New York City Personal Injury Law Firm
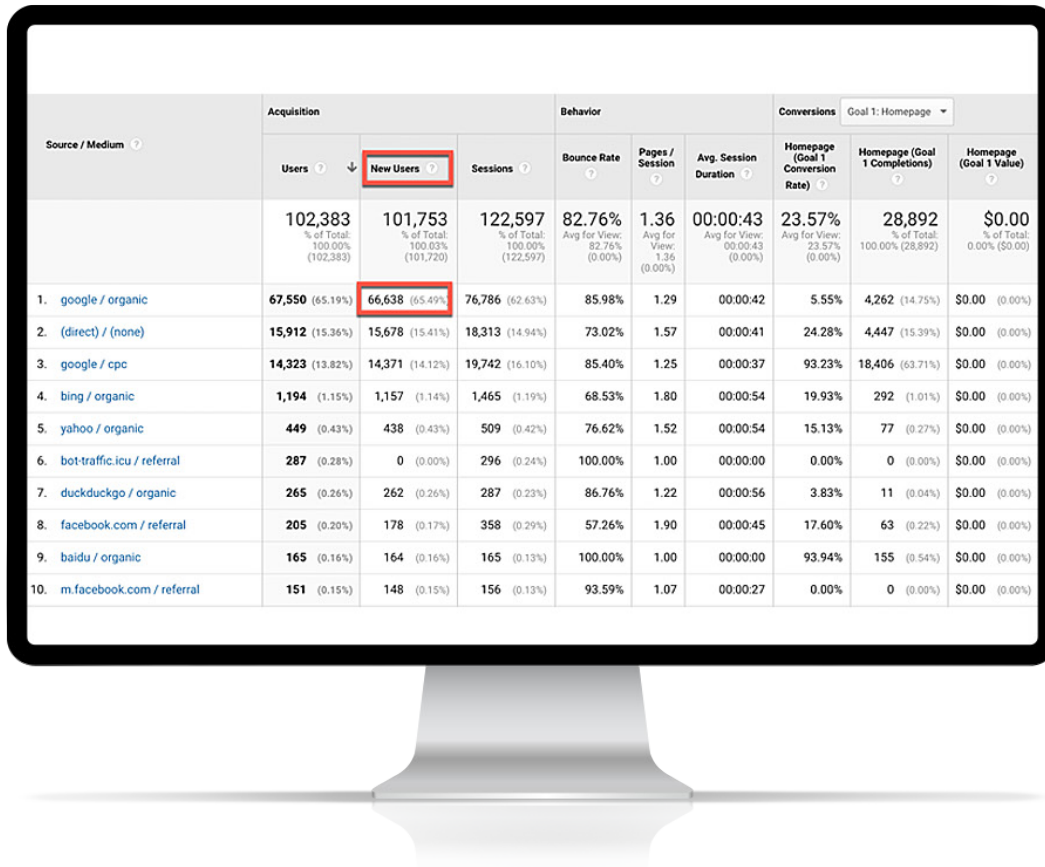
New York City Personal Injury Law Firm

This client came to us after having two frustrating experiences with two prominent US based lawyer marketing specialty firms over the course of a few years.

The firm wasn't seeing enough traffic, new inquiries and organic rankings both in Google Maps (which was not in the top 20) and their organic rankings. As a result, they turned to us and never looked back.

Over the last 15 months, the firm has seen unprecedented amounts of Google rankings organically achieving multiple top 3 rankings in Google Maps for the first time in the history of the firm. They also saw the largest amount of traffic in the history of the firm in the last 15 months.

| Source / Medium | Acquisition | | | Behavior | | | Conversions Goal 1: Homepage ▾ | | |
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Homepage (Goal 1 Conversion Rate)	Homepage (Goal 1 Completions)	Homepage (Goal 1 Value)
	102,383 % of Total: 100.00% (102,383)	101,753 % of Total: 100.03% (101,720)	122,597 % of Total: 100.00% (122,597)	82.76% Avg for View: 82.76% (0.00%)	1.36 Avg for View: 1.36 (0.00%)	00:00:43 Avg for View: 00:00:43 (0.00%)	23.57% Avg for View: 23.57% (0.00%)	28,892 % of Total: 100.00% (28,892)	$0.00 % of Total: 0.00% ($0.00)
1. google / organic	67,550 (65.19%)	66,638 (65.49%)	76,786 (62.63%)	85.98%	1.29	00:00:42	5.55%	4,262 (14.75%)	$0.00 (0.00%)
2. (direct) / (none)	15,912 (15.36%)	15,678 (15.41%)	18,313 (14.94%)	73.02%	1.57	00:00:41	24.28%	4,447 (15.39%)	$0.00 (0.00%)
3. google / cpc	14,323 (13.82%)	14,371 (14.12%)	19,742 (16.10%)	85.40%	1.25	00:00:37	93.23%	18,406 (63.71%)	$0.00 (0.00%)
4. bing / organic	1,194 (1.15%)	1,157 (1.14%)	1,465 (1.19%)	68.53%	1.80	00:00:54	19.93%	292 (1.01%)	$0.00 (0.00%)
5. yahoo / organic	449 (0.43%)	438 (0.43%)	509 (0.42%)	76.62%	1.52	00:00:54	15.13%	77 (0.27%)	$0.00 (0.00%)
6. bot-traffic.icu / referral	287 (0.28%)	0 (0.00%)	296 (0.24%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
7. duckduckgo / organic	265 (0.26%)	262 (0.26%)	287 (0.23%)	86.76%	1.22	00:00:56	3.83%	11 (0.04%)	$0.00 (0.00%)
8. facebook.com / referral	205 (0.20%)	178 (0.17%)	358 (0.29%)	57.26%	1.90	00:00:45	17.60%	63 (0.22%)	$0.00 (0.00%)
9. baidu / organic	165 (0.16%)	164 (0.16%)	165 (0.13%)	100.00%	1.00	00:00:00	93.94%	155 (0.54%)	$0.00 (0.00%)
10. m.facebook.com / referral	151 (0.15%)	148 (0.15%)	156 (0.13%)	93.59%	1.07	00:00:27	0.00%	0 (0.00%)	$0.00 (0.00%)

CASE STUDY #1: New York City Personal Injury Law Firm

Prior to working with us, the firm had never experienced the power of Top 3 rankings in Google Maps and had not penetrated the top 20 up to that point. Within 125 days of working with us, they not only broke through the Top 10, they achieved multiple Top 3 positions including a #2 placement for "NYC personal injury lawyer", which sees 5,400 searches per month at an average CPC (cost-per-click) of $134.97, making this organic ranking extremely valuable to the firm.
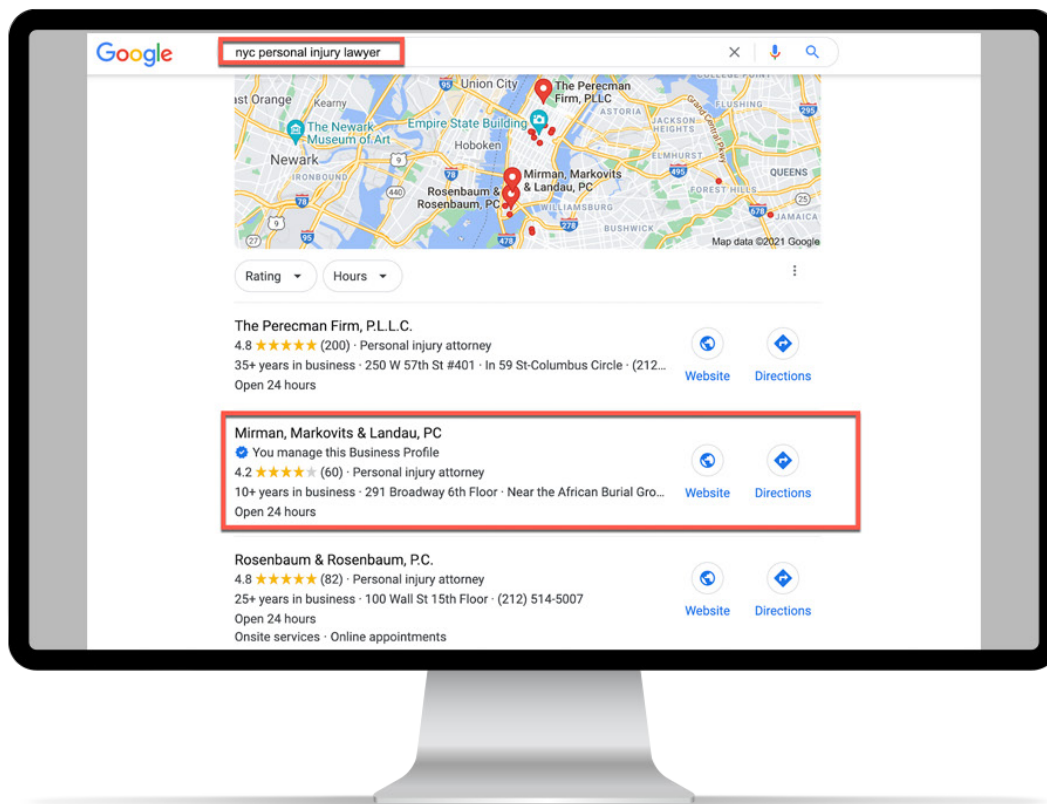
CASE STUDY #1: **New York City Personal Injury Law Firm**

In addition to ranking strong in maps, they also saw their first two featured snippet results including appearing for "NYC slip and fall lawyer" as shown below. Featured snippets like this one overtake all organic rankings including maps results and this keyword carries 390 searches a month with an average CPC (cost-per-click) of $182.51
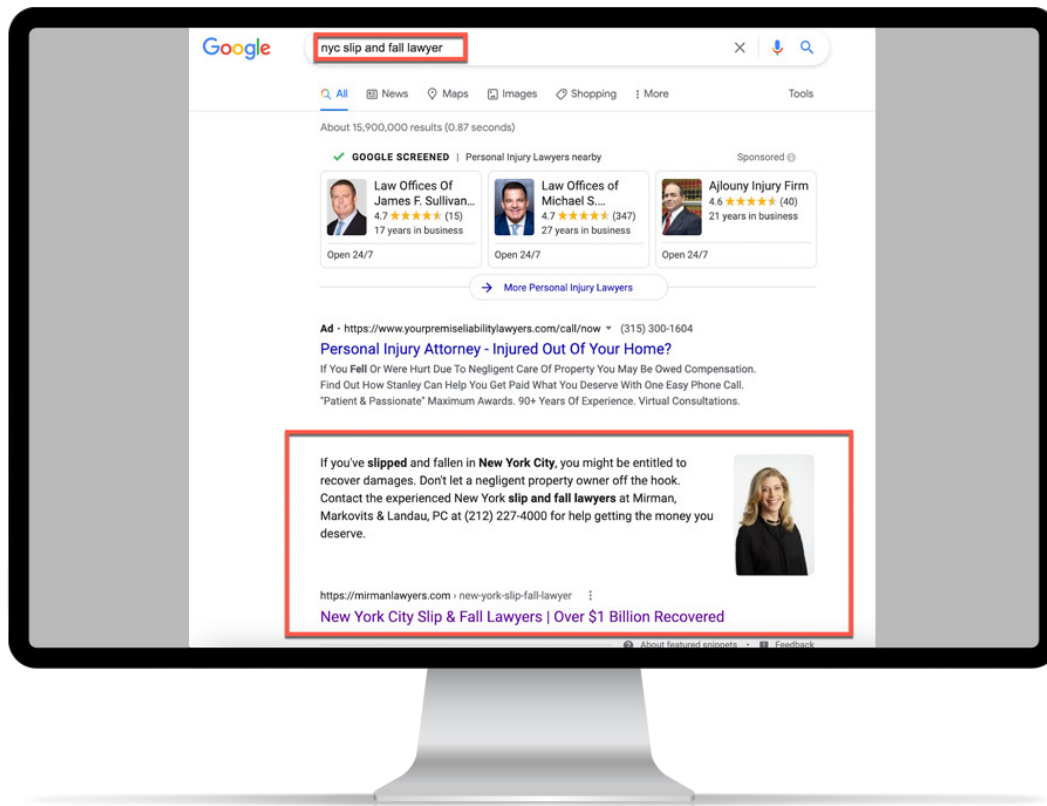
CASE STUDY #1: New York City Personal Injury Law Firm

In terms of overall organic rankings, the firm has seen all time record number of Page #1 and Top 5 placements for personal injury and related terms in New York City coming in at:

#1 Placements: 11

Top #2 Placements: 25

Top #3 Placements: 40

Top #5 Placements: 45

KEYWORD	RANK ⌃	
G 🇺🇸 en **nyc slip and fall lawyer** /new-york-slip-fall-lawyer/#:~:text=If%20you've%20slipped%20and,getting...	1 ●	🙶
G 🇺🇸 en **train accident lawyer new york** / (index)	1 ●	☰
G 🇺🇸 en **lower manhattan personal injury lawyer** / (index)	1 ●	☰
G 🇺🇸 en **construction accidents lawyer new york city** /new-york-construction-accident-lawyer/	1 ●	
G 🇺🇸 en **nyc accident lawyer** /new-york-car-accident-lawyer/	1 ●	
G 🇺🇸 en **workplace injuries lawyer new york city** 📍 /new-york-city-workplace-accident-lawyer/	1 ●	
G 🇺🇸 en **personal injury lawyer free consultation** /blog/5-things-to-should-know-about-a-free-consultation-with-a-personal-in...	1 ●	
G 🇺🇸 en **construction accident lawyer new york city** /new-york-construction-accident-lawyer/	1 ●	
G 🇺🇸 en **birth injuries lawyer new york city** 📍 /new-york-birth-injury-lawyer/	1 ●	
G 🇺🇸 en **slip and fall accident lawyer new york** /new-york-slip-fall-lawyer/	1 ●	
G 🇺🇸 en **birth injuries lawyer new york** 📍 /new-york-birth-injury-lawyer/	1 ↗ 1	
G 🇺🇸 en **nyc personal injury lawyer** / (index)	2 ●	☰
G 🇺🇸 en **birth injuries lawyer ny** 📍 / (index)	2 ●	☰
G 🇺🇸 en **birth injuries lawyer nyc** 📍 / (index)	2 ↘ 1	☰
G 🇺🇸 en **personal injury lawyer lower manhattan** / (index)	2 ●	☰
G 🇺🇸 en **new york auto accident attorney** /new-york-car-accident-lawyer/	2 ●	
G 🇺🇸 en **construction accident lawyer nyc** /new-york-construction-accident-lawyer/	2 ●	
G 🇺🇸 en **car accident lawyer new york** /new-york-car-accident-lawyer/	2 ↗ 1	

SYNOPSIS: The client is ecstatic with the overall results of the campaign and has shared that the entire campaign metrics as a whole are beyond anything they have ever seen pre or post-covid.

If you'd like to book a free strategy session with us so we can learn more about your campaign and potentially see the same or better results in your SEO project, please contact us today!