

SHUGAR LAW

FROM CONTENT TO CONVERSIONS

1SEO Digital Agency accepted the challenge of increasing Shugar Law's online presence and engagement by utilizing a strategic content approach. This was accomplished while adhering to the limits of a real-world marketing budget. Our objective was very clear: to make each and every piece of content count, hence increasing the number of visitors and converting them into customers.



Growth Goals

Without considerably increasing the amount of money it spent on marketing, Shugar Law wanted to expand its digital reach. With the use of carefully created content, the company aimed to not only attract a greater number of visitors, but also to thoroughly engage those visitors and inspire them to take action.



Strategic Approach

In order to create content that resonates with our audience, we at 1SEO pulled up our sleeves and delved deep. Every article, blog post, and other piece of content that we created was targeted to speak directly to the audience that Shugar Law serves. We tailored it to satisfy the audience's needs and interests while simultaneously portraying Shugar Law as their go-to legal expert.

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IMPACTFUL RESULTS

Our efforts paid off handsomely. Shugar Law saw its views jump by 24%, a testament to the broader reach and appeal of the content we crafted. The rise in new and total users by 26% and 25%, respectively, indicated that more people were finding and sticking with Shugar Law. Most importantly, conversions surged by 44%, highlighting that our strategy wasn't just about drawing attention—it was about converting viewers into clients who trust Shugar Law with their legal needs.

DRIVING GROWTH

1SEO didn't stop at just bringing more eyes; we ensured they stayed engaged. The average time spent by users on Shugar Law's site increased by 21%, showing that our content was not only seen but absorbed. Despite a slight dip in the engagement rate, the overall 23% bump in event count was undeniable evidence of increased user interaction with the content. This interaction demonstrates that users found value in what Shugar Law had to offer, marking a significant impact on their decision to engage with the law firm.

24%↑

NEW USERS TO WEBSITE

1.62K

CONVERSIONS WITH 1SEO

44%↑

INCREASE IN FORM FILLS

