

## GARIBIAN LAW OFFICES

# TRANSFORMING CLICKS INTO CLIENTS

1SEO Digital Agency collaborated with Garibian Law Offices to refine their digital presence, ensuring a consistent flow of leads and reinforcing their reputation as a dependable service in their area. Our objective was to streamline their marketing efforts, enabling them to focus on providing unparalleled legal services.



## Growth Goals

Garibian Law Offices wanted to improve their market position while simultaneously lowering their return on investment in marketing. In the beginning, their strategies for generating leads were not consistent, and they relied on conventional approaches that did not produce the growth or efficiency that they desired.



## Strategic Approach

At 1SEO, we developed a customized marketing strategy for Garibian Law Offices, focusing on maximizing visibility and drawing in high-quality leads. We optimized their SEO to elevate their website's search engine ranking, crafted targeted PPC campaigns for quick lead acquisition, and introduced Local Services Ads to boost their local prominence.

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## IMPACTFUL RESULTS

Our comprehensive digital marketing strategy significantly enhanced Garibian Law Offices' lead generation, transitioning them from inconsistent leads to a consistent influx of new clients and increased phone inquiries. This shift allowed the firm to dedicate more of their resources to practicing law, streamlining their operations and focusing on what they do best.

## DRIVING GROWTH

Over a span of six months, the results were tangible: phone calls increased by 61, from 180 to 241, and the firm experienced a notable surge in conversions, doubling from 278.15 to 562.24. Additionally, through meticulous management of Google Ads, the cost per conversion was significantly reduced to \$31.52 from \$56.10, underscoring the efficiency and effectiveness of our digital marketing approach.

241 ↑

GOOGLE ADS PHONE CALLS

562.24 ↑

CONVERSION RATE

\$31.52 ↓

AVERAGE COST PER CONV.

