



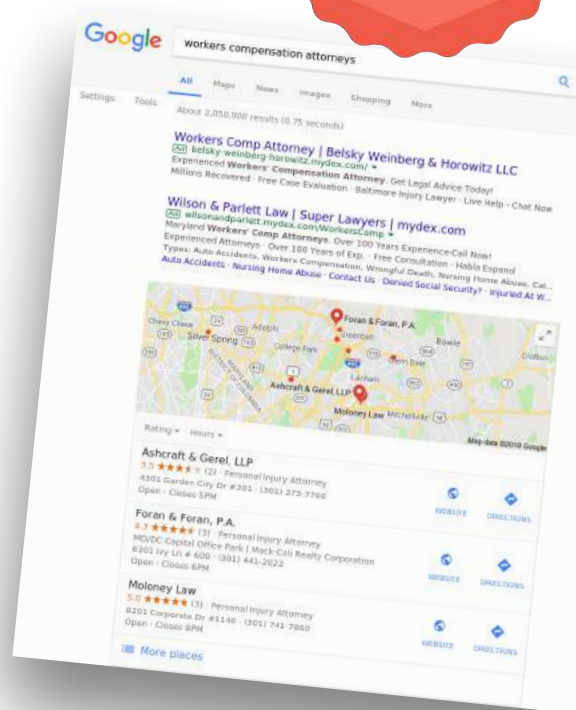
OVER A HUNDRED  
SIGNED CASES PER  
MONTH



ASHCRAFT & GEREL, LLP

## The Challenge

Client had previously been handling some of their own SEO efforts, and while they were putting forth the effort, they were not getting the results they wanted. Our challenge was to boost their search presence in their current market, as well as introduce them to other markets in surrounding areas.



## The Solution

Create a comprehensive content plan with the proper SEO strategy that attracts the right searches, emphasizes the firm's past results to new clients who find them via the web. Implement this strategy while improving their existing website design to increase conversion once these visitors land on their website.

### CLIENT

One of the largest personal injury firms in the United States with nearly 40 attorneys practicing throughout Maryland, Virginia and Washington, D.C. wanted to accentuate their already successful practice and online presence with separate yet singular practice area focused website.

### FEATURES

- **10x ROI to Attorney**
- **Over 4 Cases Signed Daily**
- **Content designed to snare 'Long Tail Searches'**

