

ROBERTS LAW GROUP, PLLC
RALEIGH, NC

CASE STUDY



FIRM:
Roberts Law Group, PLLC
LOCATION: Raleigh, NC
YEAR FOUNDED: 2007
SIZE: 4 attorneys
SCOPE AND SERVICES:
Criminal Defense

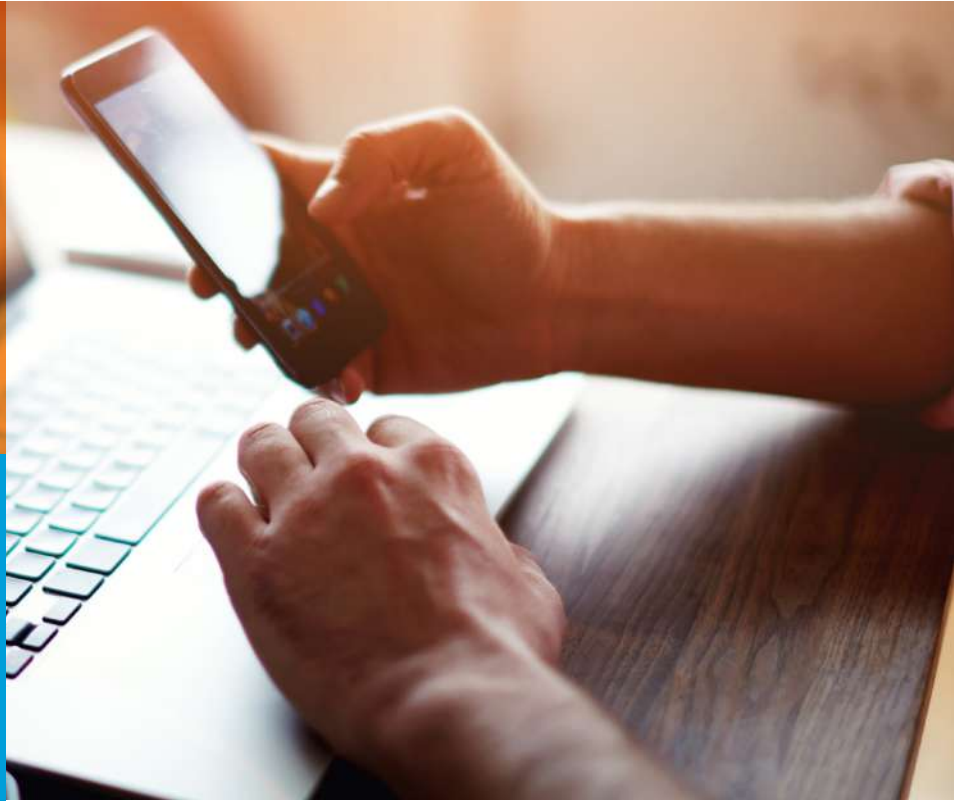
MARKETING SOLUTIONS: Mobile-focused website, blog, social media, pay-per-click advertising (PPC), video

As a forward-thinking firm, Roberts Law Group has been at the forefront of online marketing. After starting with just a website, they have since added other marketing components such as blogs, social media and PPC ads.

This progressive approach has kept them ahead of their competition, all while understanding the importance of continuing to evolve and adapt to online marketing changes.

"IT DIDN'T TAKE LONG FOR MY FINDLAW TEAM TO COMMIT TO FINDING A SOLUTION...THEY WORKED TIRELESSLY TO DIAGNOSE ISSUES AS THEY AROSE."

- ATTORNEY PATRICK ROBERTS



THE SITUATION

The FindLaw team started seeing a noticeable decrease in traffic to robertslawteam.com, which led them to work with Roberts Law Group to develop an integrated marketing plan focused on addressing their newfound challenge. FindLaw's creative and forward-thinking solutions not only helped regain previous traffic levels, but also led to dramatically increased traffic numbers and ultimately, more clients.

A few factors impacted Roberts Law Group's site traffic. Historically, the firm's marketing program performed at a high level due to its ability to stay on top of best practices in marketing. Over time, however, competition increased dramatically as other law firms started allocating more dollars to online marketing. Roberts Law Group also had to adjust its marketing approach as other firms started to mimic its online marketing strategy. In addition to the competitive challenges, the firm experienced traffic impacts when Google implemented multiple search engine algorithm changes.

After extensive research and testing, the FindLaw team worked with the firm to come up with an integrated strategic plan that would allow the Roberts Law Group's website to rebound from the multiple challenges they faced. The firm has always been flexible and open to new marketing ideas, but their willingness to work with FindLaw to develop a nimble approach helped the firm return their program to peak performance.



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FINDLAW SOLUTION

In order to address their multiple challenges, an all-encompassing solution was required – one that would help regain their previous traffic levels while reflecting the necessary requirements of the modern Web. These strategic improvements included:

- **Mobile Optimization:** The Roberts Law Group website was given a bold, mobile-first design to increase conversion and accommodate the growing audience using their phones to search.
- **Design:** A testing process where users' click trends were recorded helped determine the new layout that showcased the highest performing content.
- **Content:** The entire website received fresh copy that aligned with Google's latest expectations and was differentiated from the competition.
- **Social:** Social media best practices were shared and implemented to create more engagement with the firm.

"THE PROPOSED SOLUTIONS WERE BOTH CREATIVE AND FORWARD-LOOKING."

- ATTORNEY PATRICK ROBERTS

These upgrades, in conjunction with additional optimization of video, blogs, pay-per-click ads, Super Lawyers marketing programs and social media pages, ensured a fully-integrated marketing program designed to regain market leadership in a competitive market.

RESULTS

Roberts Law Group saw tremendous success after the new program was implemented. The website responded positively and has even eclipsed previous traffic levels.

Most importantly, this has led to more clients for Roberts Law Group. Mobile and referral traffic conversion has increased, as more site visitors contacted the firm. These potential clients are also viewing more pages and staying longer on the site, indicating a commensurate improvement in site traffic quality.

IN THE YEAR FOLLOWING THE PROGRAM:

- ORGANIC SEARCH TRAFFIC **RAISED BY 16%**
- **62% INCREASE** IN MOBILE TRAFFIC
- MOBILE CONVERSION RATE **INCREASED BY 7%**
- **12% BOOST** IN REFERRAL TRAFFIC CONVERSION
- WEBSITE QUALITY SCORE INCREASED **FROM 55 TO 80***

*Raven Tools

ABOUT FINDLAW

At FindLaw, we partner with you to provide legal marketing solutions that effectively attract, engage and connect you with potential clients. Simply put, we find clients with a legal need and put them in front of you.

To learn more about how FindLaw can help your firm, please call **866.44.FINDLAW** or visit **LawyerMarketing.com**.



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