

## CASE STUDY

# NJ Law Firm Sees Significant Growth Through Targeted SEO Efforts

## OBJECTIVES

An established New Jersey law firm with a focus on personal injury and criminal defense law sought to enhance their digital footprint and increase client acquisition. Our targeted SEO campaign has led to substantial improvements in online performance, particularly in organic search results, which remained the firm's primary source of website traffic.

## OBJECTIVES

- To increase the firm's visibility in search results, specifically for personal injury and criminal defense keywords.
- To attract new users and elevate the firm's authority within the legal industry of Northern New Jersey.

## STRATEGY & EXECUTION

- We focused on local SEO, creating local citations, backlinks, and localized content creation as well as improving technical performance and UI/UX.
- We focused on producing high-quality, authoritative content to improve both the quantity and quality of organic search traffic.
- Continuous monitoring of SEO performance was implemented to respond to search algorithm updates effectively.



\*New Jersey\* keywords started seeing a spike in February, which took off in March  
Source: Google Search Console

## AT A GLANCE

### Challenges

- Search Visibility
- Unique Focus Areas
- Digital Footprint
- Technical & Performance Issues

### Benefits

- Low Monthly Cost
- Evergreen Content
- Gradual, Reliable Results
- Compounding Increase in Local Traffic



## RESULTS

- Impressions: The firm saw a 37.5% increase in total organic impressions over the space of three months.
- Clicks: There was also a substantial 23.3% improvement in clicks in a three-month period.
- Twelve #1 rankings for local lawyer-related keywords were achieved.

## CASE STUDY

# Boosting Organic Traffic for a NYC Video Production Company

## CLIENT BACKGROUND

Our client, a reputable video production company based in New York City, specialized in creating engaging video content for a diverse client base. Despite having a visually appealing website, the site struggled with low organic traffic, primarily due to poor search engine optimization (SEO). The website's pages were concise, lacking sufficient content and keyword integration to rank effectively in search results.

## CHALLENGE

The primary challenge was enhancing the website's visibility and searchability to attract more visitors. The client's website did not utilize SEO best practices, which limited their online presence and ability to attract traffic through organic search.

## SOLUTIONS IMPLEMENTED

To address these challenges, our team embarked on a comprehensive website rebuild. We focused on the following key strategies:

### Content Enhancement

We expanded the existing web pages to include more detailed content that incorporated relevant keywords. This not only made the pages more informative but also improved their chances of ranking higher in search results.

### Localized Content Creation

Recognizing the potential to capture local search traffic, we created localized content designed to convert. These pages were optimized for "near me" keywords, aiming to capture the attention of potential clients searching for local video production services.

## AT A GLANCE

### Challenges

- Visibility
- Searchability
- Online Presence
- SEO Best Practices

### Benefits

- Low Monthly Cost
- Evergreen Content
- Lasting Results
- Organic Growth



## RESULTS

- 10x increase in local search impressions
- 8x increase in local search clicks
- Several #1 keywords in local areas
- 2-5 new video projects per month from organic search

## CASE STUDY

# Optimizing SEO for NYC Restaurant Group to Boost Gift Card Sales

## CLIENT BACKGROUND

A prominent restaurant group in New York City, known for its diverse culinary offerings and vibrant dining experiences, sought to increase their gift card sales during the holiday season. Despite having a well-established presence, their gift card traffic was not meeting expectations, primarily due to inadequate online visibility.

## CHALLENGE

The main challenge was to enhance the visibility of the client's gift card options on search engines, particularly during the competitive holiday season. The goal was to ensure that potential customers could easily find and purchase gift cards from their various restaurant locations when searching for holiday gifts.

## SOLUTIONS IMPLEMENTED

Our approach to tackling this challenge involved a two-pronged SEO strategy:

### On-Page SEO Optimization

We meticulously revised the titles, descriptions, and keywords on the client's gift card pages to align with high-traffic search terms related to restaurant gift cards. This effort was aimed at improving the relevance and ranking potential of these pages in search results.

### Backlink Development

To strengthen the website's authority and improve its search engine rankings, we initiated an aggressive link-building campaign. Over six months, we successfully built approximately 100 backlinks per month to the client's website, focusing on reputable and relevant sites.

## AT A GLANCE

### Challenges

- Visibility
- Competition
- Gift Card Sales
- SEO Best Practices

### Benefits

- Low Monthly Cost
- No Change to Website Front End
- Targeted Results
- Organic Growth



## RESULTS

- 20 #1-ranked "gift card" keywords in less than 6 months
- 10x growth in organic traffic for "gift card" related keywords
- 31% increase in organic impressions
- Nearly 20 point increase in average keyword rankings

## CASE STUDY

# Digital Marketing Strategy for a Chiropractic Office Expansion in Northern New Jersey

## CLIENT BACKGROUND

A well-established chiropractic office located in New Jersey sought to expand its patient base and increase its reach across northern New Jersey. Despite providing exceptional care, the office faced challenges in attracting new patients and expanding its market presence due to limited online visibility.

## CHALLENGE

The primary challenge was to enhance the online presence and attract a larger patient base for the chiropractic office. The client aimed not only to increase the number of patients but also to expand geographically within northern New Jersey.

## SOLUTIONS IMPLEMENTED

To achieve these objectives, we implemented a comprehensive digital marketing strategy that included:

### Website Rebuild

We revamped the client's website for improved usability, mobile optimization, and SEO effectiveness.

### Localized Content Creation

We created localized content for specific communities in northern New Jersey.

### Backlink Building

We launched a comprehensive backlink campaign to boost the site's authority and rankings.

### Social Media Management

We managed and enhanced their social media presence, engaging the local community, sharing health tips, and promoting services, which strengthened their online community and brand visibility.

## AT A GLANCE

### Challenges

- Grow Organic Presence
- Grow Patient Base
- Geographical Expansion
- Establish Local Authority

### Benefits

- Low Monthly Cost
- Holistic Improvements
- Coordinated SEO & Social Media Efforts
- Evergreen Pages



## RESULTS

- Continuously improving local presence, with hundreds of local keyword rankings moving up monthly
- Form & phone call conversion rate comparable to paid search
- Contributed to successful launch of third practice