

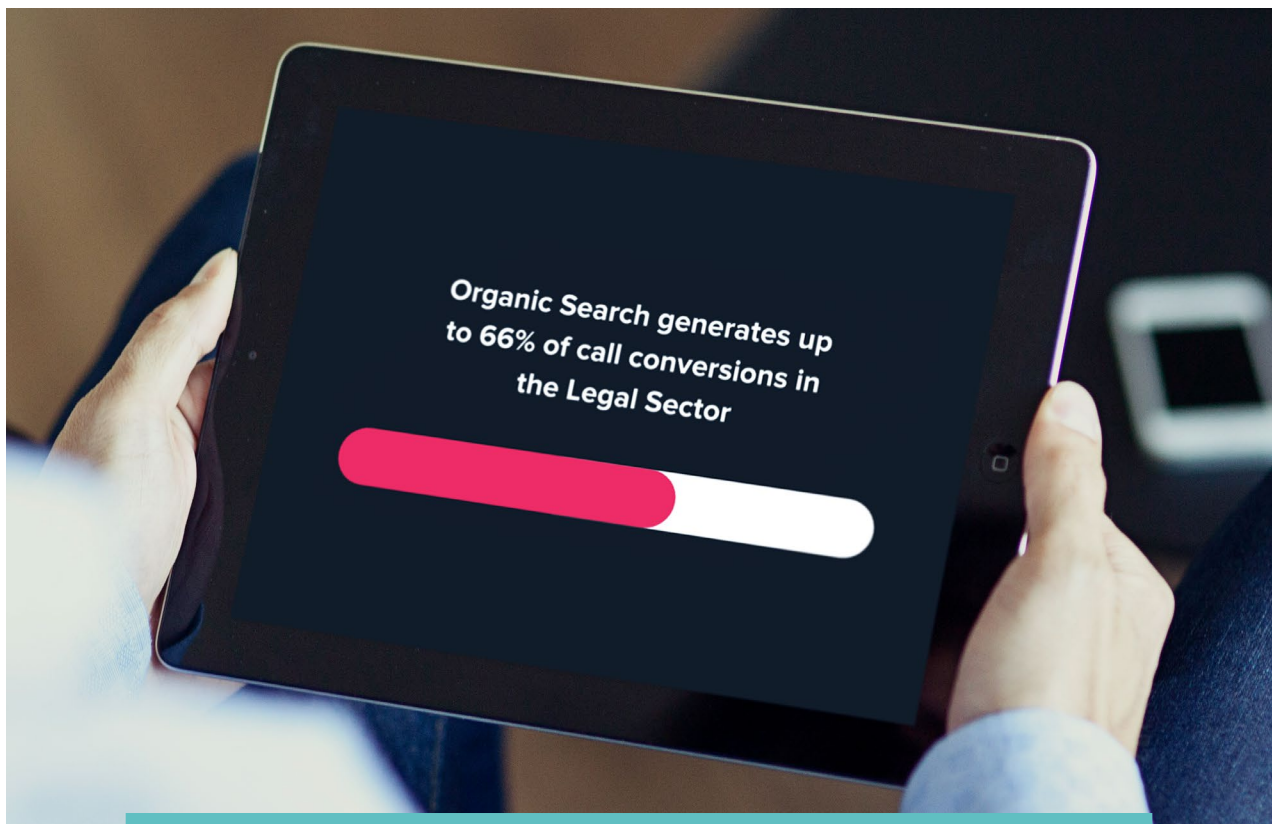


Reaping the Rewards of Going Digital

The Case of Geiger Legal Group



With the help of a global dataset of over 100 million data points, **Ruler Analytics** found that:



Law firms today can take advantage of all SEO has to offer to achieve better organic search rankings that increase their visibility and ultimately deliver more and higher quality cases.



SEO, **search engine optimization**, drives unpaid, organic traffic to your firm's website via search engines like Google - the place where most clients start their search for a lawyer in their area. Besides heightening visibility, SEO's additional benefits for your firm include:

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- + **Increasing conversion rate.**
 - + **Driving quality traffic for weeks, months, and even years.**
 - + **Conveying authority.**
 - + **Boosting bottom-line results.**
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To help you better understand the powerful effects of SEO done right, take a look at the case of the firm Geiger Legal Group.

Geiger Legal Group

Before Consultwebs



Geiger Legal Group is a personal injury firm based in Cherokee County, GA. They're dedicated to providing high-quality personalized legal services in areas including, but not limited to:

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- + Car Accidents
 - + Motorcycle Accidents
 - + Personal Injury
 - + Truck Accidents
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Specifically, they serve people throughout North Georgia, including Alpharetta, Ball Ground, Holly Springs, Marietta, Milton, Roswell, Woodstock, and surrounding communities.

The challenges **Geiger Legal Group** was facing:

Lack of brand awareness, leads, and cases were some of the primary challenges the firm was facing.

Initially, they hired a person in-house to build and manage their website to address these issues. Ultimately, though, they realized they needed to pivot and try something different.

The challenges **Geiger Legal Group** was facing:

As **Casey Geiger**, attorney at Geiger Legal Group, said, *"I need to do something because what I'm doing right now isn't working. If I want to grow the way I want, then marketing seems to be the right path."*

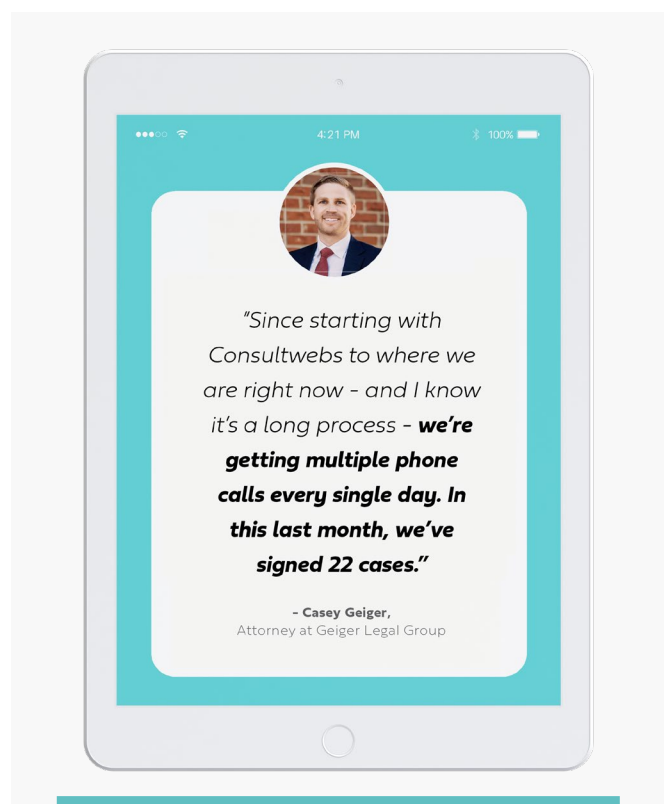
Before opting for a legal marketing agency such as Consultwebs, he relied on referrals and did his research, including looking at other websites built by Consultwebs.

Feel free to check out the Consultwebs
Web Design Portfolio here!

Geiger Legal Group **3 Years Later**

SEO is a highly-complex service that is dynamic and requires a tailored strategy in order to promote your firm's specific practice areas.

However, as complex as it may be, the continuous SEO efforts eventually start to pay off.

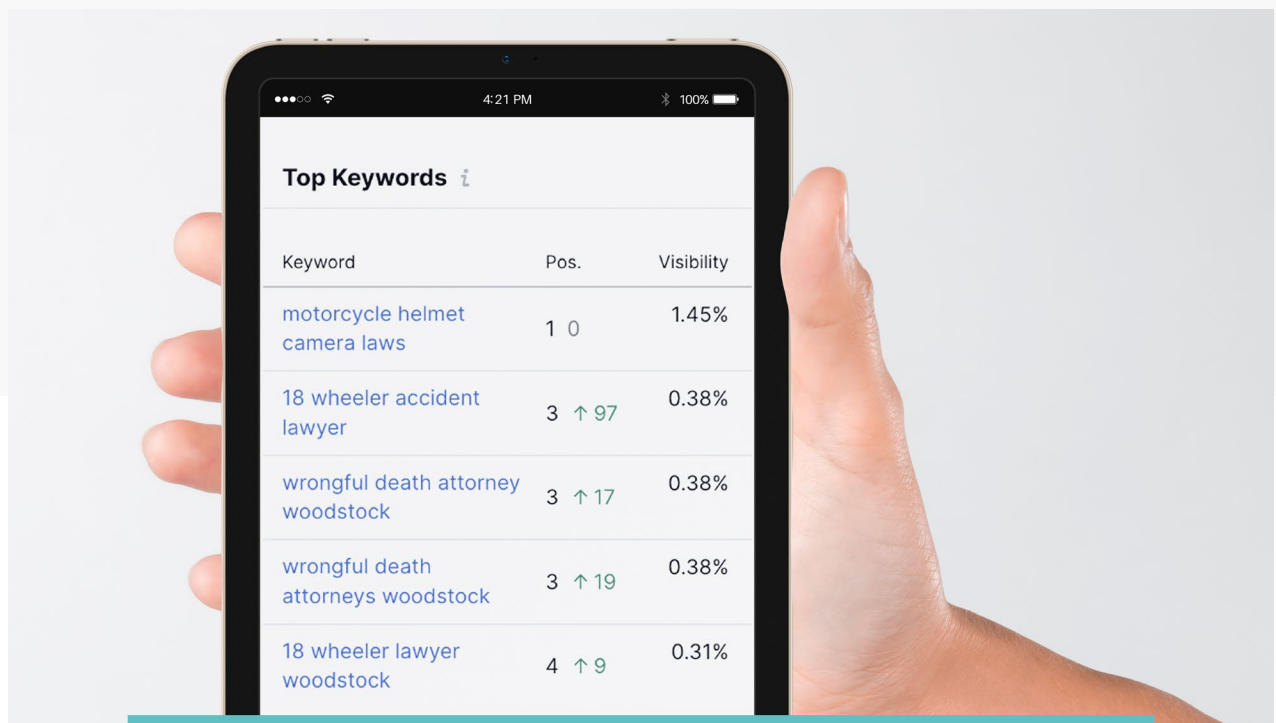


The beauty of SEO is that it allows firms to track and measure such efforts' success easily. While there are hundreds of metrics, some are strong indicators that marketing is working towards improving bottom-line results. **Let's take a closer look at some of these metrics.**

Dominating Keyword Rankings

Keywords are perhaps the most critical players in SEO. Using keywords, firms can target the *right* customers using relevant terms such as 'personal injury' or 'auto accident Alpharetta.' Optimally, firms should aim to find words that are low in competition but high in search volume.

Geiger Legal Group dominates among the top 10 positions for over 40+ keywords! Here are some of them:



Dominating **Keyword Rankings**

In 2021-2022, **Geiger Legal Group continues to outrank competitors for multiple keywords. For example:**

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- + **Commercial keywords:** This is relevant to brand awareness. Two examples of words Geiger Legal Group currently dominates are:
 - 'Geiger Legal Group'
 - 'Dalton personal injury lawyer'

 - + **Location-based keywords:** These types are specific within the firm's jurisdiction. Some of the ones Geiger Legal Group ranks for include:
 - 'Woodstock car accident lawyer'
 - 'Woodstock truck accident law'

 - + **Transactional keywords:** These powerful keywords help acquire prospects down the sales funnel who are more likely ready to buy.
 - 'Personal injury attorney near me'
 - 'Personal injury lawyer marietta'
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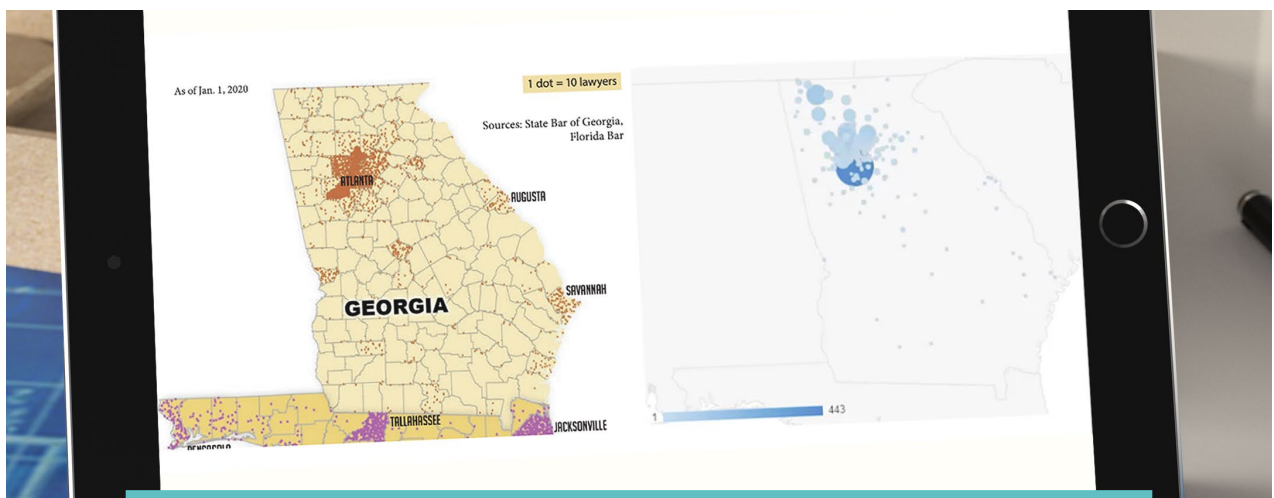
Increasing **Visibility** with Web Traffic

Traffic is an excellent indicator of user engagement with your firm's website. Although there is no defined 'perfect' amount of traffic, a firm's traffic over time should absolutely improve with a robust SEO strategy in place. This is the case for Geiger Legal Group:

Increasing Visibility with Web Traffic

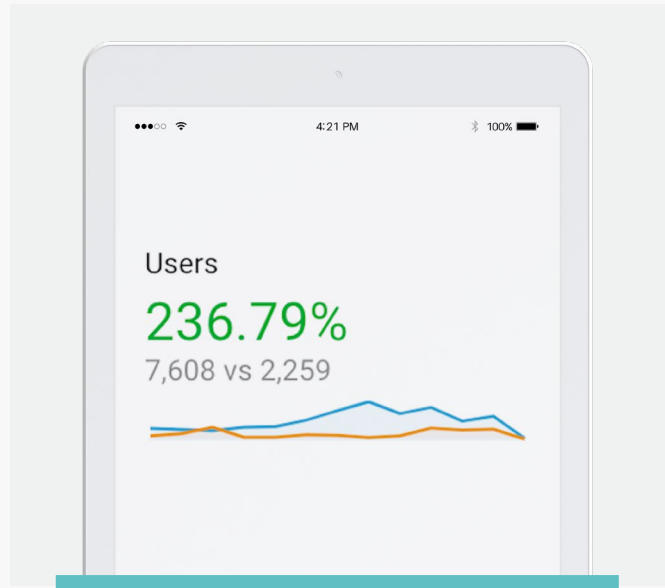


Considering the fact that they find themselves in a state with a highly competitive legal market (below left), they maintain a strong traffic distribution (below right). Take a look:

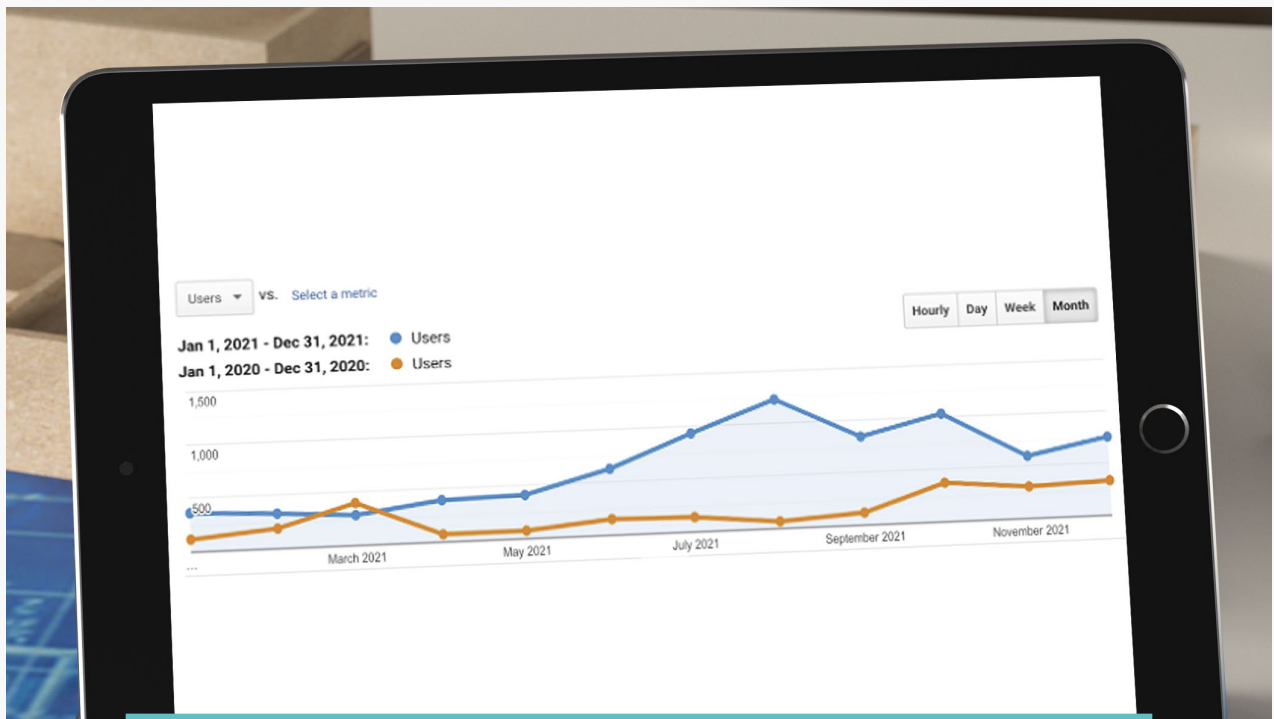


Increasing New and Returning Visitors To The Firm's Website

Users consist of the total number of new and returning visitors. When making a year-to-year comparison, it's evident that Geiger Legal Group has had more opportunities to nurture users into prospects. **With an impressive 236.79% increase in users, from 2,259 to almost 3X more users: 7,608.**



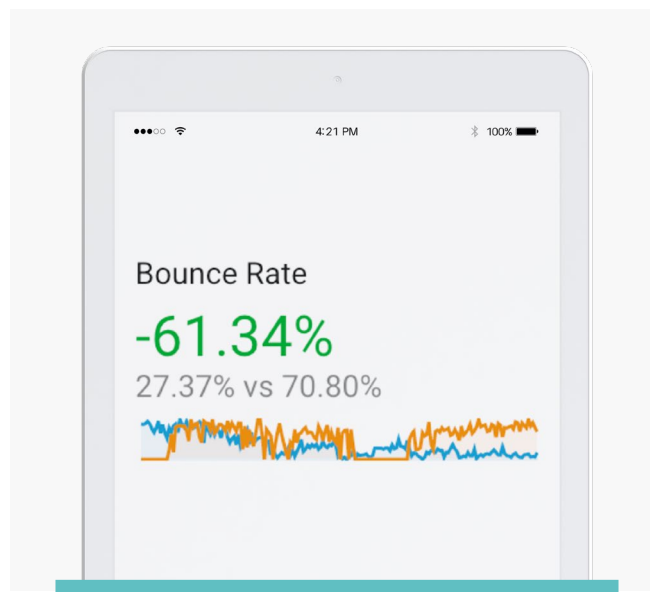
The overall jump is apparent when comparing the firm's 2020/2021 traffic increase:



Increasing Engagement by Lowering the Bounce Rate

Bounce rate refers to the percentage of users who leave your website. The optimal result is to decrease this benchmark over time, thereby increasing engagement. However, keep in mind that the bounce rate is dependent on your niche market. In this case, **law & government has a usual bounce rate benchmark of 60.07%.**

Geiger Legal Group is ahead of the curve compared to the legal benchmark. **Not only did they lower the score by a robust 61.34% in one year, but their bounce rate is also down to 27.37%.**



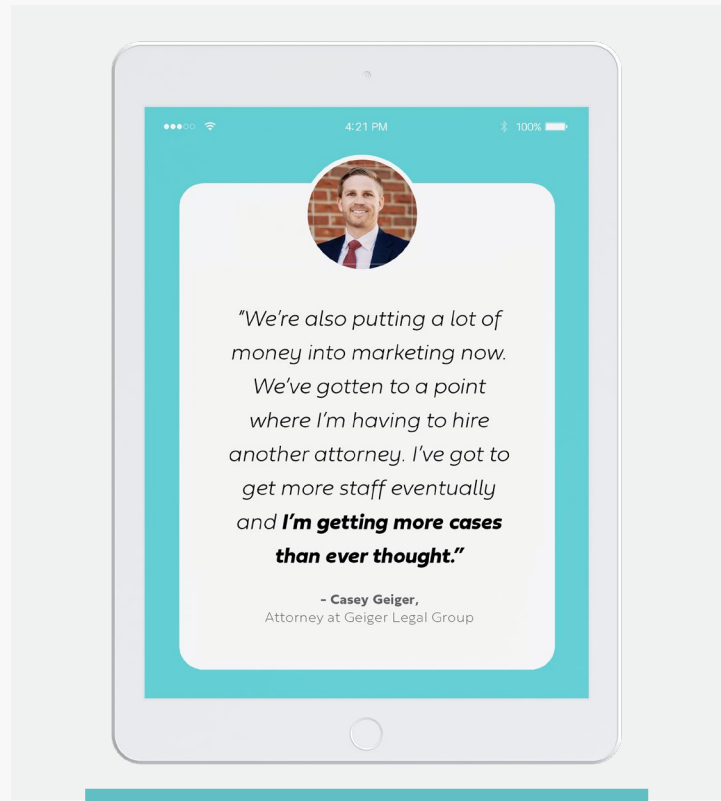
Going Past the Marketing Metrics

SEO is dynamic and requires a tailored strategy to promote the aspects and practice areas of your firm that you want to promote, and it requires consistent upkeep with the latest trends and Google updates to achieve success.

The work happening behind the scenes when you purchase SEO is dynamic and complex, and the continued efforts of a robust digital marketing strategy will eventually pay off.

Law firms can continue to grow and set even bigger goals with dedication, time, and patience. Casey Geiger describes his current goal this way, *"My goal is to go from the cases that we're signing to filtering the cases we only want and working on the larger cases and referring out the rest."*

Marketing pays dividends by placing you right in front of your client at the right place and time. It's an opportunity that your law firm can take advantage of today.



If you'd like to learn how to **generate quality, profitable traffic** to your firm's doors,

we're ready to help!

