

## CASE CLOSED

# Estate planning law firm earns new clients from search engine optimization

### Project Goals:

Increase the number of qualified leads contacting the law firm for estate planning, wills & trusts and probate services

- Increase phone calls and leads from organic search to bring new business to the firm
- Reorganize website to showcase more services available for online searches
- Increase authority and online visibility through local marketing strategy and Google authorship



Law firm teamed with Nighthawk to increase estate planning clients

### Results & Key Performance Indicators



Non branded, organic search traffic grew by 609% year-over-year post optimization



Six month ROI for costs related to optimization



Contact Us page views increased by 65%