

THE WEB EXPRESS COMPUTER
TECHNOLOGIES
CASE STUDY



LAW FIRM LOCAL SEO
3x INCREASE IN SEARCH TRAFFIC

Background

A well-established Law firm in New York City saw a sudden dip in traffic and conversions at the start of 2018. They requested Web Express Computer Technologies (WeCT) experts for website review, during which we assessed everything from the page layout to copy and website technology. It became clear that significant improvements could be made to the existing website to increase organic traffic and conversions.

Objective

Our objective was to address the dip in traffic and reverse the downward trend in conversions. We tasked our expert developers and content marketers with creating a website strategy that would improve search engine rankings and increase organic traffic while maintaining the client's established visual identity and branding.

Strategy

To meet our objective and attract a greater number of qualified website visitors (visitors who were likely to request a consultation and become clients), we had to develop a strategy that put the right content in front of the right user and convinced them to take action.

Our first step, after conducting a thorough site review, was to design a new layout that provided more room for copy above the fold, improve the contact forms and make the call-to-action messaging more visible across the website.

While our designers were busy working on the website layout, our SEO team conducted thorough keyword research, prioritizing the keywords that were most likely to attract qualified visitors and result in conversions.

Once our keywords and design were in place, our copywriters revised the copy of the client’s landing pages, putting an emphasis on expertise and authority. This would help our client attract and build trust with website visitors.

We turned our attention to wider content marketing strategies that could help signal the client’s authority to potential clients and Search Engines like Google and Bing. We recommended that the client sign up for an independent review platform and display client testimonials on their website to build trust and credibility with potential clients.

We completed additional content work as part of the client’s monthly package, which included adding new service pages to target high-net-worth clients and writing fresh keyword-targeted blog content each month.

Results

Traffic did not immediately improve when the new website design went live in January 2019 but started to pick up in March 2019. The client saw a 23% month-on-month increase in organic traffic (Mar-19 v. Nov-18), with 390 new potential clients visiting the website during this time.

Default Channel Grouping	Acquisition			Behaviour			Conversions <small>All Goals</small>		
	Users <small>905 vs 717</small>	New Users <small>868 vs 663</small>	Sessions <small>1,066 vs 867</small>	Bounce Rate <small>70.17% vs 57.32%</small>	Pages/Session <small>1.67 vs 2.12</small>	Avg. Session Duration <small>00:01:02 vs 00:01:21</small>	Goal Conversion Rate <small>4.32% vs 3.81%</small>	Goal Completions <small>46 vs 33</small>	Goal Value <small>£23.00 vs £17.00</small>
26.22% ▲	30.92% ▲	22.95% ▲	22.41% ▼	21.50% ▼	23.31% ▼	13.37% ▲	39.39% ▲	35.29% ▲	
1. Organic Search									
01-Mar-2019 - 31-Mar-2019	420 (46.05%)	390 (44.93%)	499 (46.81%)	63.33%	1.87	00:01:20	4.81%	24 (52.17%)	£12.00 (52.17%)
01-Nov-2018 - 30-Nov-2018	326 (44.97%)	279 (42.08%)	416 (47.98%)	47.60%	2.17	00:01:48	4.57%	19 (57.58%)	£11.00 (64.71%)
% Change	28.83%	39.78%	19.95%	33.05%	-13.86%	-25.83%	5.31%	26.32%	9.09%
2. Paid Search									
01-Mar-2019 - 31-Mar-2019	298 (32.68%)	291 (33.53%)	336 (31.52%)	76.79%	1.48	00:00:41	3.57%	12 (26.09%)	£8.00 (34.78%)
01-Nov-2018 - 30-Nov-2018	238 (32.83%)	233 (35.14%)	260 (29.99%)	70.00%	1.55	00:00:40	4.23%	11 (33.33%)	£4.00 (23.53%)
% Change	25.21%	24.89%	29.23%	9.69%	-4.52%	0.16%	-15.58%	9.09%	100.00%

Following this initial success, the client agreed to sign up for an independent review platform. The subscription went live in April 2019, with the client soon receiving a number of five-star reviews from happy clients. This led to an improvement in website authority and trust, which contributed to a further uptick in organic traffic over the next few months.

Additional blog work completed in May, June and July 2019 as part of the client’s monthly package led to an increase in organic traffic for high-value keywords. The top-performing blog pulled in 2,223 new website visitors from 1st May – 31st July 2019 alone, with overall blog traffic increasing by 151% compared to the previous period.

Default Channel Grouping	Acquisition			Behaviour			Conversions All Goals		
	Users ↑ ↓	New Users ↑	Sessions ↑	Bounce Rate ↑	Pages/Session ↑	Avg. Session Duration ↑	Goal Conversion Rate ↑	Goal Completions ↑	Goal Value ↑
	350.88% ↑ <small>3,057 vs 678</small>	377.44% ↑ <small>2,984 vs 625</small>	311.61% ↑ <small>3,474 vs 844</small>	37.57% ↓ <small>81.66% vs 59.36%</small>	32.01% ↓ <small>1.37 vs 2.02</small>	23.73% ↓ <small>00:00:57 vs 00:01:14</small>	48.17% ↓ <small>1.84% vs 3.55%</small>	113.33% ↑ <small>64 vs 30</small>	171.43% ↑ <small>£38.00 vs £14.00</small>
1. Organic Search									
01-Jul-2019 - 31-Jul-2019	2,439 (79.45%)	2,376 (79.62%)	2,733 (78.67%)	82.88%	1.34	00:00:57	1.39%	38 (59.38%)	£24.00 (63.16%)
01-Jul-2018 - 31-Jul-2018	305 (44.53%)	259 (41.44%)	386 (45.73%)	50.26%	1.99	00:01:23	3.89%	15 (50.00%)	£8.00 (57.14%)
% Change	699.67%	817.37%	608.03%	64.90%	-32.70%	-31.13%	-64.22%	153.33%	200.00%
2. Paid Search									
01-Jul-2019 - 31-Jul-2019	342 (11.14%)	335 (11.23%)	379 (10.91%)	81.00%	1.34	00:00:29	3.43%	13 (20.31%)	£7.00 (18.42%)
01-Jul-2018 - 31-Jul-2018	254 (37.08%)	251 (40.16%)	287 (34.00%)	73.87%	1.54	00:00:23	3.83%	11 (36.67%)	£5.00 (35.71%)
% Change	34.65%	33.47%	32.06%	9.66%	-13.11%	27.30%	-10.51%	18.18%	40.00%

Visibility increased significantly for the client’s primary keywords, up from 0.5% in January 2019 to over 2% in August 2019. This upward trend has been consistent since campaign work began.



With our client now enjoying position 1-3 rankings for a significant proportion of their primary keywords, the campaign continues to go from strength to strength and we expect to see continued improvements as monthly work goes on.

Want such of results for YOUR business?

If you'd like to discuss working together, the first step is to request a free website and digital marketing review and tell us a bit about your goals.

We are here to help.

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