired market.

In this case, the firm needed to acquire users from Kansas, where they practice, and they have managed to do just that.



Since remarketing to SEO and Digital Advertising, the firm increased users by 78%. That's a 2x growth in a matter of months!

Increasing users, new users, and sessions are excellent indicators that marketing is working. Why? Improving all of these indicates the user genuinely finds value in your content. Like all marketing, providing value is the key to profitable marketing.

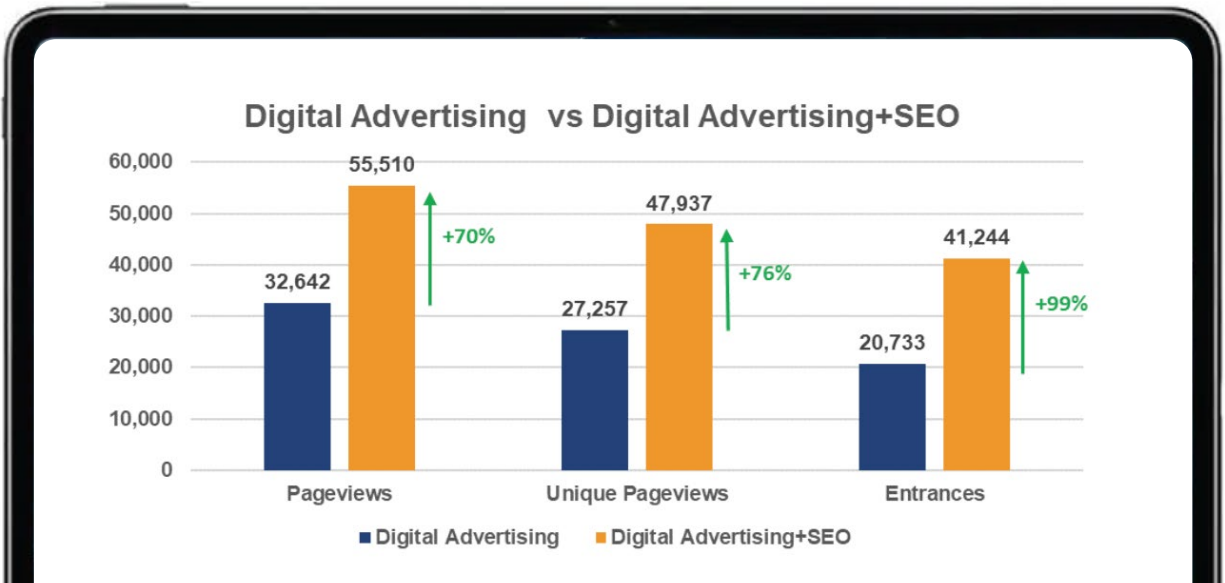


Increasing Page Views With Quality Content

Increasing page views means:

- 1 | The content published provides value for the users
- 2 | The content is optimized to rank for SEO

The firm's page views increased by 2X - a solid 70% once they incorporated [Agile advertising campaigns](#) - take a look:



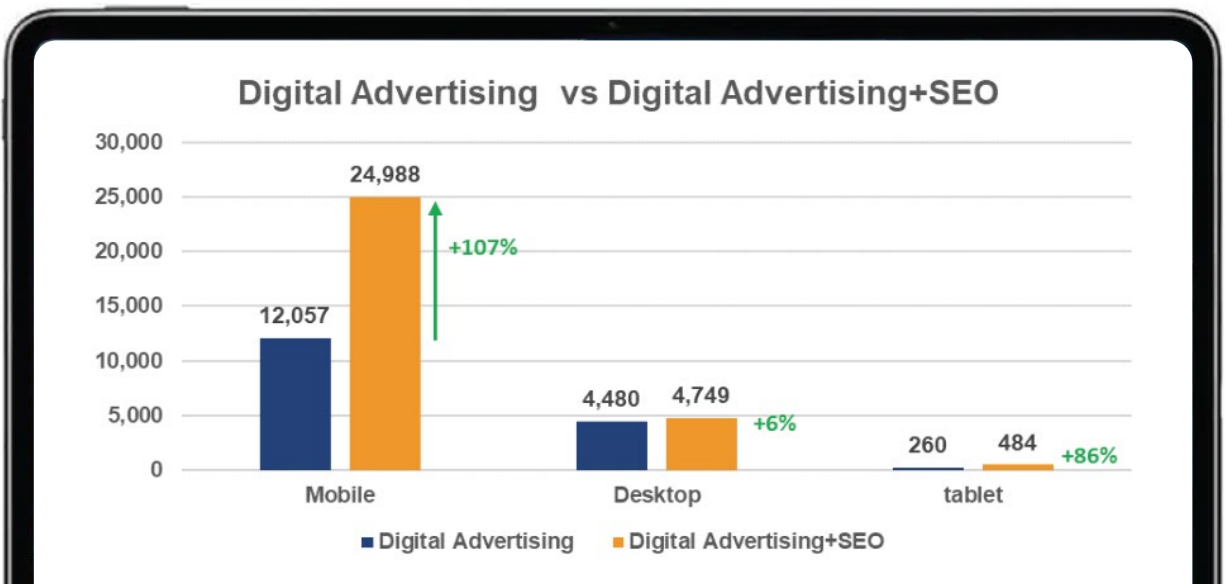


Increasing Traffic Across Multiple Devices

The most profitable websites are designed to adjust to multiple devices, which is the case for this firm.

In fact, they have increased mobile, desktop, and tablet traffic. Specifically, mobile-friendly websites tend to see more engagement, traffic, and, ultimately, sales.

This time, the firm exceeded growth in mobile traffic by 107%! Take a look:





What you will gain from this case study:

***SEM** includes utilizing both organic and paid search tactics to drive relevant traffic to a website. The primary goal of SEM is to improve a website's search engine ranking position (SERP) for targeted keywords, resulting in increased website visibility, engagement, and conversions. We've compared the SEO and Digital investment for 1 firm - but what about the rest?

Let's compare an **SEO investment** versus **SEO and Digital Advertising** investment for 2 different clients: Client A and Client B.

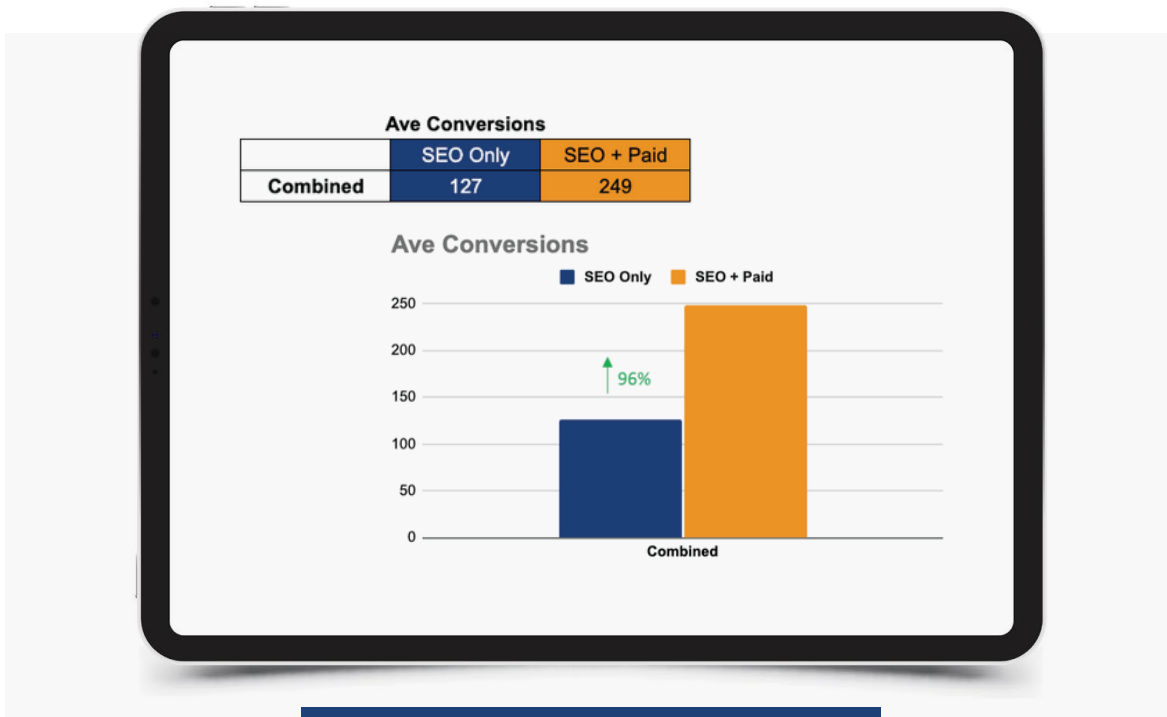
Both Client A and Client B see an increase in conversions once they started investing in SEO and Digital Advertising with [Consultwebs](#).

- | Client A sees conversions increase by 24%
- | Client B sees conversions increase by 175%!

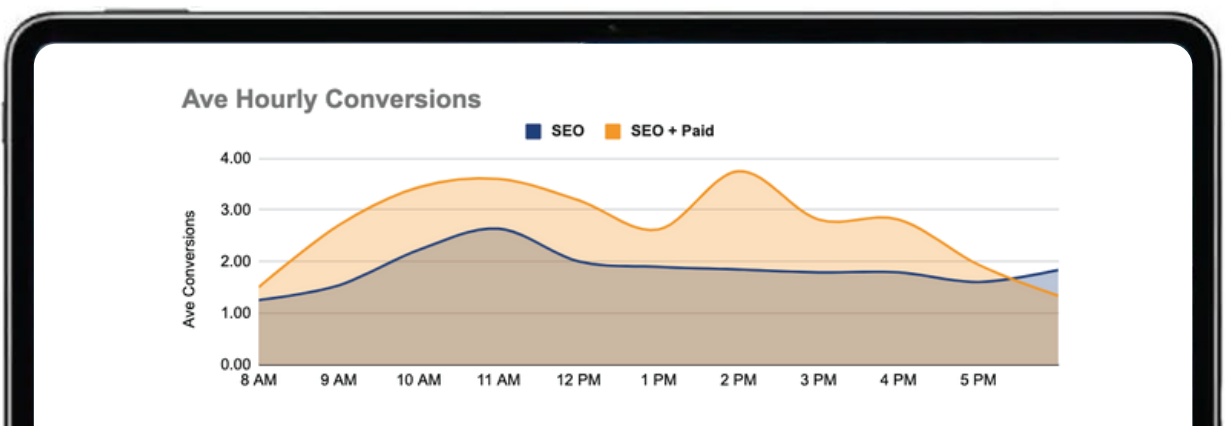




When compiled in one, **both Client A and Client B see their conversions increase by 96% once they start investing in SEO and Digital Advertising.**



And how are the conversions on a daily basis? For full transparency, we've broken the data results by hour. **While SEO is boosting the conversion rates of both firms, it is clear to see that adding Digital Advertising leads to a further increase in the conversion rate. Take a look:**



Takeaway



Many firms have a proven track record of success with [Consultwebs](#), and this is just one case!

While no two firms are alike, one thing's certain: all the firms remarketing through SEO and Digital Advertising are seeing higher returns.

If you'd like to find out what we can do for you, ask more questions, get that extra guidance you've been looking for, then let's take this conversation outside!

[Schedule a 1-1 with our Senior Marketing Advisor](#)

