

Peter B Mason Real Estate Lawyer

Challenge

Peter's team was already working with an SEO agency and website provider but after months they were still ranking way back on page 7+ for their most valuable search queries. Furthermore, the traffic they were getting wasn't converting very well.

Strategy

Brighter Digital recommended a website rebuild to improve the user experience and build more trust with potential clients. Peter already had excellent online reviews but wasn't leveraging them. We also needed to make substantial improvements to the local search strategy to get more in-market shoppers onto the website. We proposed combining search engine optimization with Google Ads for the best visibility.

Approach

We rebuilt the website on WordPress and simplified the user-experience while adding clearer calls to action. We executed a local SEO strategy to improve rankings and branding. We also built out a Google Ads campaign to reach home buyers and sellers at the exact moment they were searching for a real estate lawyer.



Results

Our law firm marketing services are built for performance. The proof is in the pudding.



Page 7 To Page 1 Rankings In 3 Months



More Website Forms



More Phone Calls

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