

# Case Study: Local SEO

Shafer Law Firm



Bull Moose Progressive Marketing  
Marketing reformed for business impact





# Executive Summary

Shafer Law Firm had a need to increase calls to their Family Law Division. Before the campaign started, they were receiving clients largely through speaking engagements, referrals, and newspaper articles. The goal of this campaign was to increase organic search traffic, increase awareness of their Family Law Division and to increase incoming calls.

## Challenges

Shafer Law is built primarily on referrals. An extensive general awareness of the law firm and more specifically, the Family Law Division, didn't exist. Original content was rarely produced and shared to attract visitors to their social accounts and website. They identified potential audiences to which they should be targeting, but needed help executing a strategy and tactics to do so.



# SEO + Content

One of the main goals of the campaign was to make sure Shafer Law was easily found online in turn, helping to attract more callers. The strategy created involved posting relevant and consistent content to both social media channels and to their website. Prior to this campaign, they posted sporadic news articles to both their blog and social media channels. This strategy involved creating twelve relevant blog posts and one advanced piece of content. These were created using questions that their clients typically asked. When people searched for this type of information online, Shafer would show up and be seen as a relevant and authoritative source of information and help to answer their questions, (and possibly leading them to convert into a client).

With the consistency of blog and social media posts, year-over-year traffic significantly increased along with the number of phone calls the company received. They were also appearing in local searches under less, non-branded, terms – allowing them to be more visible.

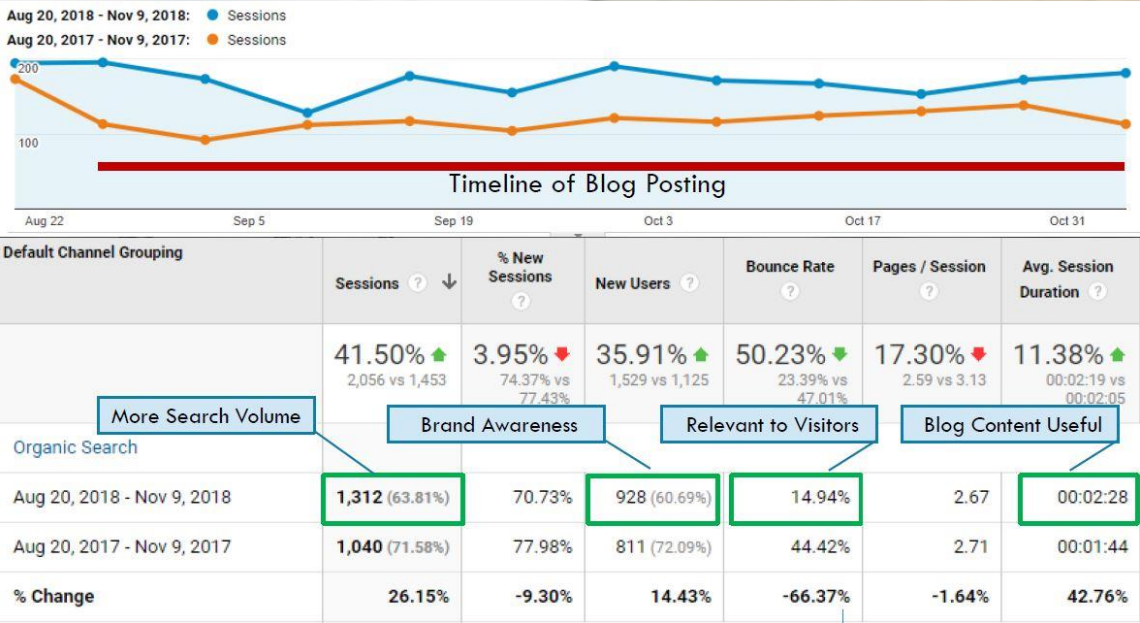




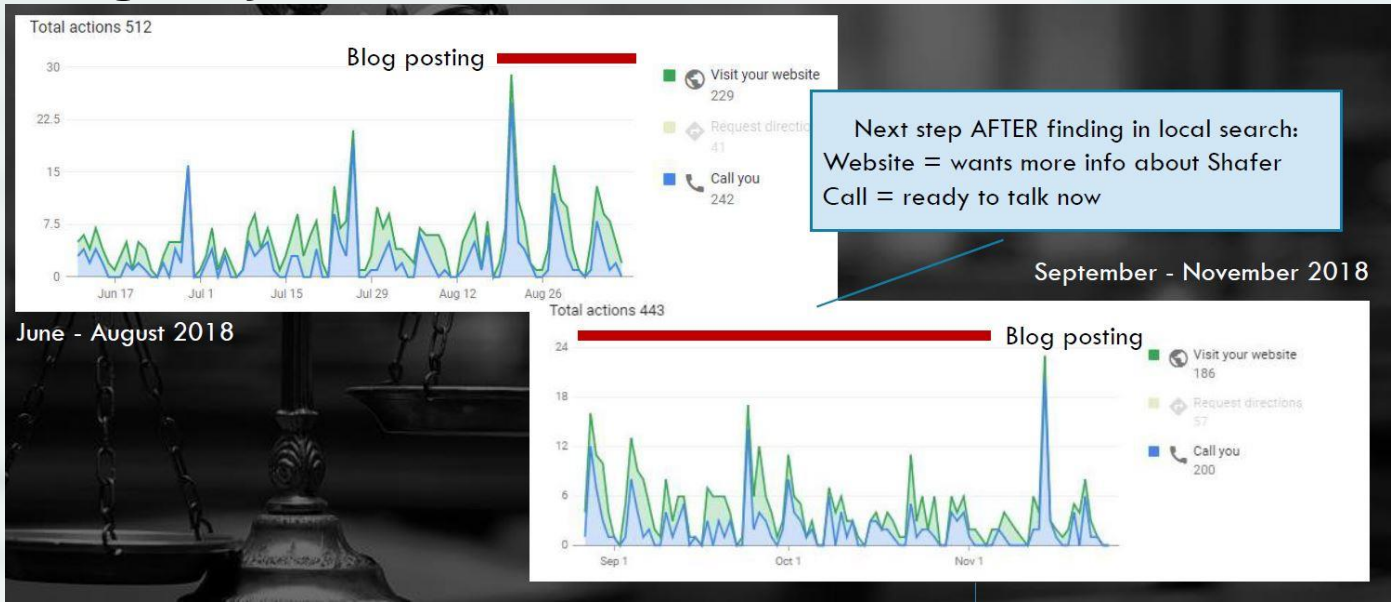
# Website Page Visits (Year Over Year)

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	11.10% ↑ 7,826 vs 7,044	31.51% ↑ 6,039 vs 4,592	52.07% ↑ 00:01:27 vs 00:00:57	38.30% ↑ 3,073 vs 2,222	45.60% ↓ 26.88% vs 49.41%	24.48% ↑ 39.27% vs 31.54%
1. /						
Aug 1, 2018 - Nov 30, 2018	2,174 (27.78%)	1,633 (27.04%)	00:01:25	1,523 (49.56%)	27.64%	43.28%
Aug 1, 2017 - Nov 30, 2017	2,050 (29.10%)	1,168 (25.44%)	00:00:49	1,071 (48.20%)	34.17%	29.51%
% Change	6.05%	39.81%	73.03%	42.20%	-19.13%	46.67%
2. /attorneys						
Aug 1, 2018 - Nov 30, 2018	654 (8.36%)	530 (8.78%)	00:01:17	238 (7.74%)	18.91%	44.80%
Aug 1, 2017 - Nov 30, 2017	509 (7.23%)	372 (8.10%)	00:00:52	109 (4.91%)	44.95%	27.31%
% Change	28.49%	42.47%	48.75%	118.35%	-57.94%	64.06%
3. /contact						
Aug 1, 2018 - Nov 30, 2018	511 (6.53%)	411 (6.81%)	00:02:09	84 (2.73%)	28.24%	45.79%
Aug 1, 2017 - Nov 30, 2017	503 (7.14%)	422 (9.19%)	00:01:32	79 (3.56%)	70.89%	51.89%
% Change	1.59%	-2.61%	39.80%	6.33%	-60.17%	-11.75%

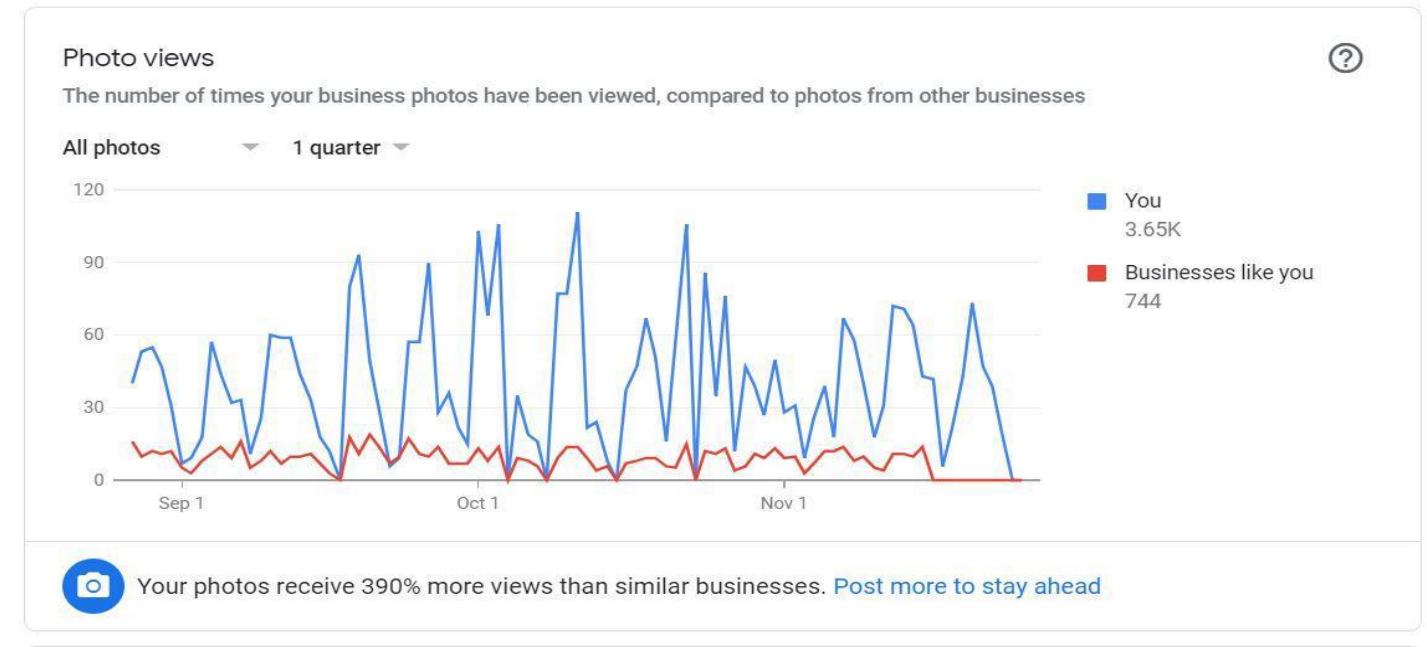
# Website Organic Search (Year Over Year)



# Google My Business: Website + Calls



# Google My Business: Photo Views

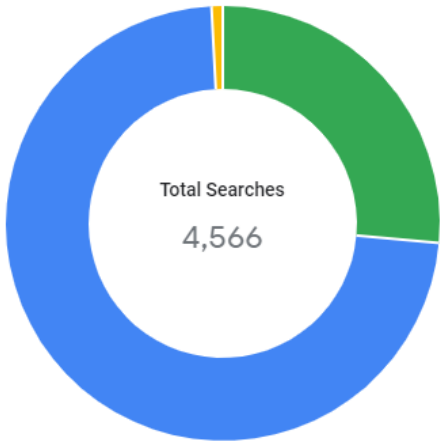




# Google My Business: Local Search

How customers search for your business

1 quarter ▾



- Direct**  
Customers who find your listing searching for your business name or address
- Discovery**  
Customers who find your listing searching for a category, product, or service
- Branded**  
Customers who find your listing searching for a brand related to your business

## Google My Business: Search Terms

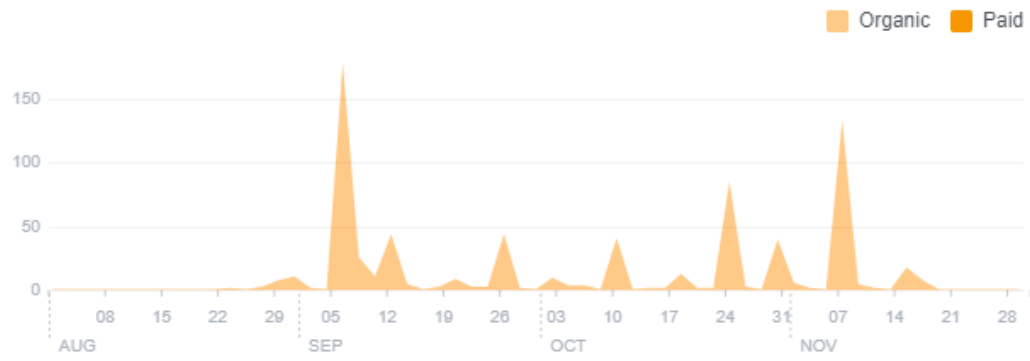
Increase in non-branded keywords in local search

	Query	Users
1	shafer law firm	524
2	shaffer law firm	101
3	shafer law firm meadville pa	96
4	attorneys in meadville pa	64
5	lawyers in meadville pa	60
6	shaffer law firm meadville pa	57
7	schaffer law firm	37
8	free lawyer consultation	21
9	shaffer law office	19
10	custody lawyer near me	16

# Facebook Engagement

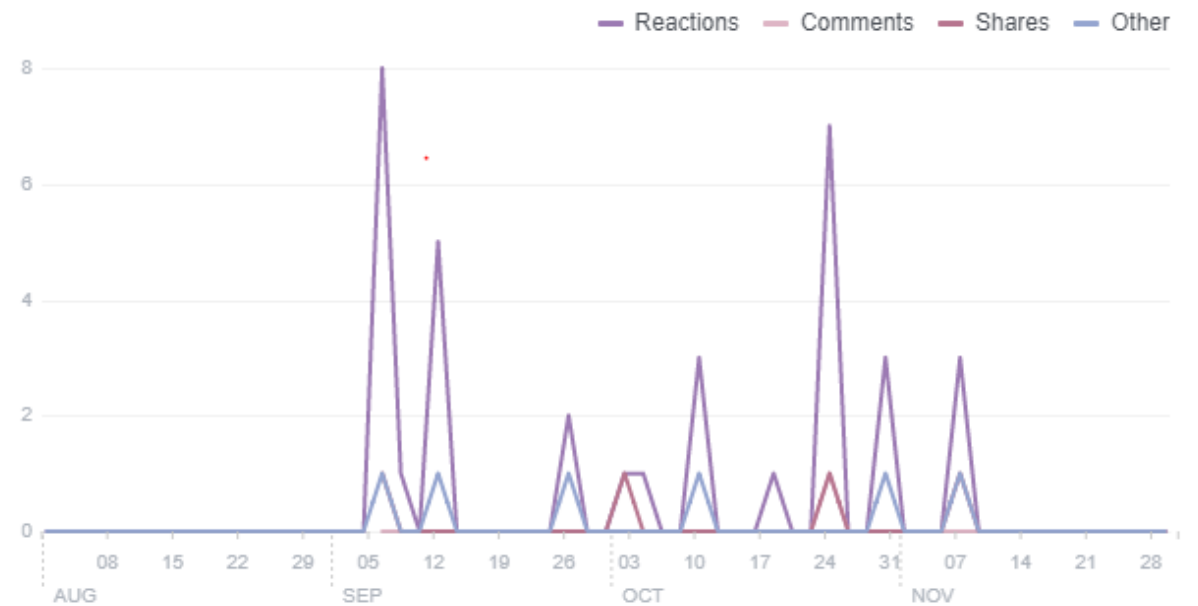
## Total Reach

The number of people who had any content from your Page or about your Page enter their screen.



## Likes, Comments, and Shares

These actions will help you reach more people.





**Making communities better places for people  
to work and live.**

**To Contact Us**

**Bull Moose Progressive Marketing**

<https://bullmoosemarketing.com>

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