

KEITH FAMILY LAW

FRUSTRATION TO FLOURISHING LEADS

1SEO Digital Agency embarked on a journey with Keith Family Law to revamp their online presence entirely, starting with a website rebuild to energize their target audience. Disenchanted with the outcomes from their previous website and digital marketing efforts, Keith Family Law sought a fresh start. Our mission was to create a robust online strategy that would not only rectify past frustrations but also maximize their budget for optimal results.



Challenges Circumstances

Keith Family Law faced significant challenges with their digital marketing efforts prior to rejoining 1SEO. Their main grievances included an underperforming website, unsatisfactory lead quality from standard Google Ads, and a disjointed approach to tracking and analyzing lead sources. Their previous experiences had left them skeptical of the digital marketing landscape, relying mostly on Local Services Ads for any semblance of lead generation.



A Strategic Approach

Understanding the multifaceted nature of their challenges, 1SEO crafted a comprehensive strategy focused on overhauling Keith Family Law's online presence. This included a complete website rebuild, introducing them to a more effective and cohesive digital marketing approach. We concentrated on creating potent ads that diverged from their past disappointments, delivering quality leads that aligned with their expectations. Additionally, we streamlined their tracking systems to provide a clear and consolidated view of their lead generation performance.

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SPRINGING INTO ACTION

The collaboration between Keith Family Law and 1SEO has been a pivotal moment in their digital marketing efforts. With the upcoming launch of their new website, featuring captivating interior pages and a design that truly reflects their brand, Keith Family Law stands on the cusp of significant change. This partnership has not only improved their lead tracking and analysis but has also bolstered their confidence in the effectiveness of targeted digital advertising.

EXCEPTIONAL RESULTS

The initial outcomes of this collaboration have been encouraging. In the first full month following the launch of their advertising efforts, the firm invested around \$3,700, resulting in one case already retained and 14 more qualified cases that are still being pursued. This early achievement underscores the potential of a meticulously planned digital strategy and heralds the start of a promising relationship between Keith Family Law and 1SEO.

\$3,700
INITIAL AD INVESTMENT

14 ↑
QUALIFIED CASES

1 MONTH
OF AD CAMPAIGN

