

## SEO CASE STUDY OF MICHIGAN LAW

Project duration : 6months

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Introduction: In this case study, we explore the significance of thorough keyword research in the context of law firm SEO strategies. We will examine the experiences of a prominent law firm, The Michigan Law Firm, and shed light on the importance of choosing the right keywords to enhance search engine visibility and drive targeted organic traffic. The case study emphasizes the considerations of keyword difficulty, competition analysis, audience targeting, and a balanced mix of short and long-term keyword optimization.



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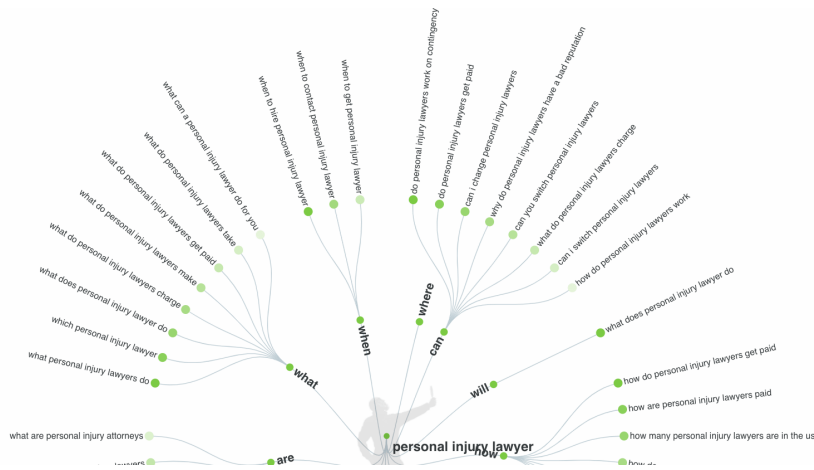
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Background: The Michigan Law Firm is a reputable legal practice specializing in personal injury cases in the state of Michigan. Seeking to improve their online presence and attract more relevant visitors to their website (<https://www.themichiganlawfirm.com/>), they Hire me as an SEO expert

### What I did

Keyword Difficulty and Competitor Analysis: I have recognised that choosing the right keywords plays a crucial role in optimising a law firm's website for search engines. While low keyword difficulty may initially appear tempting, I advised the law firm to consider the competition surrounding those keywords. By analysing the top competitors for the selected keywords, the consultant gained valuable insights into the difficulty of outranking them.



**Narrowing the Scope of Target Audiences:** Rather than focusing solely on high-volume keywords, I encouraged The Michigan Law Firm to choose specific keywords that would narrow down the scope of their target audience. This strategic approach ensured that the firm's website would attract visitors who were more likely to convert into potential clients. By understanding their ideal client personas, the law firm was able to refine their keyword selection process.

**Balancing Short and Long-Term SEO Success:** To achieve sustainable SEO success, I stressed the importance of incorporating a mix of short and long-term keywords into the law firm's SEO strategy. While long-tail keywords may have lower search volumes, they often indicate higher intent and are easier to rank for. By targeting a combination of high-volume and long-tail keywords, The Michigan Law Firm maximized their chances of attracting relevant traffic in both the short and long term.

**Competitor and Backlink Analysis:** To finalize the selection of keywords to target, I have utilized competitor profiles and backlink profiles of the top-ranking competitors in the legal industry. This comprehensive analysis allowed the law firm to identify keyword opportunities that were relatively untapped and had the potential to drive substantial organic traffic.

**Results and Impact:** By implementing the recommendations provided by Me, The Michigan Law Firm witnessed significant improvements in their search engine rankings and organic traffic. Within a few months, their website began ranking higher for targeted keywords, resulting in increased visibility among their ideal client base. As a result, the law firm experienced a notable boost in relevant inquiries and conversions, leading to an overall growth in their client base.

