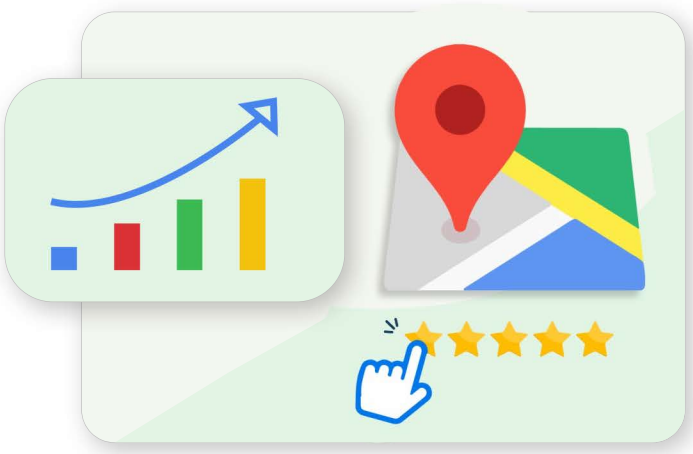
HOW STRATEGIC SEO HELPED ADAMS LAW OFFICE GENERATE MORE CALLS AND ACHIEVE #1 LOCAL RANKINGS IN 3 MONTHS

Client: Adams Law Office | Industry: Legal Services (Trademark Law) | Location: California



Executive Summary

Adams Law Office, a California-based trademark law firm led by Sharon Adams, transformed their digital presence through comprehensive SEO implementation. In just 3 months, the firm achieved **#1 local map rankings,** a significant increase in phone calls, and established consistent monthly lead generation from organic search.

Key Results at a Glance

Significant increase in phone calls and qualified leads year-over-year

From not even top 100 to **#1 ranking** for "Berkeley Trademark Lawyer"

100% improvement in qualified lead generation - from establishing first leads to consistent monthly flow

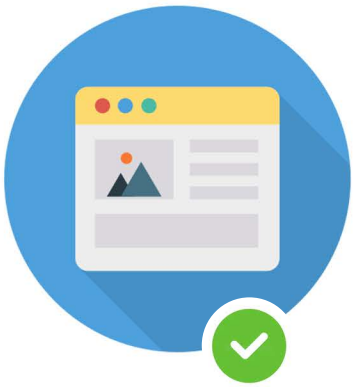
7,300% increase in Google Search clicks

4,437% increase in search impressions

31% boost in total website traffic

The Opportunity

Adams Law Office provided expert trademark legal services with over a decade of experience. The firm recognized opportunities to expand its digital presence and enhance its online visibility to reach more potential clients.





Growth Opportunities Identified:

Enhance visibility for high-value keywords like "Trademark Attorney California"

Establish presence in local map pack results

Optimize Google Business Profile for maximum engagement

Digital Enhancement Areas:

Implement comprehensive tracking with Google Analytics and Search Console

Add advanced schema markup and technical SEO foundations

Expand content depth on key service pages





Business Growth Potential:

Develop qualified leads from organic search channels

Increase online client acquisition opportunities

Maximize return on digital marketing investments

OUR STRATEGIC APPROACH

Phase 1



Foundation & Research

Keyword Research & Competitive Analysis

Identified high-value target keywords: "trademark lawyer California," "Berkeley trademark lawyer," "trademark filing attorney"

Analyzed market opportunities and identified content enhancement areas

Mapped keyword opportunities to business objectives

Phase 2



Technical Infrastructure

Website Enhancement

Implemented comprehensive technical SEO optimization

Resolved technical elements, including 404 redirects, canonical tags, and site structure

Added local business and organization schema markup

Integrated Google Analytics (GA4), Search Console, and Bing Maps

Phase 3



Local SEO Excellence

Google Business Profile Optimization

Complete GBP enhancement and information accuracy verification

Established a regular posting schedule with Q&A and review management

Implemented local citation building and consistency optimization

Phase 4

Content & Authority Building

Strategic Content Development

Created targeted blog content ("How to Register a Trademark in California")

Enhanced service page content depth and value

Optimized on-page elements and meta tags

Phase 5

AI Overview Visibility

Strategic Content Development

In addition to traditional search performance, Adams Law Office has gained visibility in AI-driven search results for key queries. The firm now appears in AI-generated overviews for high-value searches, including:

California trademark infringement attorney

Trademark attorney in California

Registered trademark attorney in California

Trademark registration services in Berkeley



This presence in AI-powered search results further reinforces the firm's authority, increases brand recognition, and provides additional pathways for prospective clients to discover Adams Law Office's expert services.

Results Breakdown

Local Map Pack Performance

Keyword	Achievement	Growth Status
Berkeley Trademark Lawyer	#1 Ranking	Maintained throughout the period
Trademark Filing Attorney	#1 Ranking	Achieved top position
Trademark Lawyer California	Top 10 Ranking	Secured a competitive position

Google Business Profile Growth

- Business interactions: 36.2% increase year-over-year, **32.39%** growth February to July 2025
- Phone calls: Significant increase in calls year-over-year, **45.45%** growth February to August 2025
- Direction requests: 57.1% increase year-over-year, **57.14%** growth February to July 2025
- Discovery views: 738 in July 2025, with a **5.4%** increase from the previous year

Website Performance (Google Analytics)

Organic sessions: **62%** increase

Total website traffic: **31%** increase

Search Console clicks: **7,300%** increase

Search impressions: **4,437%** increase

Return on Investment

Quantified Business Impact



Visibility Growth: **4,437%** increase in search impressions

Client Engagement: **Significant** growth in phone calls, driving business inquiries

Market Position: From >100 to achieved **#1 local rankings** in key service areas

Long-term Strategic Benefits



Sustainable organic traffic growth, enhancing digital marketing efficiency

Enhanced brand authority in the trademark law sector

Comprehensive tracking infrastructure enabling data-driven optimization

Strong foundation supporting continued digital expansion

Key Success Factors



Comprehensive Technical Foundation, Advanced analytics setup, and technical SEO created the infrastructure for measurable growth and ongoing optimization.



Local-First Strategy Prioritizing local map pack rankings generated immediate, high-intent leads from regional prospects.





Content-Driven Authority Building: Strategic content creation established expertise and improved rankings for competitive keywords.



Data-Driven Optimization Integrated tracking systems enabled continuous improvement and clear ROI measurement.

CONCLUSION

Adams Law Office's SEO transformation demonstrates how strategic digital marketing generates tangible business results for professional services firms. By focusing on local visibility, technical excellence, and targeted content, the firm achieved measurable growth in leads, rankings, visibility in AI Overview and client engagement within 6 months.

The comprehensive approach: combining technical SEO, local optimization, and strategic content created a sustainable foundation for continued growth and established Adams Law Office as the premier trademark law firm in their local market.