

Large personal injury firm scores big
with strategic SEO.

Strategic SEO drives a remarkable 45%
surge in organic cases.

Executive Summary

The Problem: A leading multi-state personal injury law firm, was not earning cases via organic search traffic across key cities.

The Strategy: Drastically improve Onsite and Offsite SEO for the car accident and personal injury hubpages, as well as all key location pages.

- Build new content and improve existing content quality and page structure
- Enhance design with videos, images, and infographics
- Drive high-authority backlinks

The Result: PI firm drove 45% more cases through organic search YOY and greatly reduced cost per case.

SEO Results - Detailed

	△ Sessions (POP)	△ Conversions (POP)
All Organic	+50.2%	+35.2%
SEO Results By Practice Hub		
Car Accident Hub	+328.8%	+84.2%
Personal Injury Hub	+11.1%	+27.7%
SEO Results By Location		
Charleston	+30.2%	+115%
Asheville	+65.2%	+400%
Charlotte	+328.4%	+1,333.3%
Columbia	+30.9%	-21.4%*

*Reasoning for drop (or something to explain this)

Net Result

Comparing '23 to '24, the firm's strategic SEO focus resulted in a 45% increase in cases driven by organic traffic and a _____ percent decrease in cost per case.