

SEO Case Study

Criminal Defense Law Firm

Atlanta Criminal Defense Firm Boosts
Organic Traffic by 767% in Under a Year

✓ **Domain authority increased, boosting search visibility**

✓ **Now ranks #1-3 on Google for 175+ high-value keywords**

✓ **Organic traffic jumped from 100+ to 500+ in 3 months**

✓ **Booked consultations doubled, increasing retained clients**

CLIENT

Metro Atlanta Criminal Defense Firm Focused on DUI, Drug Crimes, Weapons Charges, Burglary, Theft, and All Areas of Criminal Defense.

How We Drive SEO Success

- We publish high-quality blog content to target key search queries and boost rankings.
- Our team optimizes site structure, metadata, and performance to improve visibility.
- We build high-quality backlinks to strengthen domain authority and credibility.
- A strategic video marketing approach enhances engagement and rankings.
- Optimize the firm's Google Business Profile to increase local visibility and leads.
- Implemented Generative Engine Optimization (GEO) to enhance AI-driven search results.
- Ongoing analysis and strategy adjustments drive continuous SEO growth.

Firm Challenges & Needs

Low Organic Visibility

Website traffic plateaued, making it hard for the firm to rely solely on organic growth.

Ineffective Past Efforts

Previous SEO strategies failed, leading to skepticism about SEO's effectiveness.

Technical SEO Issues

Site speed, mobile-friendliness, and crawl errors were negatively impacting rankings and user experience.

Highly Competitive Market

Competing with established law firms and their strong online presence made it hard to stand out.

The Firm's Path to Growth

This Atlanta-area criminal defense firm faced challenges standing out in a competitive market. Previous efforts had failed to generate consistent results, leaving the firm struggling to attract the right clients and secure a solid return on investment. Without a clear strategy, they were hesitant to take risks in a highly competitive legal landscape.

Compounding this issue were technical SEO problems that limited their online performance.

The firm needed a solution that would drive organic traffic, address these issues, and improve their local search presence for key practice areas in Atlanta and the surrounding areas.

Our approach focused on overcoming these barriers and driving high-intent traffic. We implemented on-site and technical SEO improvements, created targeted content including regular blogs, and optimized their Google Business Profile for local SEO. Through continuous refinement of the content strategy and backlink development, we established a foundation for long-term growth.

Our Strategy for Success



Strategic Content Marketing

We create locally optimized, keyword-rich content that addresses criminal defense topics relevant to local residents, building trust and improving online visibility.



On-Site SEO Optimization

Optimizing key technical elements like page speed and mobile responsiveness ensures a seamless experience for potential clients browsing criminal defense information.




Off-Site SEO & Link Building

Acquiring authoritative local backlinks, including from Georgia-based directories and legal sites, boosts the law firm's domain authority and search rankings.



Video Content Strategy

Engaging videos that explain criminal defense processes and success stories boost SEO while providing valuable information for potential clients seeking legal help.



Ongoing Technical Optimization

We optimize the website's technical aspects (like load times & structured data) to stay ahead of Google's algorithm and ensure the best user experience.



Local GBP Optimization

Optimizing their Google Business Profile to ensure the firm appears in local searches, especially for urgent legal issues like DUI defense and other criminal charges.

Data-Driven SEO

To meet the firm's SEO needs, we implemented a comprehensive strategy focused on high-value keywords and local search optimization. This included on-site SEO improvements, content marketing targeting key practice areas, and link-building efforts to enhance domain authority. We continuously optimized technical aspects like page speed and mobile responsiveness, while also refining the Google Business Profile for better local visibility. Our approach also involved ongoing video content strategy and local SEO efforts to boost engagement and increase organic traffic. All of these efforts were continuously monitored and refined to ensure maximum impact and long-term growth.

Driving Growth

SEO Progress from Jan 2024 to Feb 2025

 **Increase in Organic Traffic**

767%

Achieved significant growth in website traffic within one year

 **Top Google Rankings**

176

High-value keywords ranking in Google's top 3 spots

 **New Links from Referring Domains**

803

Generated valuable backlinks from authoritative external sites

 **Calls to Google Business Profile**

890

Substantial increase in client calls through local search visibility

 **Average GBP Calls Per Month**

80.9

Steady flow of local calls showing strong local presence

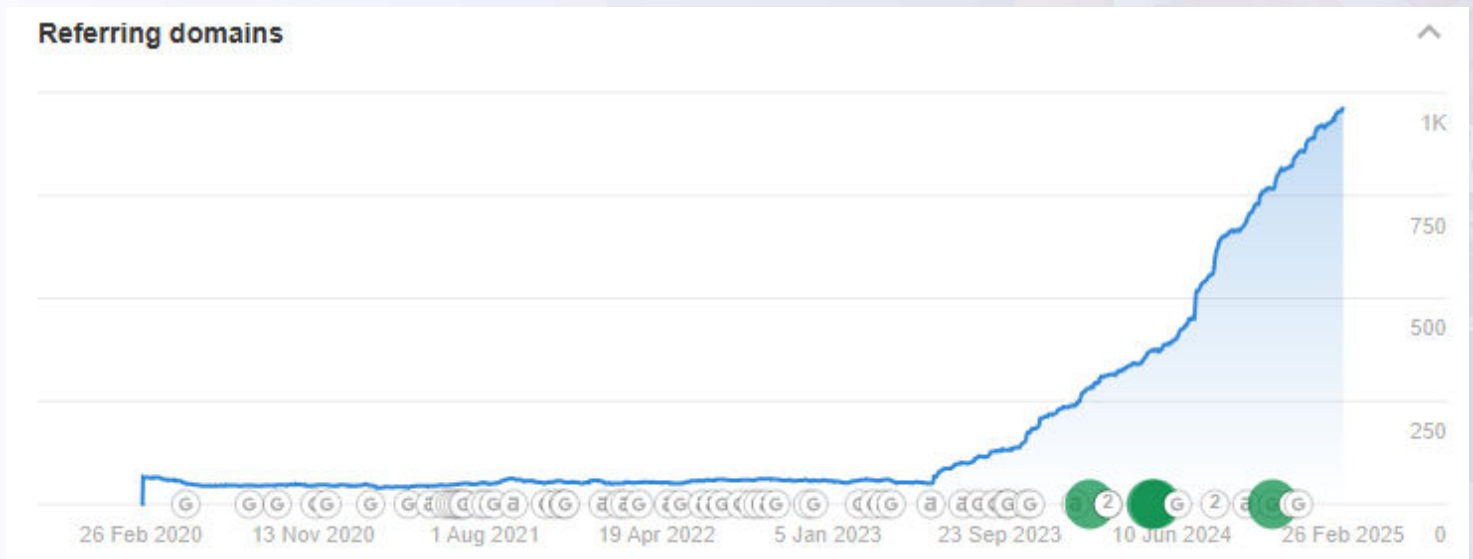
SEO Delivering Real Results

Our SEO strategy has significantly boosted the firm's online visibility, driving a 767% increase in organic traffic within less than a year. With a focus on targeted content, on-site optimization, and link-building, we've helped the firm rank in the top 3 for 176 high-value keywords, standing out in the competitive criminal defense market.

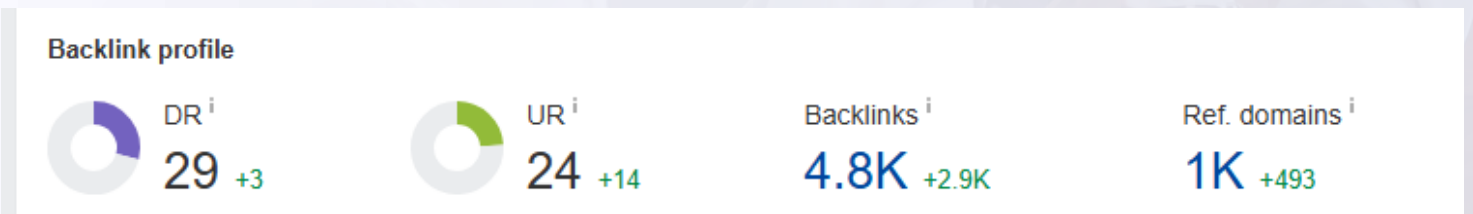
The firm's Google Business Profile also saw a strong increase in client calls, with 890 calls recorded over the past year. The acquisition of 803 new backlinks from authoritative sites has further enhanced the firm's online presence. These results showcase the power of a tailored SEO approach, providing measurable growth and a solid foundation for future success.

Results in Focus

The following shows a significant increase in referring domains, with the firm's backlink profile growing from 216 domains in February 2024, when we began their SEO, to 1,019 domains in February 2025. This growth reflects the success of our targeted link-building strategy, focused on acquiring high-quality backlinks from authoritative sources. As a result, the firm's online authority and visibility have improved, driving higher organic traffic and stronger rankings for competitive criminal defense keywords.

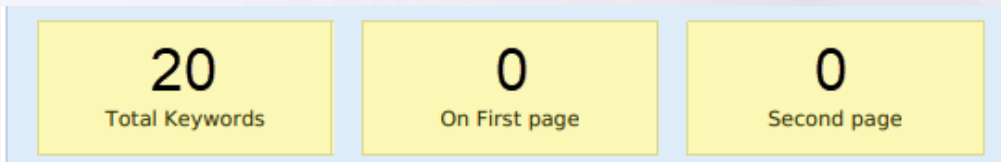


This snapshot of the firm's Ahrefs profile highlights key SEO improvements, including a Domain Rating (DR) of 29 and a URL Rating (UR) of 24, both of which have increased significantly over the last year. With a total of 4.8K backlinks and 1,000 referring domains, the firm's online authority and backlink profile have strengthened, further supporting its growth in search visibility and organic traffic.

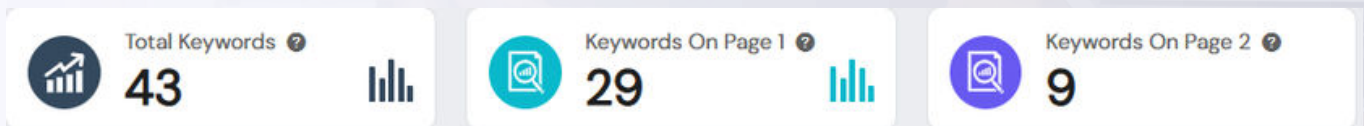


Results in Focus

Before launching their new SEO campaign, we identified 20 high-priority keywords, none of which their website was ranking on Google’s first or second pages. These keywords are central to the content we’re creating, and we know they’ll drive relevant, high-intent traffic to the site.

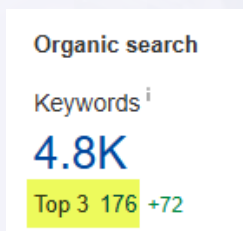


As of February 2025, the firm’s SEO strategy has expanded from tracking 20 to over 40 top-priority keywords. Currently, 29 of these keywords rank on page one of Google, with an additional 9 on page two.



In addition to these targeted keywords, the website ranks for more than 4,800 organic keywords, with 176 of them securing top 3 positions in Google search results. This strong keyword performance demonstrates the site’s increasing authority, driving greater organic visibility and attracting a wider audience.

The firm now has a broader online presence, helping to capture a more diverse range of high-intent leads across various search queries. As a result of these improvements, their organic traffic has seen a dramatic increase, with visits rising from just 122 in February 2024 to 1,058 in January 2025.



1	Organic Search	
	Jan 1 - Jan 31, 2025	1,058
	Feb 1 - Feb 29, 2024	122
	% change	767.21%

Committed to Delivering Value

If you're ready to elevate your online presence and grow your practice, let's talk. Our custom-tailored SEO strategies can help your firm rank higher, attract relevant traffic, and achieve measurable results. Call **(888) 590-9687** or email info@fwd-mktg.com to speak with a law firm marketing expert today!