



**LARGE SOUTHEAST LAW FIRM DRIVES AN
85% INCREASE IN CAR ACCIDENT
SESSIONS FROM ORGANIC SEARCH**



HOW WE DID IT!

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 pages across all locations by:

- Building new content and **improve existing content quality** and page structure
- Enhancing design with videos, images, and infographics
- Driving **high-authority** backlinks

The Result: The car accident pages drove **85% more sessions YoY** and drove 102% more conversions PoP leading to a greatly reduced cost per case!