CASE STUDY:
DRIVING 567% GROWTH: HOW SOCIOSQUARES TRANSFORMED A BUSINESS & REAL ESTATE LAW FIRM'S DIGITAL PRESENCE



A well-established Business and Real Estate Law Firm in Silicon Valley serves corporate clients, startups, and real estate investors in one of the most competitive legal markets in the U.S. While they had a strong reputation, their online presence did not reflect their expertise, limiting their ability to attract new clients through organic search.

Recognizing the need to enhance their search visibility and digital lead generation, the firm partnered with SocioSquares to implement a comprehensive SEO and local search strategy.

THE CHALLENGE:
ENHANCING VISIBILITY & EXPANDING DIGITAL REACH

Like many law firms operating in a competitive landscape, this Silicon Valley firm recognized the need to:



Strengthen

Their Presence in Google's Local Search (Map Pack)

- mprove rankings in Google's Local 3-Pack, a key driver for high-intent legal searches.
- Expand keyword rankings to appear for business law and real estate law search queries.



Optimize

Their Website for Organic Growth

- Address technical SEO opportunities to enhance search performance.
- Develop high-quality content tailored to business owners and real estate investors.



Maximize

The Potential of Their Google Business Profile (GBP)

- Improve engagement and visibility through profile optimization and local SEO strategies.
- Implement regular content updates and strategic enhancements for sustained growth.

The firm sought a long-term, results-driven strategy to ensure they consistently reached the right audience online.

THE STRATEGY:
ELEVATING SEO & LOCAL SEARCH FOR BUSINESS & REAL ESTATE LAW

To help the firm achieve greater online visibility and sustainable growth, SocioSquares developed and executed a tailored SEO and local search strategy focused on:



Enhancing Local Search Rankings

- Optimized Google Business Profile (GBP) for high-intent business and real estate law keywords.
- Strengthened citation consistency and local authority signals to improve search rankings.



Website Optimization & Content Strategy

- Conducted a comprehensive SEO audit and refined site structure for better search visibility.
- Developed insightful, SEO-driven content tailored to legal topics relevant to business owners and real estate investors.



Building Authority & Engagement

- Published targeted blog content and FAQs, reinforcing the firm's expertise in corporate and real estate law.
- Implemented high-authority link-building strategies to strengthen search rankings.



Sustainable, Data-Backed SEO Execution

- Developed a long-term growth strategy, ensuring continuous visibility improvement and lead generation.

THE RESULTS:
SIGNIFICANT GROWTH IN VISIBILITY & CLIENT ENGAGEMENT

1 Increased Visibility & Online Engagement

- Achieved a 567% increase in organic search visibility and engagement.
- Expanded rankings in Google's Local 3-Pack, driving higher inquiries from business and real estate clients.

"With a well-structured SEO strategy, this law firm now reaches a significantly larger audience searching for business and real estate legal services."

2 Strengthened Presence in Google Local Rankings

- 26 out of 40 targeted keywords now rank in Google's Top 3 Local Map Pack.
- Expanded business and real estate law-related search terms, enhancing local visibility.

"A strong presence in Google's Local Map Pack has helped the firm attract more high-intent inquiries from the right clients."

3 Google Business Profile (GBP) Growth

- Achieved consistent month-over-month increases in GBP views and engagement:
  - August 2024: +40.5%
  - September 2024: +167.1%
  - October 2024: +87.6%
  - November 2024: +138.5%
  - December 2024: +61.7%

"A well-optimized Google Business Profile has positioned the firm as a top choice for corporate and real estate legal services in their region."

4 Website Performance & Organic Growth

- First 6 Months of SEO:
  - Significant increase in organic impressions and search-driven inquiries.
- Next 6 Months:
  - Continued upward trend in website traffic and engagement, reinforcing long-term SEO success.

"The website is now a highly effective channel for engaging and converting potential business and real estate clients."

KEY TAKEAWAYS:
HOW SEO ELEVATED THIS LAW FIRM'S DIGITAL PRESENCE



Strategic SEO & Local Search Optimization generated sustained growth in search rankings and inquiries.



Expanded presence in Google's Local Map Pack significantly increased high-quality client engagement.



Fresh, informative content and technical SEO improvements enhanced visibility and credibility.



Consistent month-over-month gains reinforced the long-term value of a targeted SEO approach.

*"For business and real estate law firms, investing in a well-executed **SEO strategy** is a proven path to long-term growth and success."*

THE BOTTOM LINE:
SEO AS A GROWTH CATALYST FOR BUSINESS & REAL ESTATE LAW FIRMS

Through a comprehensive SEO and local search strategy, SocioSquares helped this Silicon Valley-based law firm:

Achieve a **567%** increase in organic visibility and engagement.

Expand local search **rankings** to reach more business and real estate clients.

Strengthen their **Google Business** Profile presence, driving consistent inbound inquiries.

*"A well-executed **SEO strategy** is essential for law firms looking to expand their digital reach and attract the right clients."*

LET'S TALK!

ELEVATE YOUR LAW FIRM'S ONLINE PRESENCE WITH SOCIOSQUARES

Looking to enhance your law firm's SEO and digital visibility?

- Expand your local search presence
- Attract more high-value business & real estate law clients
- Strengthen your authority in organic search rankings
- Contact SocioSquares today for expert law firm SEO services and a free consultation.