



# HOW WE ENHANCED **WEBSITE TRAFFIC** AND **BOOSTED SALES** FOR A LEGAL FIRM

*This case study, highlights how we helped the company improve its SERP ranking, in order to maintain a good continuous flow of customers and subsequent conversions.*

## KEY METRIC

Website optimisation led to a 30% increase in traffic and a 12% boost in CTA conversions



**Enhanced SERP Rankings**

## SUMMARY

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In the highly competitive U.S. legal industry, customers conduct thorough research before selecting legal representation. Our client, a law firm, faced the challenge of insufficient traffic to their traditional website and a lack of lead generation. Sustainable business growth relies on a consistent influx of customers and successful conversions. We aided the firm in enhancing its SERP (Search Engine Results Page) ranking and reducing the bounce rate through website optimization. This effort yielded impressive results, including a 30% surge in website traffic and a notable 12% increase in website conversion rates. The following case study delves into the strategies we employed to achieve these outcomes.

## BUSINESS CHALLENGES

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The firm serves High Net Worth Individuals (HNIs) who desire efficient services with minimal time investment. The main challenge was addressing customer pain points throughout their journey, from SERP exposure to service booking, to retain clients and prevent them from turning to competitors. Key identified pain points include:

- Develop a professional and visually captivating website that accurately reflects the firm's values and principles.
- Create a more user-friendly website, ensuring a seamless experience for visitors.
- Optimize the website for mobile devices to provide an excellent User Experience across all platforms.
- Implement SEO standards in website design to enhance search engine rankings, thereby driving increased traffic and client acquisition.
- Establish a comprehensive lead tracking system to convert website leads into prospective clients.



### Enhanced SERP Rankings



### Seamless website navigation experience



### SEO optimised content

## SOLUTION PROVIDED

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In close collaboration with our clients, we gained a deep understanding of their specific requirements and objectives. Our approach involved strategically designing and structuring the platform to enhance the overall consumer journey. To gain valuable insights into user behavior, we seamlessly integrated analytical tools, enabling us to identify drop-off points and key interaction areas on the website. Heatmap analysis provided further clarity on consumer behavior, which informed our recommended actions to the client:

- **Streamlined Navigations:** We optimized the website's navigation, ensuring users could easily access all pages throughout the platform.
- **Mobile Optimization:** Our efforts extended to making the website fully mobile-friendly, adaptable to various smartphone screen resolutions. The design was meticulously crafted to suit a range of screen sizes.
- **Enhanced Call-To-Action:** To drive higher conversions throughout the sales funnel, we strategically increased the number of Call-To-Action elements on the website.
- **SEO Optimization:** We improved the URL page structure, page titles, and meta descriptions, enhancing the website's search engine friendliness and visibility.

## IMPACT ON BUSINESS

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The website's presentation was elevated to a professional and appealing level, perfectly tailored for the intended audience. By optimizing the front-end data and reducing content loading times, we significantly improved website responsiveness. These enhancements resulted in a notable 30% surge in website traffic and an impressive 12% increase in Call-To-Action (CTA) conversions, attributed to the SEO-optimized content.

