

HOW A LEGAL SERVICES REVIEW SITE GENERATED LEADS FOR MULTIPLE TAX RESOLUTION FIRMS

A Case Study on the development of an industry reviews website aimed at assisting individuals in selecting the appropriate tax resolution and generating leads for legal firms

KEY METRIC

A centralised resource that benefits tax resolution customers as well as legal firms



**Positive impact for all
involved parties**

SUMMARY

The US tax resolution industry, fraught with scams and a lack of awareness, faced challenges in generating online leads for private firms. Nablasol developed an industry review website to aid individuals in choosing the right tax resolution and boost lead generation for law firms. Within months, the website ranked at top Google search results, resulting in a surge of qualified leads for various tax resolution firms.

BUSINESS CHALLENGES

The unorganized tax industry posed problems for both individuals and tax resolution firms. People lacked awareness and faced scams, while firms struggled with online lead generation. The absence of a review system left citizens uncertain about choosing a trustworthy firm due to factors like attorney availability and accreditations.

Several crucial factors, such as attorney availability, accreditations, service range, and others, needed consideration when selecting a firm, yet many of these details were unavailable for online public comparison.

SOLUTION PROVIDED

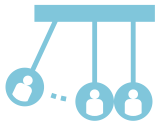
- We created and managed a website that allowed users to evaluate tax resolution firms and conduct a comprehensive online comparative analysis involving 71 companies.
- The website aimed to simplify the process for American taxpayers dealing with tax debt, empowering them to find reputable tax resolution firms.



Legal checklist for customers



One-stop solution for tax and legal services



Positive impact for all involved parties

- Our commitment was to promote fairness in the tax industry, providing users with valuable insights for informed decision-making.
- Through technical SEO, we optimized the website for Google's crawling and indexing, conducting thorough keyword research and on-page SEO efforts.
- Multiple backlinks to various companies were established, leading to top rankings for high-value keywords in a few months.
- The website streamlined the process, enabling one-click connections to selected firms, generating leads for all participating companies.
- A prominent 'Get Help' button alongside firm names significantly increased click-through rates.
- High-quality leads were sent directly to firms without intermediaries, enhancing website credibility and popularity through authenticated reviews and ratings.

IMPACT ON BUSINESS

The website's marketing initiatives generated substantial traffic, offering valuable insights into customer intent within the tax resolution industry. Through effective lead generation efforts, the company forged strategic partnerships with leading tax resolution firms, resulting in a positive industry-wide impact.