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# Attracting Prospects & Converting More Cases

A Firm's Case In Conjunction with Consultwebs



## The Firm

The firm focuses on personal injury cases in Lutz and Brooksville, Florida.



## The Legal Marketing Agency

They partnered with **Consultwebs** to expand their targeting campaigns in Lutz, Brooksville, and Spring Hill, Florida, in motor vehicle accidents, premises liability, and wrongful death.

In addition, they wanted to expand their reach in other areas such as Carrollwood, Wesley Chapel, New Port Richey, Port Richey, and Dade City, Florida, among other areas.

They opted for **legal SEO campaigns** to strengthen their firm's brand awareness, expand their reach, and attract more cases.



## The Results

With the help of Consultwebs SEO services, the firm has accomplished the following:

\*Please note: the data is based on a year-to-year comparison.

1.

Users

**161.22%**

31,772 vs 12,163



2.

Goal Completions

**21.17%**

1,614 vs 1,332



**The firm's web traffic year-to-year increased by an outstanding 161.22%.**

They went from annual traffic of 12,163 to 31,772 users per year.

+ Take a closer look at the bottom line results: the amount of that same traffic that converted into paying clients!

**The numbers don't lie. The firm increased conversions by 21.17%!**

Conversions rose from 1332 to an impressive 1614 conversions in the year-to-year comparison.

3.

Average Position ⓘ

**2.54** ↑ 9.61

The firm also strengthened its SEO rankings. Their average position jumped a significant +9.61 from position 12.15 to position 2.54.

+ Those with higher ranks are actively leveraging SEO efforts. Thus, they improve their overall brand awareness, increase traffic and outrank the competition in both rankings and, more often than not, revenue growth.

And this only scratches the surface of what **Consultwebs** helps firms accomplish.



**Find out how Consultwebs  
can help your firm**

**Get results like these!**

