

ROBINSON LAW

BUILDING A THRIVING PRACTICE

1SEO Digital Agency partnered with Robinson Law to transform their online presence, generating consistent leads and establishing them as a trusted resource in their community. Our goal was to take the burden of marketing off their hands, allowing them to focus on what they do best: providing exceptional legal services.



Challenges Circumstances

The Robinson Law practice was a fledgling company that was having trouble gaining traction. In the time before they began working with 1SEO, they obtained all of their leads from word of mouth. They had a negative experience with a previous agency that charged \$1400 per month but did not generate results, which caused them to be reluctant about investing in marketing once more.



A Strategic Approach

At 1SEO, we understood that Robinson Law needed a comprehensive strategy to build visibility and generate qualified leads. We focused on SEO, optimizing their website to rank higher in search engine results. Targeted PPC campaigns were implemented for immediate lead generation, and we set up effective Local Services Ads for prominent visibility in their local area.

Ready To Start Your Growth?

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SPRINGING INTO ACTION

Robinson Law went from having a lack of consistent leads to being completely booked with new clients as a result of our efforts, which transformed their approach to lead generation. There has been a huge rise in the number of phone inquiries as a result of this transformation, which has enabled the company to concentrate on providing great legal services while we take care of their marketing requirements.

EXCEPTIONAL RESULTS

This strategic shift yielded remarkable results over a six-month period, including a 210% increase in form submissions and a notable jump in call volume from 76 to 207. Additionally, the firm saw a 10% increase in new users and an 8.5% rise in user engagement. Noteworthy improvements were also seen in new users from Paid Search and Cross Network, which soared from 211 to 852, alongside Local Services Ads (LSA) calls more than doubling, from 60 to 138.

138 ↑
GOOGLE LSA CALLS

210% ↑
FORM FILLS IN
6 MONTHS

207 ↑
QUALIFIED CALLS

