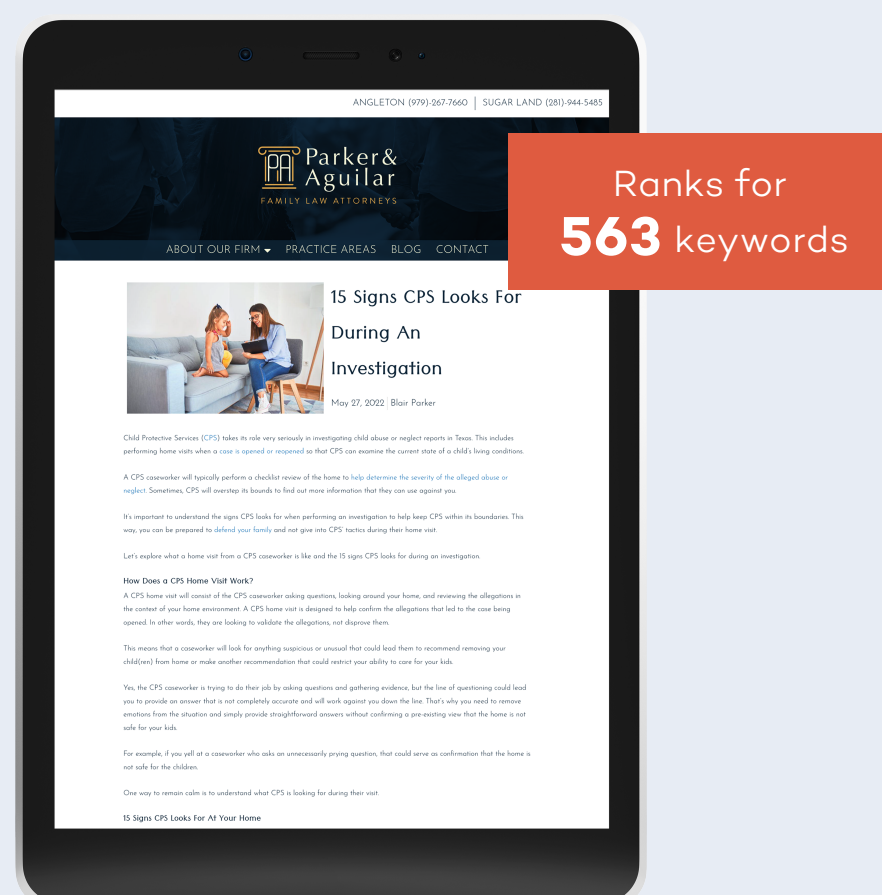


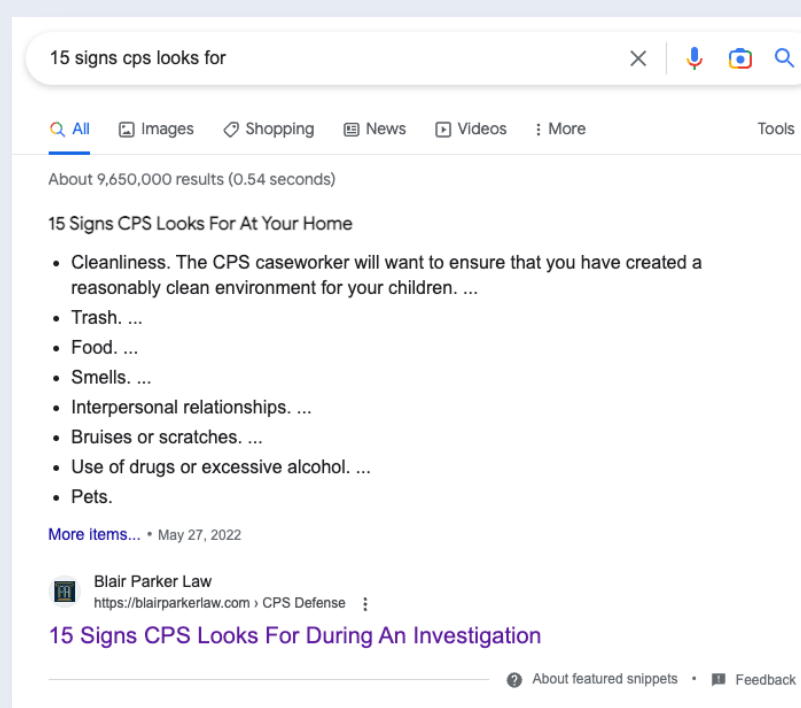
INCREASING VISIBILITY FOR A LOCALLY OWNED LAW FIRM

Blair Parker is a family law attorney serving the Pearland, Sugar Land, and Angleton areas. Blair had spent years working for a larger family law practice and decided to branch off and start her own firm. She wanted to build her organic presence for target keyword searches and grow to the point that she could bring on a partner. We implemented a new SEO and content strategy program.

Top Performing Blog



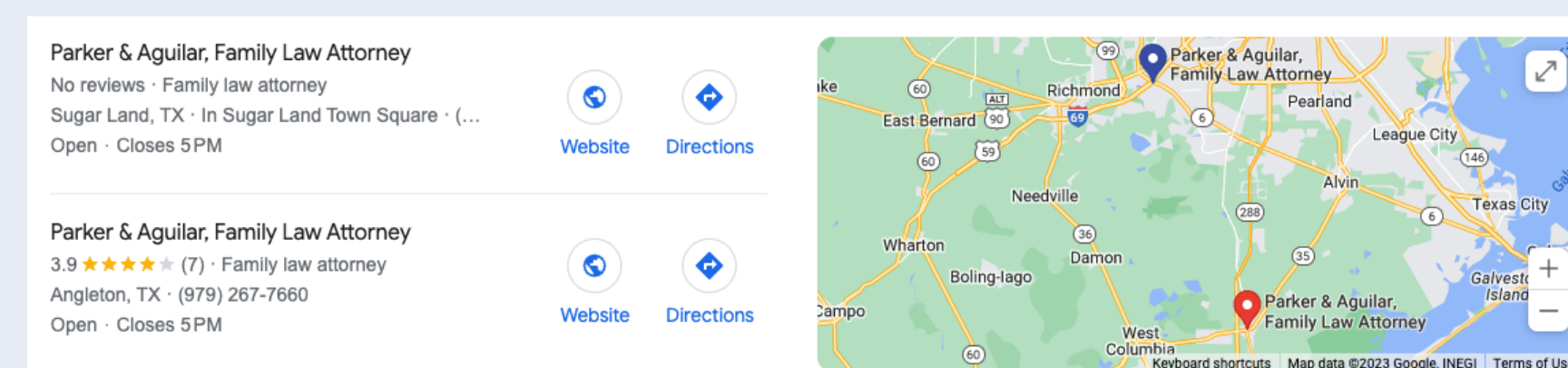
Featured Snippet



Organic Keyword Growth



Location Management on Google Maps



The Results

241%

increase in organic website users
(141,299 vs. 41,377)

186%

growth in keyword rankings YOY
(6,663 vs. 2,490)

71%

YOY **increase** in website leads

Significant SERP Feature Growth

4,011

featured snippets

112%

growth in local pack listings

3,582

site links

5,930

people also ask listings

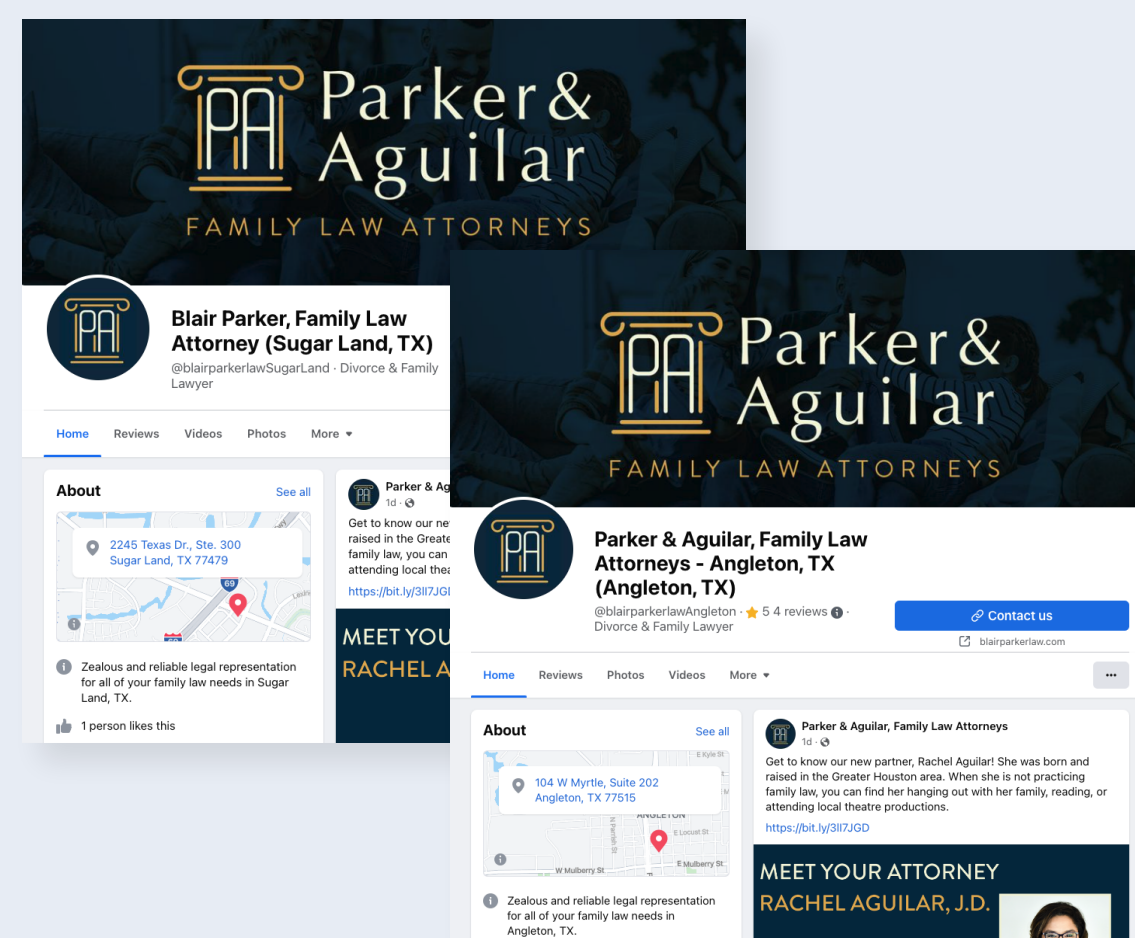
80%

growth in top stories

167%

growth in knowledge panel

Facebook Location Pages



Due to the growth, Blair brought on a partner in late 2022 and is now known as Parker & Aguilar LLP.