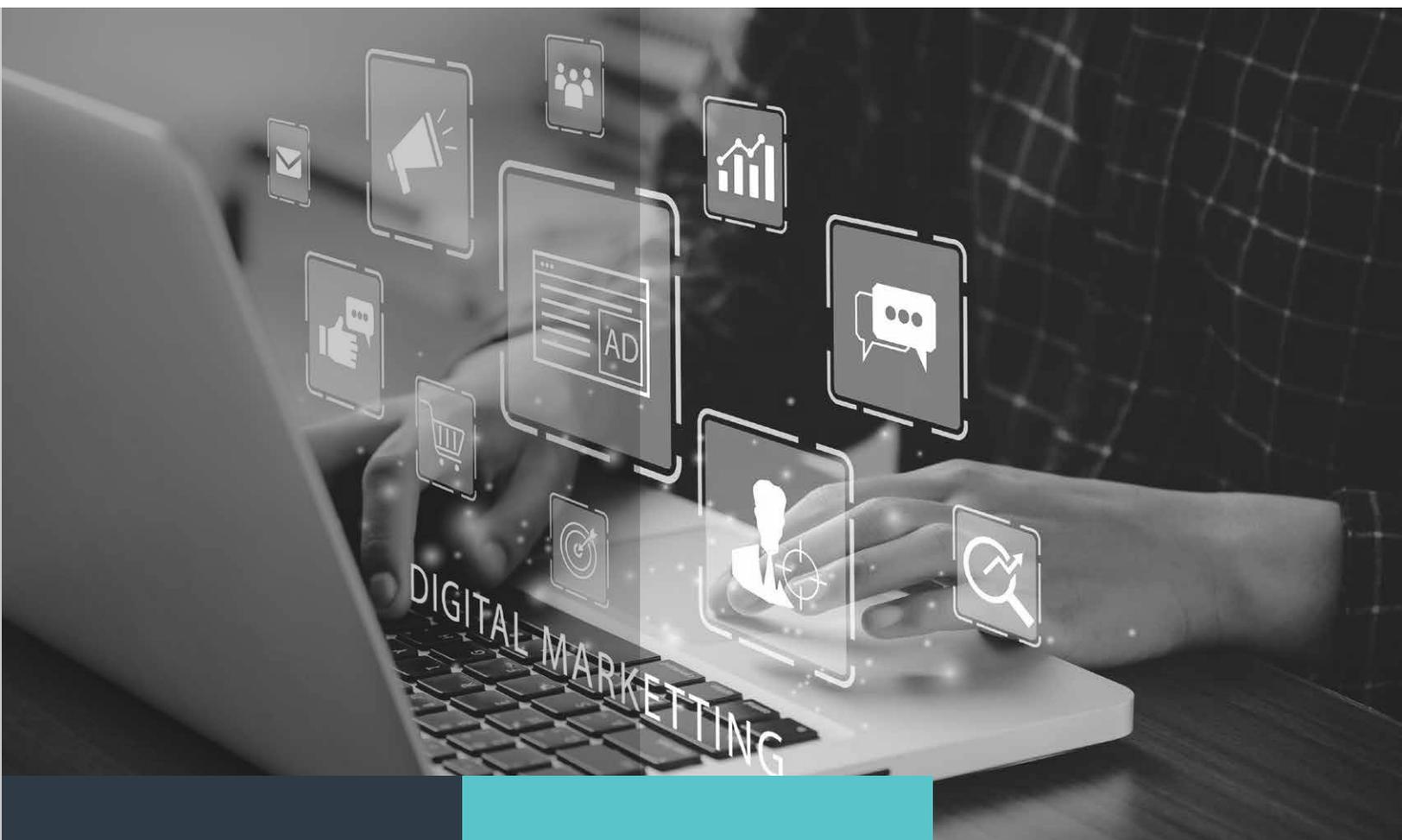


Harnessing the Power of SEO and Digital Ads



...a Law Firm's Digital Success



According to **statistics**, personal injuries rank 4th among America's leading causes of death, after heart disease, cancer, and COVID-19.



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[Source: <https://legaljobs.io/blog/personal-injury-statistics/>]

The personal injury practice area is quite competitive. But, in the fiercely competitive legal industry, the right online presence can turn the tables for any law firm. We'll dive into the case of a firm that's securing a strong, competitive edge.

Let's dive in.

The Firm & The Firm's Investment

With Consultwebs



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

Recognizing the profound impact of a robust online presence, this personal injury law firm decided to invest in a variety of digital assets by [partnering with Consultwebs](#). Specifically, they are investing in:

+ [SEO for law firms](#)

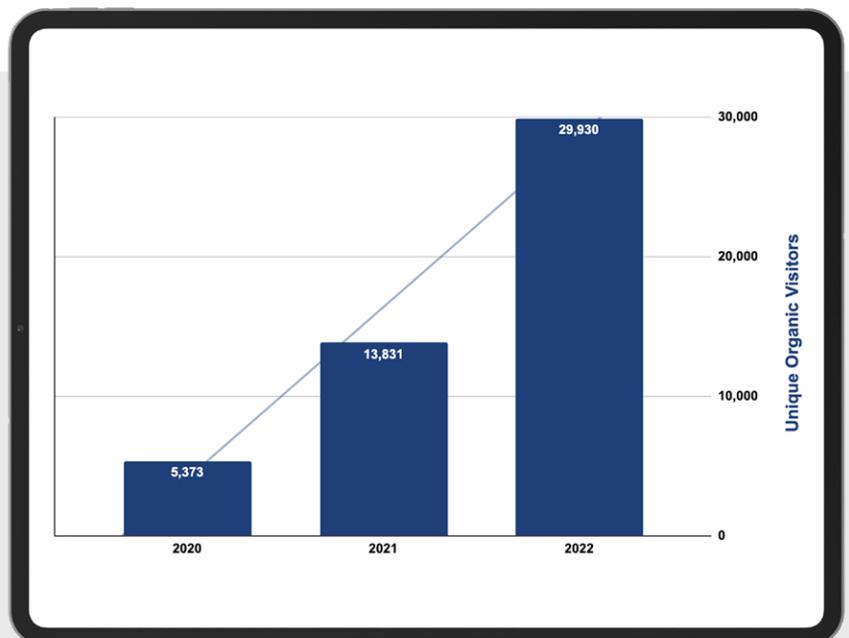
+ [Digital advertising](#) on platforms such as Google

+ [Local Services Ads](#)

The Firm's Results

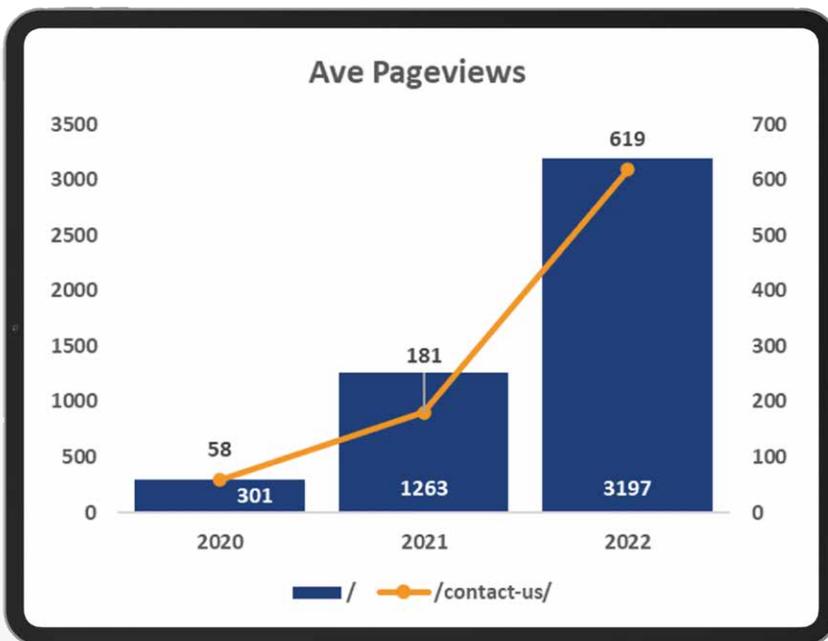
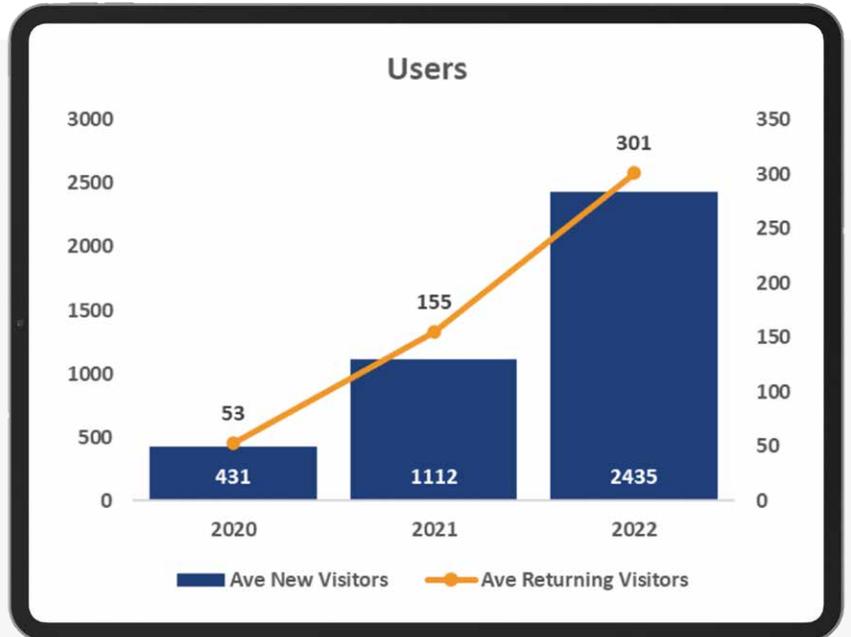
Let's start with the basics: visitors to the site. Organic visitors to a law firm's site are an invaluable asset, representing potential clients who have landed on your page not through paid channels but through the inherent value and relevance of your digital content.

In 2022, the total site visitors increased by over 16,000 from the previous year, representing a 116% growth. **More impressively, this firm saw an enormous 457% leap in organic visitors, pulling in an additional 24,557 prospective clients compared to 2020. Take a look at the results:**



In addition, new users to a law firm’s site are the lifeblood of growth. For law firms like yours, this signals a chance to grow your potential client base.

The firm’s number of new users to the site increased by 457% from 2020 to 2022.



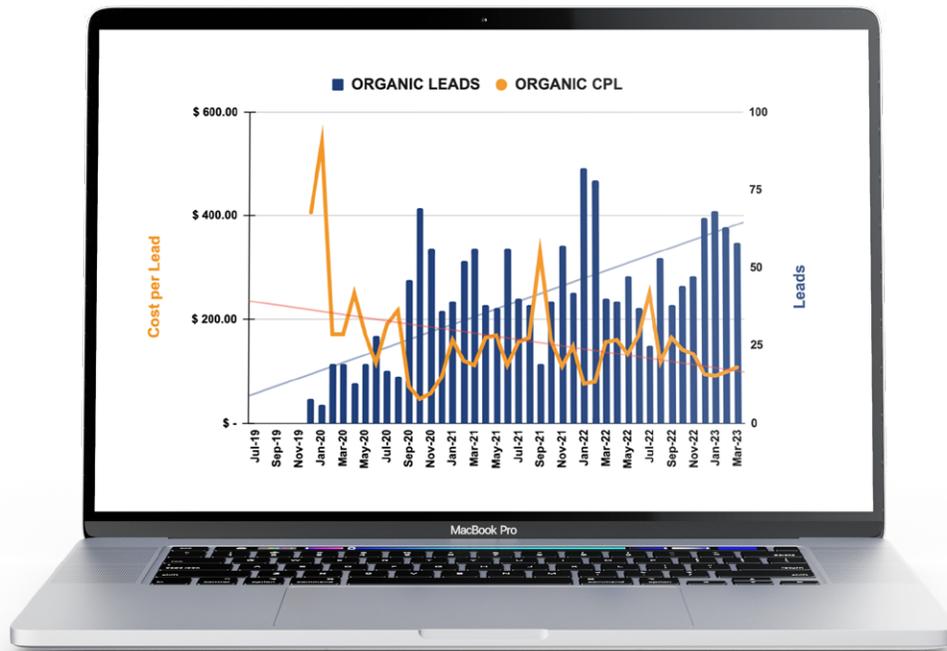
This also correlated with the number of page views to the firm’s site.

Between 2020 and 2022, the firm increased page views by an incredible 652%.

And the best part?

The firm is seeing an overall decrease in its organic cost per lead while increasing its organic leads.

- + The firm experiences a remarkable yearly growth of 28.44% in leads while simultaneously achieving a steady yearly decrease of 15.84% in its cost per lead.



To be more specific, the law firm saw a growth of 596 leads in 2022, that's an additional 83 leads or a 16% increase in leads from the previous year.

In addition, the firm's cost per lead went down by 14% from 2021 to 2022 and keeps decreasing month to month.

In conclusion, this personal injury law firm's journey serves as a powerful testament to the transformational power of strategic digital marketing.

Through astute investment in digital assets, guided by Consultwebs, they have achieved significant growth and online prominence. If you want to discover how your law firm can benefit from a tailored digital marketing strategy, don't hesitate to...

**Book a call with
our Senior Legal
Marketing Advisor**

