

## SEO Case Study

# Employee Rights Law Firm

Local Campaign in Orlando, FL

● Spend: \$7500/month

48

Keywords on  
Page 1

13%

Increase in Organic  
Search

49%

Increase in New  
Users

62%

Increase in  
Pageviews

## SEO Strategy

This client has only been with our advertising firm for a short time, but we are already seeing great success with their SEO campaign. They are a law firm based in Orlando, with new offices opening up in other cities across Florida. To help them rise above their local competition in one of the most competitive areas of the world (Orlando), we had to pick the right keywords in order to target the right audience.

We performed extensive keyword research, conferred with the client, and strategically implemented their chosen keywords on their website. We also began off-site work to help build relevancy and credibility with Google and other search engines. This work has led to 48 keywords on page 1- many of them jumping over 100 positions - for a variety of legal services in an extremely competitive region.

This client has also recently opened an office near Tampa, and we're using the same SEO strategies to break into this incredibly competitive market. Just like we saw with their Orlando campaign, we're beginning to see huge success, with some keywords already landing on page 1! We're excited to continue working with this client to help them continue expanding their online authority in two of the busiest cities in the world.

### Keyword

Start  
Rank

Start  
Page

Current  
Rank

Current  
Page

gender discrimination law services Orlando FL

101

11

↑ 1

↑ 1

pregnancy discrimination defense attorney near me

101

11

↑ 1

↑ 1

racial discrimination defense attorney Orlando

101

11

↑ 1

↑ 1

commission wages attorney Central FL

18

2

↑ 1

↑ 1

job discrimination defense services Orlando

101

11

↑ 3

↑ 1