



We Do Web Content Helps National Attorney Gain Rapid Movement in Rankings In Just 9 Months.



WDWC helps civil rights attorney Ben Crump enter ultra-competitive practice area and grow organic traffic by 2,076% in 9 months.



Background

The ambitious goal of becoming a leader in a very broad and competitive space required a far-reaching strategy. Initially, the WDWC team published and optimized 50,000 words per month. After 3 months, the client lifted the content budget to 400,000 words per month (majority FAQ and location-based content); We strategically structured the site to house the relevant content.

9 months later, Ben Crump Law is ranking for 11,300 keywords and has a monthly traffic value of \$2.2 million (up from 675 keywords and a monthly traffic cost of \$14,800), while Organic traffic is up by 2,076%.

11.3k

Keywords

\$2.2M

Monthly Traffic Value

2k%

Increase in organic traffic

400k

Words per month

We Do Web Content Revives a Firm's Flat Rankings In Just Over One Year



Rapid Organic Growth
– \$1.1 million monthly traffic value.



Background

After a long period of flat rankings, WDWC took over this legal news site ranking for 89,000 keywords and had an organic traffic value of \$340,000. A year and a half later, the site is ranking for more than 350,000 keywords with an organic traffic value that has tripled to \$1.1 million.

350k

Keywords

\$1.1M

Monthly Traffic Value

3X

Monthly Organic Value

293%

Keyword Increase

We Do Web Content Help Law Firm Bring In Leads During A Pandemic



A Competitive firm starts generating up to 300 leads per month during a pandemic.



Background

This highly competitive firm came to us at the beginning of 2020, just before the pandemic, with a decent SEO ranking and some traffic. It's a fairly large firm, but they felt the last company lost their mojo, and their rankings started dropping. The practice in PI and multiple other practice areas, including business, criminal, workers comp, and several other competitive areas of practice. The website came to us with 2k monthly organic visits, ranking on page 3 and beyond for about 3k terms. Today the firm is growing and is getting 8-15 leads daily, ranking for 6,500 key terms, 15k monthly organic visits, and a Google organic value of \$280k.

6.5k

Keywords

\$280k

Monthly Traffic Value

15k

Monthly Traffic

8*15

Leads Per Day