



+

# Maintaining a Healthy Lead-To-Conversion Rate

A Firm's Case In Conjunction with Consultwebs



## The Firm

The firm focuses on personal injury cases in Lawrence, Indiana.



## The legal marketing agency

In order to extend a helping hand to those searching for legal assistance online, they partnered with **Consultwebs** to achieve top-of-mind status and thereby increase their leads and conversion rate.



## The Results

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

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

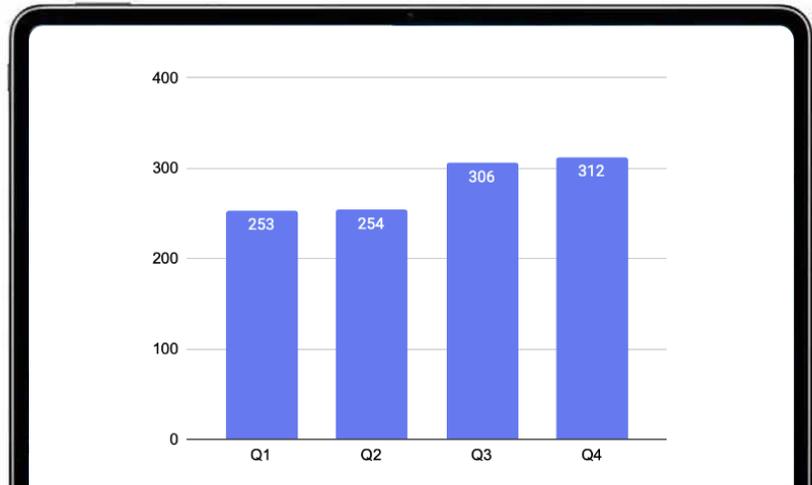
Leads, cases, and conversion rates are interrelated. Leads are solid indicators that you're attracting the right audience. Likewise, cases are the filtered qualified leads that the firm can nurture.

1

### Leads are a result of the targeted

strategy of Consultwebs for this firm.

In this case, the leads generated in Q1 were 253, and in Q4, the leads went up to 312.

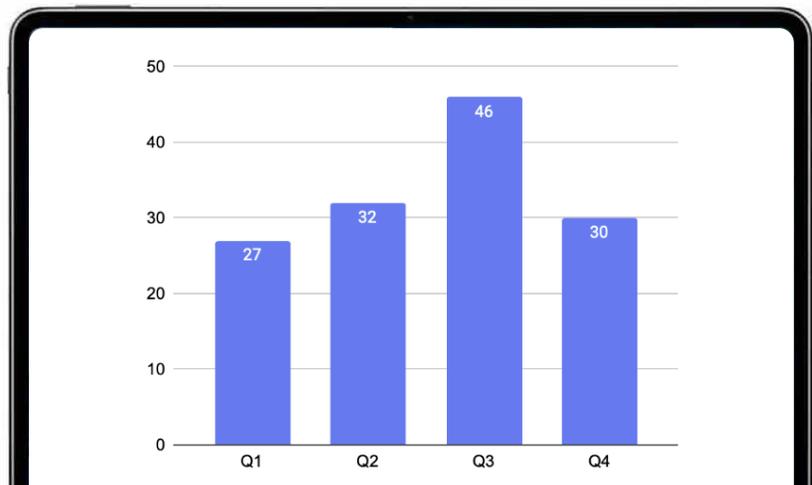


2021 LEADS

2

### The firm produced 27 cases in Q1

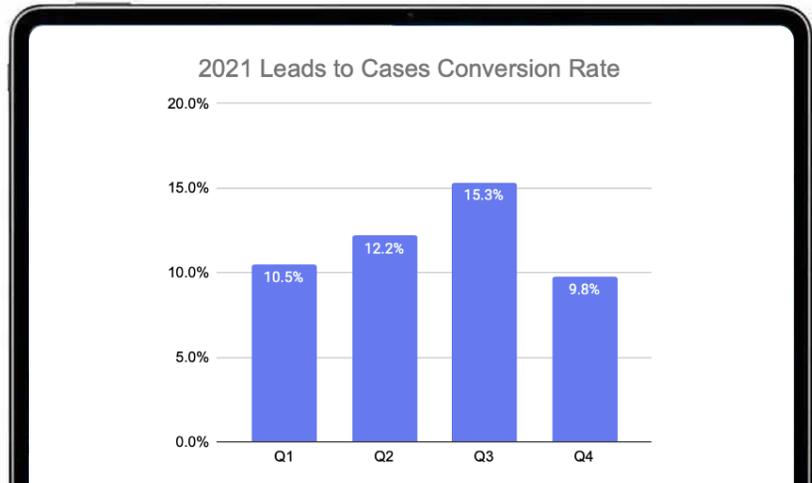
which increased to 46 cases in Q3 and 30 cases in Q4.



2021 CASES

3

**The domino effect of these digital efforts helped the firm reach its targeted goal of maintaining a lead-to-case conversion rate of at least 10% Q-o-Q.**



Guaranteeing quality results like more leads, cases, and wins is possible without the headaches. **Leave the marketing to the experts while you focus on your clients.**

Guaranteeing quality results like more leads, cases, and wins is possible without the headaches



**Leave the marketing to the experts while you**

**Focus on your clients!**

