

SEO CASE STUDY

www.latimerlaw.com

The Client

Law Offices of James E. Latimer have been fighting for the rights of accident victims and their families for more than 20 years.

The Goal

The ultimate goal was to accumulate positive signals & interactions of the website. It's requirements from this SEO project were:

- Rankings
- Traffic

The Challenge

Ranking the website on highly competitive keywords.

The Solution

We optimized the website, interlinked webpages to help users navigate and search engines crawl effectively.

Over a period of 6 months of continuous on-page and off-page SEO activities, beginning May 2019 to October 2019, we saw huge improvements in traffic.

The graph below shows the comparison of and improvement in the overall traffic (Direct + Referral + Organic) between the time durations of Nov 2018 - April 2019 and May 2019 - Oct 2019.

Key Facts



374.07%

Increase in organic visitors located in target local cities.



406.95%

Increase in clicks for the local keywords.

Overall Total Visits

May 2019 - Oct 2019

1810

Nov 2018 - Apr 2019

194

SEO Organic Traffic

Organic Visits

Direct Visits

Referral Visits

After SEO

640

854

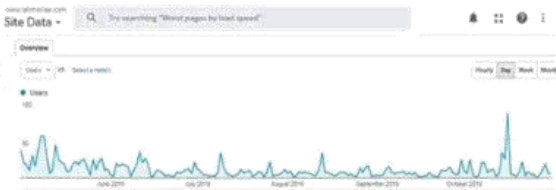
50

Before SEO

135

51

3



Clicks & Impressions

After

Clicks

583

Impressions

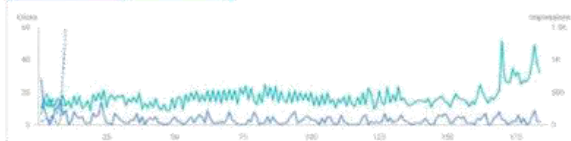
78300

Before

115

3020

Total clicks	Total impressions
583 5/1/19 - 10/31/19	78.3K 5/1/19 - 10/31/19
115 11/1/18 - 4/30/19	3.02K 11/1/18 - 4/30/19



Top Keywords

Keywords

Ranking in Apr 19

Ranking in Oct 19

Work Injury Lawyer Oakland

90

7

Workers Compensation Oakland Ca

78

9

Oakland Workers Compensation Lawyer

62

10

Workers Comp Attorney Oakland Ca

52

11

Thank You