Client Background

OC Estate and Elder Law provides honest advice to help families organize and retain all the wealth they've worked hard for. It is a business, but it is not about the money. OC Estate and Elder Law is about making the correct legal decisions that affect the future of clients and their families.

Challenges

OC Estate and Elder Law had developed a good reputation in the city of Hollywood, Florida where their law firm is based. The challenge was expanding their Google search reach to the surrounding northern towns and cities to get more clients. They also knew that they could get more clients via their caregivers who may be in northern Florida cities such as Tallhassee and Jacksonville. Another challenge was finding a result based agency, after working with a few that couldn't provide the budget flexibility to grow their budget spend as they grew their practice.

Client Testimonial

"Paton Marketing has done wonders for our company They've gone above and beyond to get the results we need. Working with this company has been an absoulte pleasure!."

-OC Estate & Elder Law

Overview

We conducted a **comprehensive analysis** for the top terms, that shows good **results** on the **search engine** further **increasing popularity** for OC Estate and Elder Law. We followed the **strategy** carefully and started working. We used this **strategy** in such a way that it could **increase** the **Click Through Rate (CTR)** as well as overall **performance** of the website.

A proper **in-depth analysis** was done for **top performing** competitors, so that we can take ideas about their **strategies**.

A wide range of activities was **performed** that helped us to **rank** at a better position and **improve** website's online **branding**.

A number of **quality contents** were **published** on numerous content syndication sites of **high authority** that helped build **prominent backlinks** for the website.

Highlights

153.33% Increase in organic traffic. Drastic boost in the organic keywords for the website. Total number of impressions increased from 2.71K to 19.2k in 2 Years.

Our Solution & Results

153.33% Organic Traffic

213.10% Website Traffic

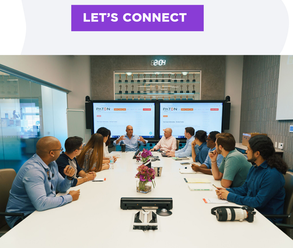
No doubt, impressions play a major role here and due to that we are getting good organic results. We have succeeded to increase the google visibility for the website. The total number of impressions are 19.2k in the month of May.

The traffic inflow saw a spike in the 2 Years of operation with a lot of new unique visitors coming in from organic searches.

In 2 Years we have succeeded to increase the total website traffic by 213.10%We have improved the keywords position in organic search, which has resulted in 153.33% increase in organic traffic.

We have increased the total number of keywords as well as also succeeded to achieve high rankings for these keywords on the search engine.

Be Our Next Success Story

Speak to one of our team members to learn how we can grow your business

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