



From Struggling to Thriving:

How a Personal Injury
Law Firm **Drives Growth**



From Struggling to Thriving: How a Personal Injury Law Firm Drives Growth

Competition is fierce, and [studies](#) show legal services are in demand. Since 2019, the number of people in the United States seeking legal assistance has been on the rise. As you can see from the chart below, in March 2021 there's a peak increase with casework going up 18%. Take a look:



However, the legal industry still faces a rapidly-changing landscape that is difficult to predict and plan for.

As there's a demand for legal services, the legal industry faces:

- + Fierce competition
- + Rapid changes e.g. the advancement of AI, tech tools, digital assets etc.

The money-making law firms aren't placing their eggs in one basket - many are diversifying their investment and this includes [investing in different digital assets](#).
We'll show you the case of one firm that's boosting rankings, leads and cases.



About the Personal Injury Firm

To protect the firm's name we'll refer to them as, 'the firm' throughout the case study.

Some of the practice areas they focus on:



Car accidents



Motorcycle accidents



Truck accidents



Pedestrian accidents



Bicycle accidents

Location: New Mexico, USA.

The Money-Making Marketing Strategy

The firm invests in [legal SEO](#), search engine optimization, and [Agile Digital Marketing](#) assets to boost calls and cases. To be more specific, the personal injury firm has found great success with ADC, Accident Data Service.

ADC is a free news resource for law firm clients and prospects looking for up-to-date and accurate information. With the help of [Consultwebs](#), firms are boosting their keyword rankings, increasing backlinks and overall acquiring more cases. This firm is just one example.



Increasing the Firm's Keyword Ranking

The data analysis is based on 190+ keywords between the months of September, November and December 2022. To begin, we'll show you the comparison between:

- A** Comparison A - September - November
- B** Comparison B - September - December

	Comparison A	Comparison B	Delta
Total Rank Rise	1574	1749	175
Average Rank Rise	8	9	1
% Term w Increase Rankings	60.73%	61.26%	0.53%
% Term w No Change in Rankings	14.66%	15.71%	1.05%
% Term w Decrease Rankings	24.61%	23.04%	-1.57%

*** Term rankings gradually improves over time as shown by the tablet above

- A** 9.27 term ranking data vs 11.08 term ranking data
- B** 9.27 term ranking data vs 12.05 term ranking data

In **comparison A**, the firm's rankings improved 60.73% and in **comparison B**, the firm's rankings improved even more by a total of 61.26%. See it here:

Comparison A - September - November

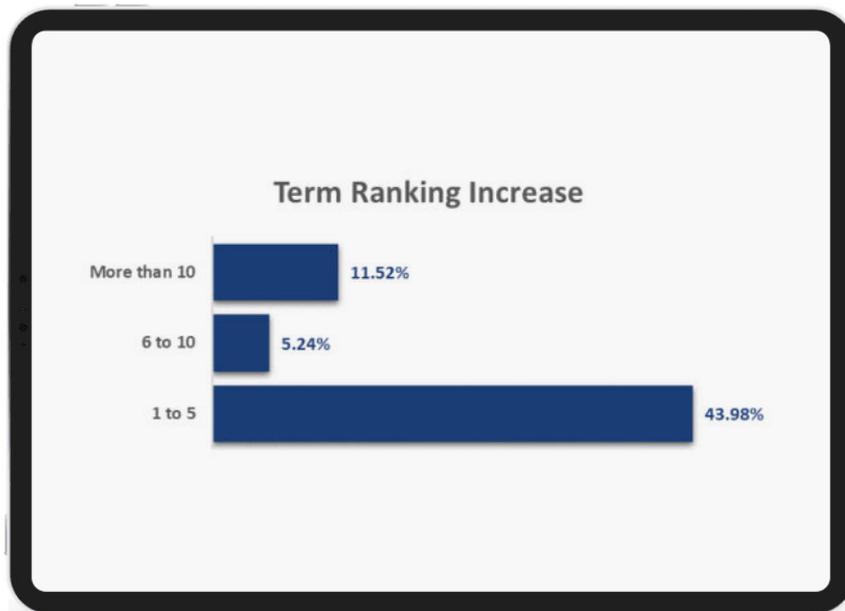
Comparison B - September - December



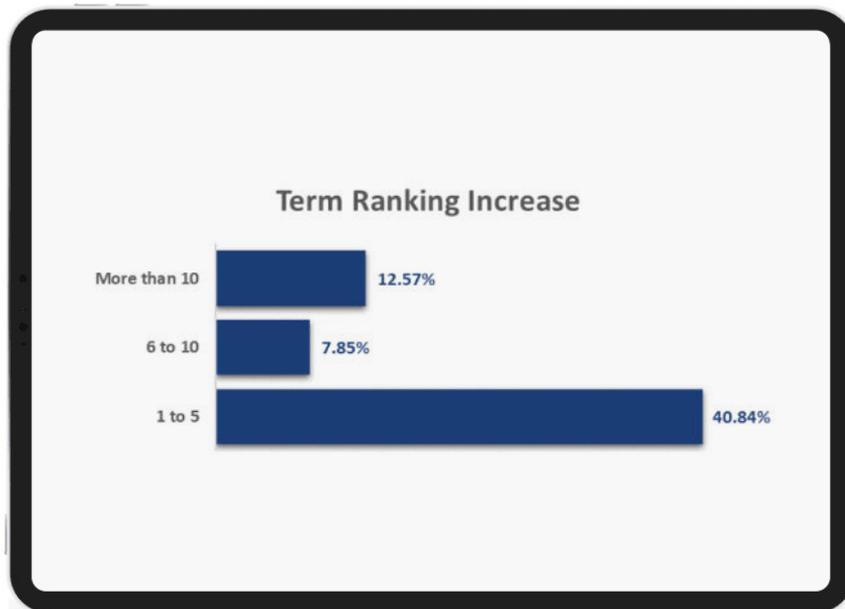


To be even more specific, we've taken a deeper dive into how much the rankings improved in both **comparison A** and **comparison B**.

During the time period for **comparison A**, close to half of their keywords $\approx 44\%$ (43.98%) increased between 1-5 positions



During the time period for **comparison B**, $\approx 40\%$ (40.84%) increased between 1-5 positions.





How Do Keyword Rankings Affect Calls, Leads and Cases? Let's take a look.

To help you better understand the significant growth in leads and cases **we'll be referring to this data set in 2 quarters:**

- + Q3 (July, August, September)
- + Q4 (October, November, December)

In 6 months, from Q3 to Q4 2022, **the firm has managed to increase its average leads from ≈ 174 to ≈ 237 .** Take a look:





Between Q3 and Q4, the firm has managed to:

- + Increase number of organic leads by 42.9%
- + Decrease cost per lead by 29.1%



In the same 6 months, from Q3 and Q4 2022, **the firm has increased its average number of cases from ≈31 to ≈50+**. Take a look:





Between Q3 and Q4, the firm has managed to:

- + Increase number of cases by 62.5%
- + Decrease cost per case by 39.7%



Building (Digital) Bridges

In a world where more and more people are turning to the internet to find legal services, building a robust digital marketing strategy is key to building a successful law firm that can make a difference in people's lives.

With the help of money-making assets like SEO and Agile digital advertising you can build bridges, and thus enable your law firm to reach more clients and ultimately save more lives.



If this is what you've been wanting feel free to schedule [a 1-1 with our digital marketing expert](#) to learn how we can help you achieve your goals.

Click here!

