

Case study 06 · Legal

Consultation requests up 70% from search, with no ad spend

Elder law and estate planning firm · Louisiana, United States

Families now find the firm when they start planning for a parent's care, and book a consultation, instead of finding a competitor.

Business impact

+70%

Consultation requests a month

Consultation requests up within 3 months

+95%

Organic search traffic

32%

Of consultations becoming paying matters

0%

Of new clients paid for with ads

Before and after

	Before	After
Enquiries that come from search	10%	31%
Visitors who request a consultation	1.2%	1.6%
Consultations that become matters	25%	32%

The problem

An attorney with decades of experience was invisible in search. Families researching nursing home costs and Medicaid planning found other firms first, and every one of them was a high-value matter that went elsewhere.

What we changed

- The site now leads with the problem most callers have: protecting a parent's home and savings.
- Content built around the searches families make when they are ready to act.
- Every page that already ranked kept its position through the rebuild.