

# CASE STUDY

## Personal Injury Law Firm



### SUMMARY

By combining two websites into one we created a cohesive brand for this multi-location law firm. With Rocks Digital's expertise, this website has seen a dramatic increase in page views, website clicks and more.

### GOAL

The client needed to better represent the services they offer. They needed to improve site traffic, keyword optimization and the user experience overall.

### PROBLEM

This law firm maintained two separate websites. One was single-focused, while the other represented all the legal services the client offered related to personal injury law. The pages on these sites (such as service area pages) were not properly optimized, and many duplicates were found. Blog posts were outdated, had thin content and showed poor formatting. This led to service area pages and blog posts with thin, low-quality content issues. They also lacked SEO value and were not being indexed by Google.

### SOLUTION

To combine two websites into one, Rocks Digital needed a specific strategy for this client that included the following.

- ✓ Remove content that was repetitive and provide keyword-rich headings.
- ✓ Rewrite service area pages to include a better summary of all the services offered.
- ✓ Rework service pages to remove duplicate content and showcase the primary areas of practice.
- ✓ Add well-written introductions and closings to old posts, giving them SEO value and including calls to action.

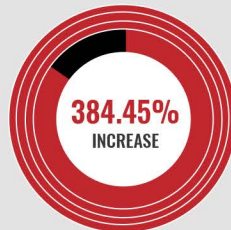
## RESULTS

### PAGE VIEWS

**2,212** from July 25, 2021 to October 24, 2021

**10,716** from July 25, 2023 to October 4, 2023

↑ Page Views Increased **8,504**



### WEBSITE IMPRESSIONS IN SEARCH RESULTS

**221K** from July 25, 2021 to October 24, 2021

**383K** from July 25, 2023 to October 24, 2023

↑ Impressions Increased **2.18M**



### WEBSITE CLICKS FROM SEARCH RESULTS

**229** from July 25, 2021 to October 24, 2021

**977** from July 25, 2023 to October 24, 2023

↑ Clicks Increased **748**



### KEYWORDS IN SEARCH RESULTS

**219** Keywords in October 2021 with 2 Keywords within the Top 3 Positions

**630** Keywords in October 2023 with 13 Keywords within the Top 3 Positions

↑ Overall Keywords Increased **411**

↑ **550%** Top 3 Positions Increase



### KEYWORD POSITION SAMPLING EXTRACTED JUNE 27, 2024

- #1 litigation law firm
- #2 collections attorney
- #3 civil litigation attorney

#### DATA SOURCES:

Page views extracted from Google Analytics.  
Website clicks, impressions and keyword positions extracted from Google Search Console.  
Keywords in search results extracted from Semrush.