



West Coast Law Firm Case Study



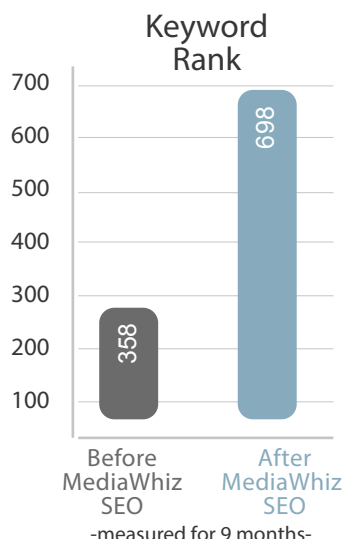
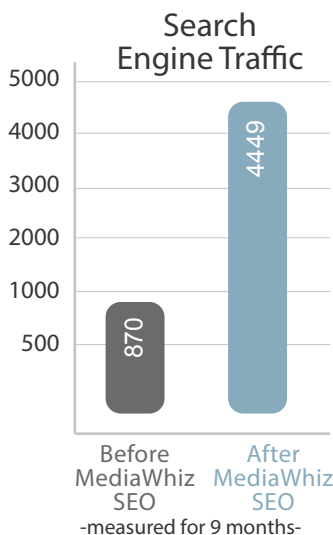
In the spring of 2011, a leading West Coast law firm approached MediaWhiz SEO for a strategy to improve its keyword ranking and search engine traffic. The firm had issues with fluctuating rankings due to strong competition, and needed to improve trust and brand authority to drive qualified organic traffic in its local market.

CUSTOM SOLUTION

Faced with these two challenges, MediaWhiz SEO created a custom solution that incorporated a variety of onsite and offsite SEO tactics to help the client recognize short-term ranking gains and sustain long-term organic search goals. MediaWhiz worked with the client to identify local keyword opportunities, selecting keywords that not only rank well for the client's local market but also have sufficient organic search value.

West Coast Law Firm Sees

411%
INCREASE
in Search Engine Traffic



After the Relevant Keywords Were Identified for Link Building Activities, MediaWhiz:

- Developed a series of Content Marketing pieces to help build credibility, thought leadership and awareness for the client.
- Created a custom Infographic, including link distribution and proprietary social seeding. Used branded anchors to maintain a natural backlink profile, improve keyword ranking and generate brand recognition via placement on highly trafficked and authoritative sites.
- Utilized Directory Submissions to broaden backlink portfolio, encourage click-through traffic and improve organic search rankings.
- Incorporated traditional text link ads to boost client's site authority and diversify link campaign.