

REINFORCING ORGANIC GROWTH IN A LOCAL MARKET

CLIENT NAME:

Nelson MacNeil Rayfield
Trial Attorneys PC

SERVICES:

On/Off-page SEO + Link
Building + Content + Reputation
Management

INDUSTRY:

Legal Services

THE CHALLENGE:

Majority of rankings in the
local 3-pack were branded

Competition ranked for
high-value, non-brand
terms

Identifying how to capitalize
on competitor weaknesses



PROJECT BRIEF:

Nelson MacNeil Rayfield is an Oregon-based law firm with offices in Portland, Albany, and Corvallis. Looking to improve site traffic and consultation requests through organic search, they needed a well-rounded SEO strategy to compete against longstanding firms in a highly saturated vertical.

With much of its audience residing in neighboring cities, the campaign needed to focus on building positive reviews and creating content that addressed questions frequently searched by locals.

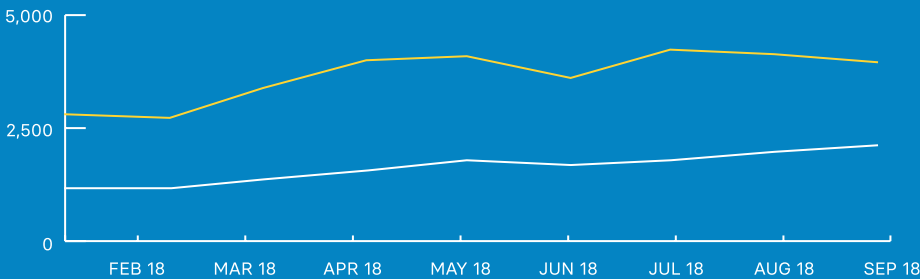


THE RESOLUTION:

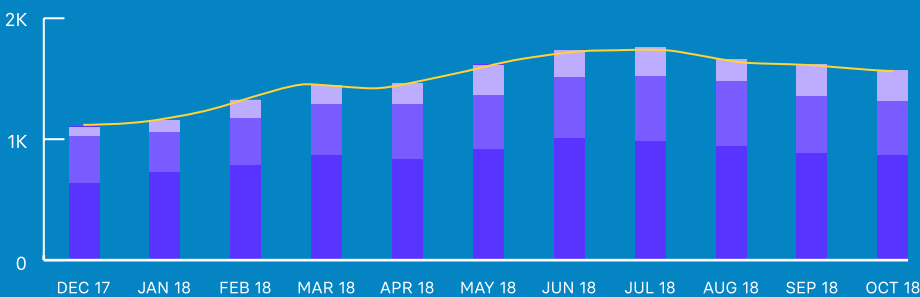
- + Prioritized local 3-pack rankings by achieving reputable local directory citations, high-quality reviews and content syndication through Google Posts and Facebook.
- + With many competitors lacking basic SEO fundamentals, the team made technical SEO optimizations a priority and focused on site speed.
- + Created content to address frequently searched questions related to law, as well as build on keyword themes related to high-value practices.

ORGANIC TRAFFIC FROM OREGON SEARCHES - YOY

2017 vs. 2018



KEYWORD GROWTH



AVERAGE RATING ACROSS LISTINGS

4.8 ★★★★★
29 REVIEWS

The campaign activated review management and solicitation programs to improve NMR's average rating across Yelp + Google.

YEAR-OVER-YEAR PERFORMANCE

+122%
NEW USERS

+117%
SESSIONS

+119%
LEADS

2X
SITE SPEED