

# 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.

1

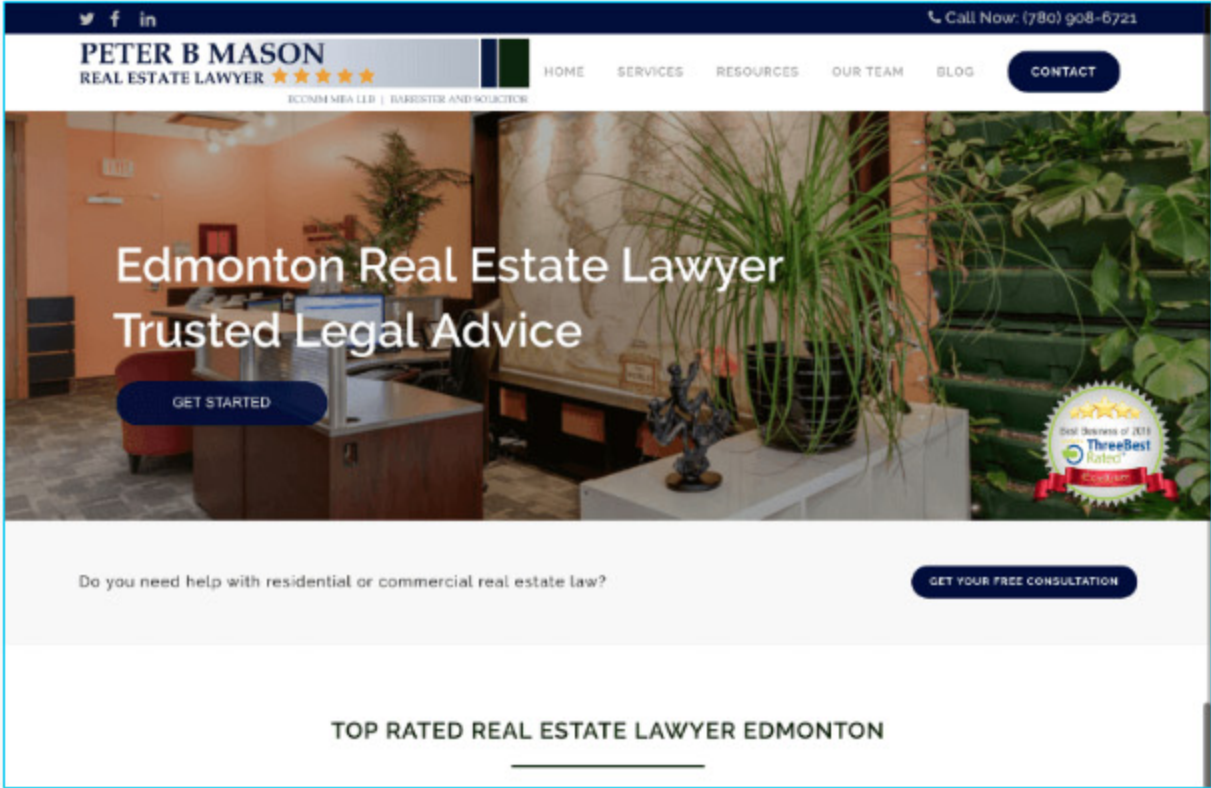
Page 7 To Page 1 Rankings In 3 Months

200%

More Website Forms

325%

More Phone Calls



Add Keyword(s)		Google		Mobile	
Keyword	Count	Rank	Change	Rank	Change
real estate lawyer edmonton	720	1	+	2	+
		4	+	6	+
best real estate lawyer edmonton	30	1	+	2	+
		5	+	6	+
edmonton real estate lawyer	720	1	+	2	+
		7	+	8	+
real estate lawyer edmonton south	20	1	+	2	+
		8	+	9	+
real estate lawyers edmonton	720	1	+	2	+
		9	+	10	+