



HOW WE INCREASED  
PHONE CALLS 414%  
& WEBSITE VISITS 351%

Local SEO Campaigns for Law Firms



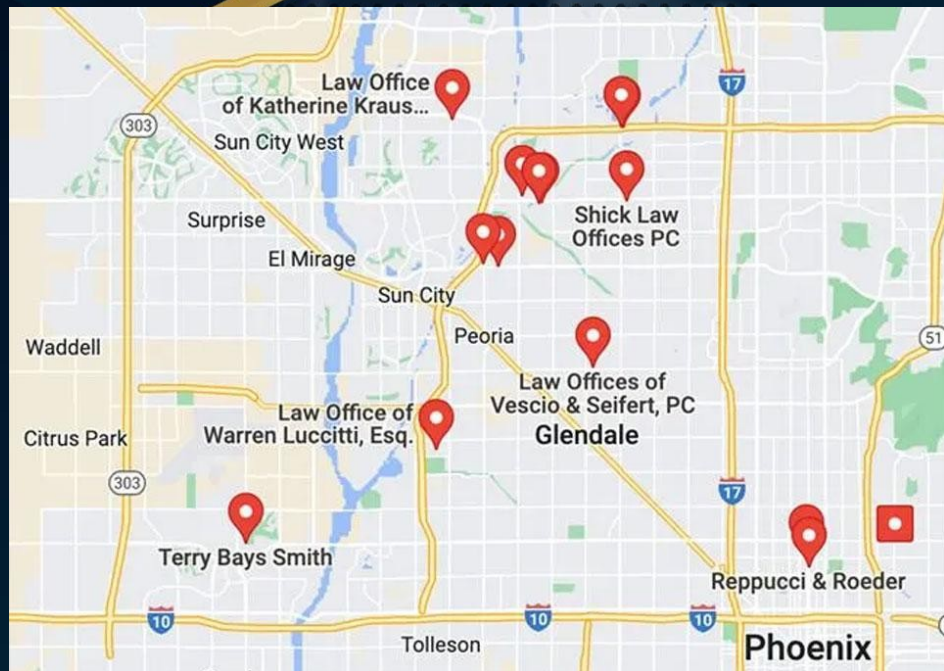


In local SEO, we're dealing with two algorithms, the **ORGANIC AND MAPS ALGORITHMS**, which can complicate optimization strategies. Maps is tricky because it runs on **multiple data sets**, which complicates how the algorithm defines a particular location.

The local algorithm is also constantly changing, making the map pack a moving target.

The extreme competitiveness of legal services is easy to understand once you see the generated in revenue – it's projected to be **OVER \$348 billion** in 2024 with only a small number of searches, according to this report compiled by **STATISTA**





The challenge with this campaign was the listing did **NOT RANK** in the top 20 for most target keywords. There was densely populated law firms in the area, which you can see in the screenshot to the left, and the listing was weak compared to these competitors.

Law firms also deal with **MORE FREQUENT FILTERING ISSUES**, because it's common for many law firms to be in the same building. Google will **ONLY SHOW ONE** listing per address for each niche. The suite number is not taken into account, so different suite numbers at the same address will not show more than one.

## RECAP OF THE RESULTS

- ✓ 414% increase in phone calls
- ✓ 351% increase in website visits
- ✓ 198% increase in indirect queries
- ✓ 384% increase in views on maps 6.2k
- ✓ 274% increase in views on search (5.1k)
- ✓ 92% increase in driving directions



# CAMPAIGN CHALLENGES

When the client initially approached us, he had no map visibility for the keywords they wanted to target. So we ran a Local SEO Audit and looked into the potential issues the client could face. We also did a thorough analysis of the niche and competition within the targeted location, which is how we found the densely populated area.



## PROBLEMS WE ENCOUNTERED :

- ✔ Brand name inconsistencies
- ✔ Other lawyers showing for the same address.  
The address is at a shared office space
- ✔ Possum filter in the same building

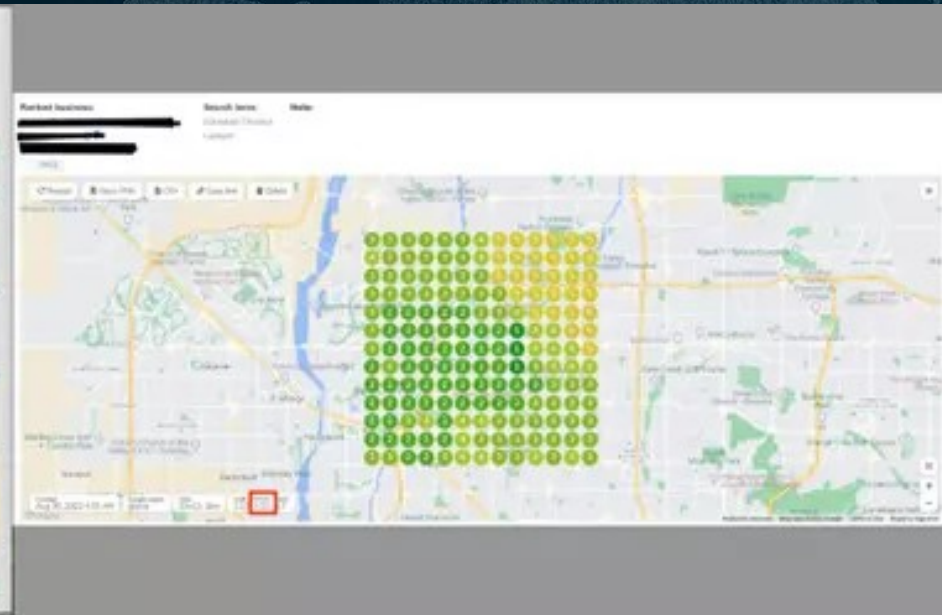
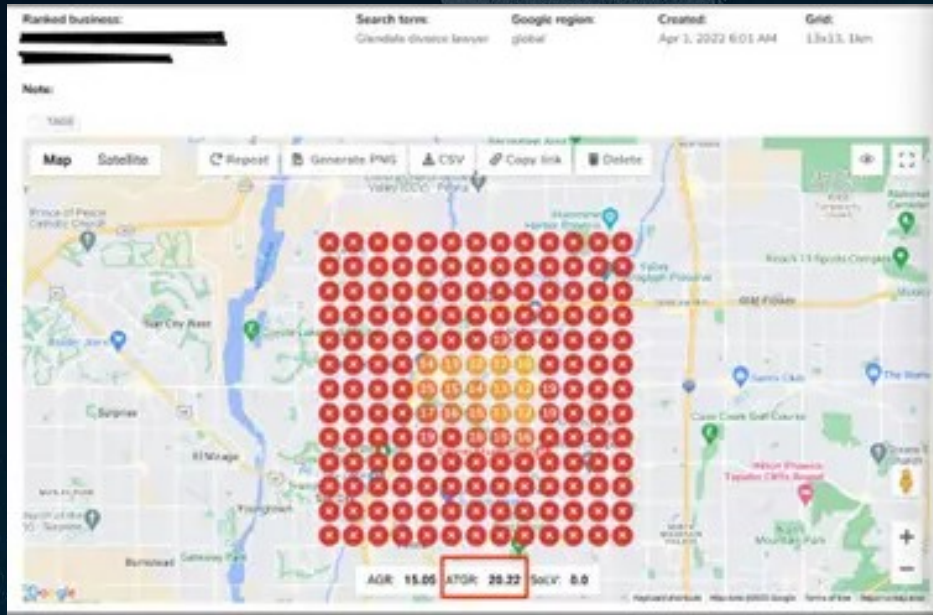


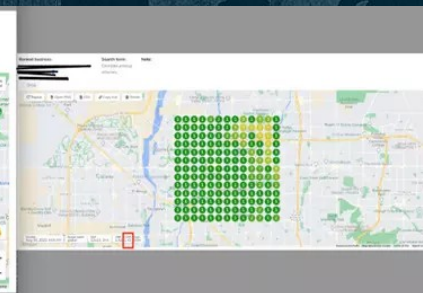
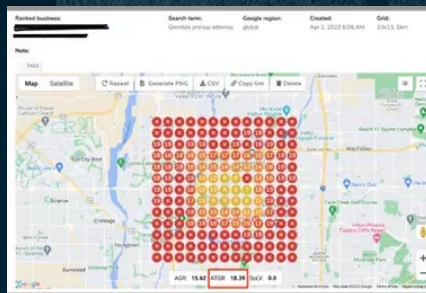
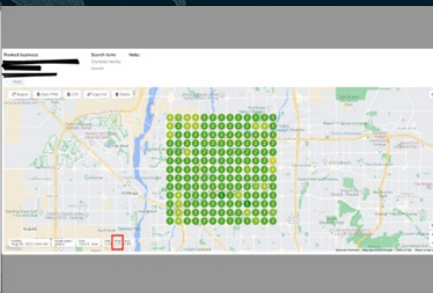
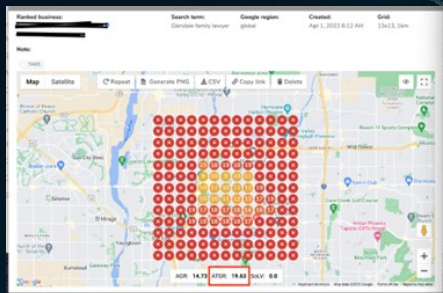
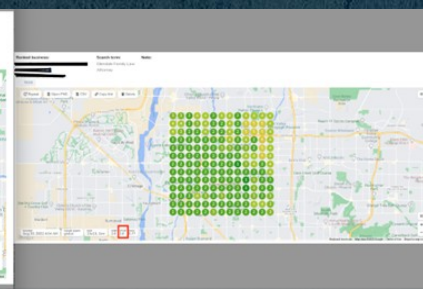
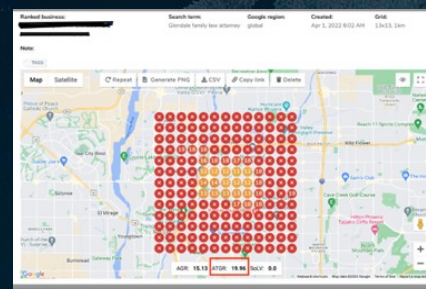
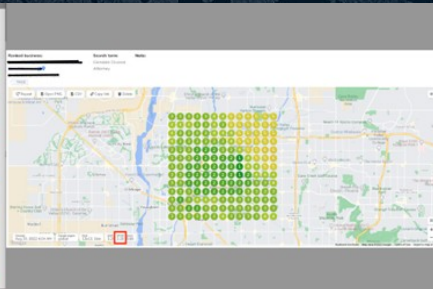
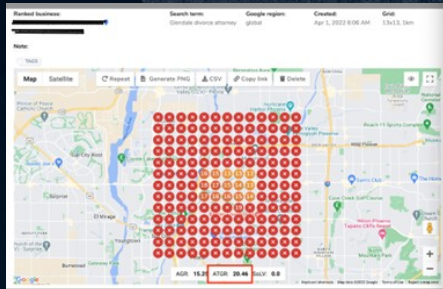
To complete all this work, we decided on an aggressive plan **MONTHLY GBP SEO** campaign in order to tackle as many areas as possible. Our success proved this higher campaign level to be the right Approach - you get what you pay for in SEO...

We completed the NAP, GMB, and Location Page Audit in the first month and added the campaign to our trackers.

GeoGrids previously showing very minimal visibility, had now secured map pack positions in the majority of the grids. This was after completing only 5 months of our highest **Monthly GBP Campaign**.

We compare the baseline & update GeoGrids below for 5 different keywords. We have blurred out some of the information to protect the client's identity.



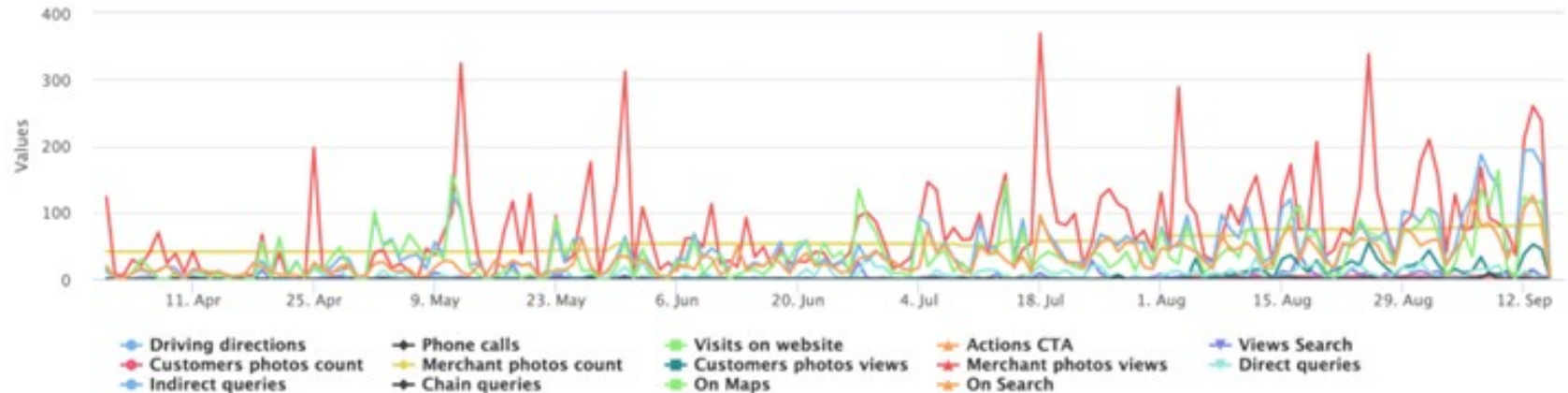


Because of the improved visibility shown in above grids, we saw significant **IMPROVEMENT** **IN ALL ENGAGEMENT TYPES** from the baseline. This brought in an influx of leads and clients for their business

# WHAT'S NEXT FOR THE CAMPAIGN?

## Location listing stats

The number of times the listing was viewed on Maps and Search



Moving forward, we will work on targeting broad-term keywords, adding other keywords to the mix to expand visibility, increasing the radius coverage, monitoring the results, and then start targeting a new set of highly-competitive keywords and updating the results.



## WANT RESULT LIKE THIS?

To get a clear guide on what campaign type is right for your client, please check out our [Free Campaign Recommendations](#) or reach out to us directly at [{your email}](#). We can review your business's specific situation and make personalized recommendations based on what we find. This ensures you are using the proper campaigns and achieve maximum results.

