

# ORGANIC SEARCH

as the Driving Force Behind a Law Firm's Growth



SEARCH



# What This Case Study Has To Offer You:



A thorough understanding of how tactical SEO services and digital advertising catalyzed growth at a law firm by significantly reducing the cost per case and substantially enhancing case volume.

*The process of ensuring a [law firm's profitability](#) involves dedicated effort, yet the principle is simple...*



**Law firms generate profit when  
their earnings exceed their  
operational and overhead expenses.**

## Introduction

The key to considerable growth for law firms often lies within a comprehensive, data-oriented strategy. Our case study illuminates how Consultwebs helped a firm drastically minimize its costs per lead while significantly raising the number of leads, all through a focus on organic search.



## About the Firm

In order to safeguard the company's identity, we will use the term 'the firm' throughout this case study.

### ▲ Firm type:

Personal Injury Firm

### ▲ Top practice areas:

- Semi-truck Accidents
- Personal Injury
- Car Accidents
- Motorcycle Accidents
- Wrongful Death
- Traumatic Brain Injury

## The Common Challenge Law Firms Face

Like many law firms, the firm faced the daunting challenge of high costs per case. As competition intensified, the firm's traditional marketing strategies became increasingly expensive and less effective. Thus, they needed new strategies to boost their case intake while managing their campaigns in the smartest way possible.

## The Proven Solution

The firm opted for Consultwebs to overcome its challenges and spur growth. The firm shared their goal that they want a clear emphasis on leveraging Facebook remarketing and [video marketing](#) to promote its services.

With that goal in mind, **Consultwebs analyzed what the firm needs to grow its business.**

**After thorough planning, Consultwebs rolled out a comprehensive marketing strategy focusing on the firm's goal, [SEO for law firms](#), and [digital advertising](#).**

But, before diving into the results, you may be wondering the following...

## Can Law Firms Expect Results from SEO?

At Consultwebs, we provide specialized SEO services for attorneys tailored to meet the unique needs of your legal practice. Our team of SEO experts, with extensive experience in all areas of legal marketing, comprehends the distinct difficulties and prospects intrinsic to law firm SEO.

Are you looking for evidence that [our SEO services](#) for attorneys deliver results?

**We absolutely have it.**

### SEO for Law Firms at Consultwebs: The Results

On average, law firms investing in Consultwebs see:

**+ Cost per case decrease by 56%**

**+ Cases increase by 266%**

On average, **all sizes of law firms investing in Consultwebs see:**

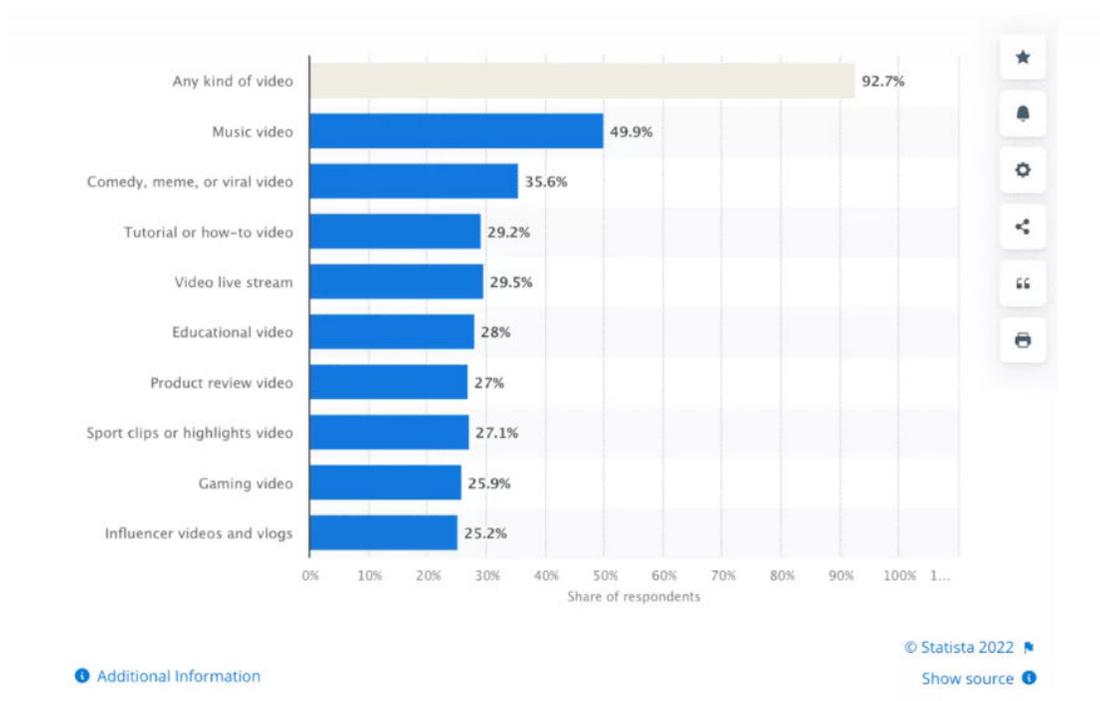
- + Small market law firm - **233% case intake increase**
- + Medium market law firm - **200% case intake increase**
- + Large market law firm - **316% case intake increase**



# How Video Marketing Works For Law Firms

**Video marketing** serves as a powerful tool to enhance leads, boost sales, and strengthen relationships. According to **Statista**, videos capture the attention of 92% of internet users globally.

However, are videos helping users stay engaged with the content? Absolutely. Nearly the entire population of Internet users ( $\approx 93\%$ ) is engaged in video consumption.



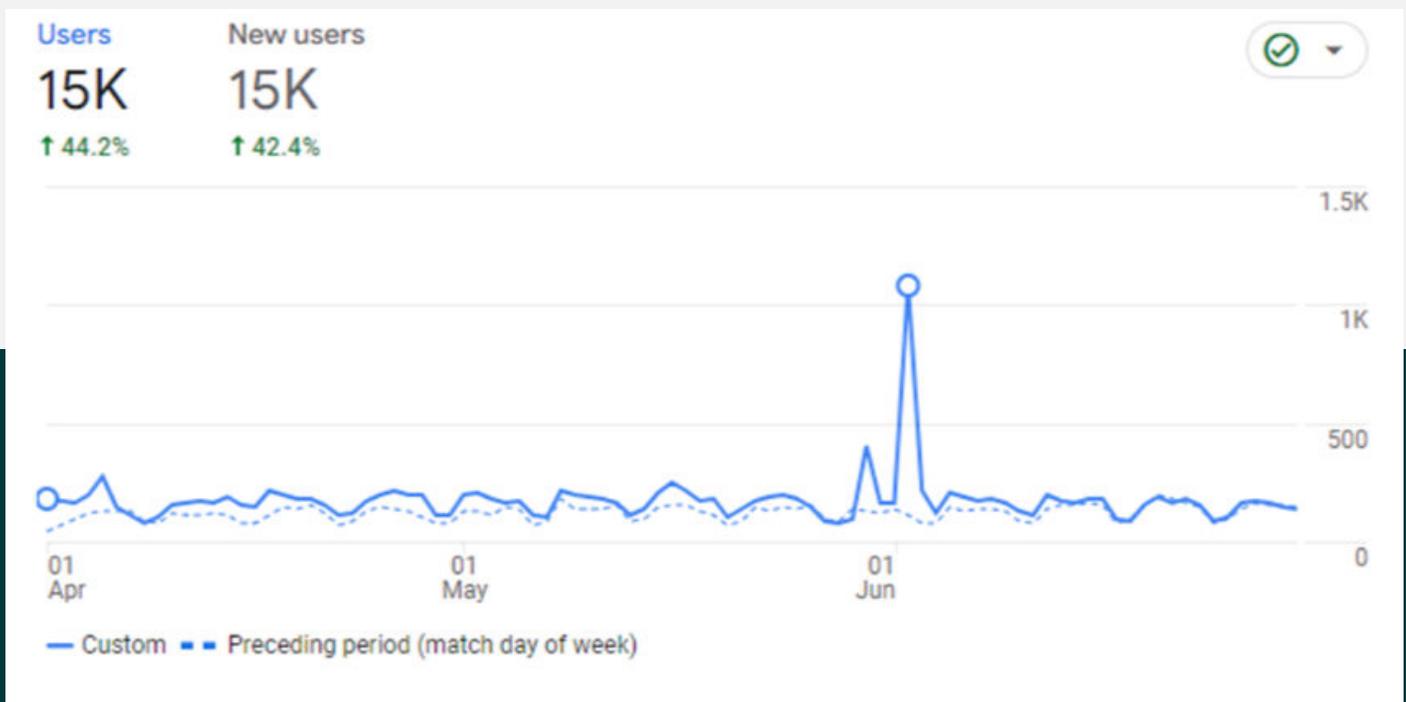
# THE EVIDENT RESULTS

## Increase in Users

As your site's ranking improves, it becomes more discoverable to potential clients conducting online searches related to legal services. This increased visibility translates to more website visitors.

Moreover, **SEO emphasizes user experience, making your site more navigable and informative, which can help retain visitors, converting them into potential clients.**

With Consultwebs' SEO and digital advertising strategy in place, **the firm's Q2 2023 saw an increase of 44% in existing users and a 43% rise in new users compared to Q1.**



## RISE IN WEBSITE SESSIONS

As stated above, SEO enhances a law firm's website visibility on search engines. This strategy increases discoverability, driving more traffic to your site.

On the other hand, video advertising engages users visually and emotionally, keeping them on your site longer and encouraging repeat visits.

**When combined, SEO and video advertising provides a potent strategy to increase and maintain website sessions for a law firm.**

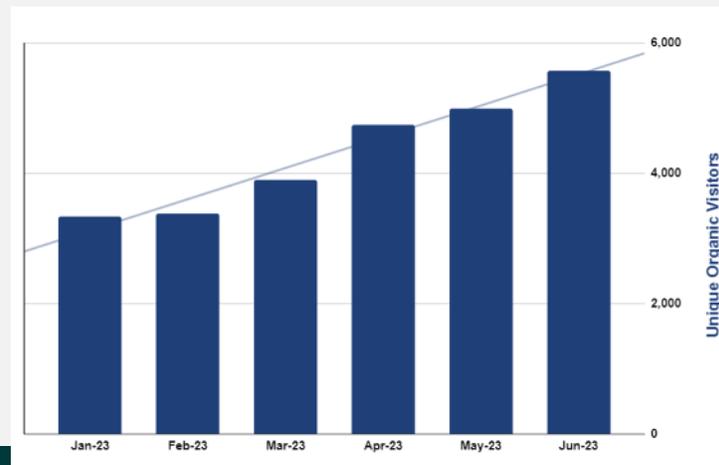
As a result — **the firm's website session activity also improved, with a 35% increase recorded. A large part of this was due to organic search**, underscoring the effectiveness of the SEO strategy implemented by Consultwebs.

Sessions ▾ by ✔ ▾  
Session default channel group ▾

SESSION DEFAULT CHAN...		SESSIONS
Organic Search	12K	↑ 34.7%
Direct	2.8K	↑ 100.7%
Paid Search	888	↑ 5.3%
Referral	446	↑ 9.3%
Organic Social	550	↑ 128.2%
Paid Other	460	↑ 50.8%
Unassigned	490	↑ 400.0%

## UNIQUE ORGANIC VISITORS

The firm's reach also expanded with an influx of +5,000 unique, organic visitors, further validating the successful SEO efforts.



## SPIKE IN LEADS AND DECREASE IN COST PER LEAD (CPL)

Perhaps most impressively, the firm saw a 45.5% increase in leads and a 16.34% decrease in Cost Per Lead from Q1 to Q2 of 2023, demonstrating the efficiency and profitability of the SEO-driven approach managed by experts.



## LONG-TERM IMPACT

The impact of the firm's digital strategy goes beyond reducing costs and increasing case volume. Their online presence is helping establish them as a thought leader in their field, attracting more high-quality leads and ultimately converting more cases. Furthermore, their managed campaigns continue to deliver results over time, proving to be a sustainable and efficient approach to growing their business.

## CONCLUSION

This case study demonstrates the transformative power of Consultwebs' SEO and Digital Advertising services for law firms. It's clear to see that the investment in Consultwebs yields immediate benefits and sets the firm up for lasting success. Today, the firm continues to use its strong online presence, which Consultwebs maintains, to attract new clients and expand its business.

**Are you intrigued by how SEO can propel your firm's growth?**

Should you wish to discover what we can offer, pose additional queries, or seek further guidance you've been pursuing, let's extend this discussion beyond this platform!

**Schedule a 1-1 with our  
Senior Marketing Advisor**