



# McDivitt Law Firm

## EXECUTIVE SUMMARY

McDivitt Law Firm has maintained a thriving legal practice since the 1970's. Their website's traffic, however, was not meeting expectations. We worked closely with the firm to completely overhaul their website, making improvements that have resulted in grown organic website traffic and substantially increased qualified leads.

## ABOUT THE CLIENT

McDivitt Law Firm is one of the largest personal injury firms in Colorado. Much of the firm's success is built upon a central tenet that all individuals have accessibility to legal representation whether one can afford it or not. With more than 80 staff and attorneys, McDivitt Law Firm prides itself on its ability to provide first-class legal representation to each of its clients, in a way that is affordable to anyone.



## CHALLENGE

McDivitt Law Firm began tracking visitors to their website in 2008. In the following years, digital marketing continued to emerge as a formidable marketing tactic while visits to the website plateaued at an underwhelming level. Leadership at the firm knew opportunities were being missed online, and decided it was time to do something about their website's stagnant traffic.

# SOLUTION

Magneti took up the charge in 2012 and immediately began optimizations to the website. Comprehensive on-page SEO improvements were made and new content was created and implemented across the website. In addition to these advancements, social media and blogging initiatives were started to further grow traffic. Finally, new landing pages were developed to capture website visitors and convert them into leads and clients.

# RESULTS

We've continued our work with McDivitt Law Firm through the years, and we're proud of the long-term results we've been able to achieve together. Snapshot comparisons of the website's key performance indicators illustrate the improvements we've seen during our time together:

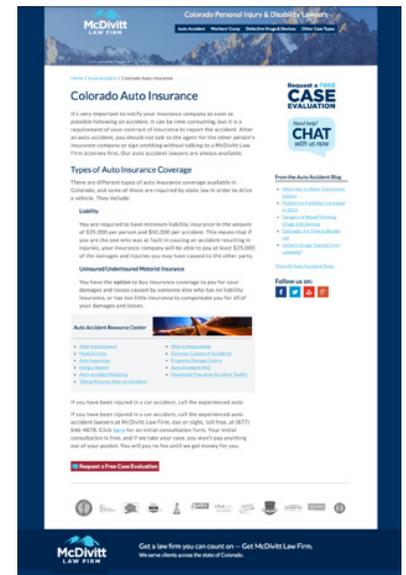
## EACH YEAR IT KEEPS GETTING BETTER...

	2013 vs 2014	2014 vs 2015
ALL WEBSITE SESSIONS	↑ 35.53%	↑ 35.66%
ORGANIC WEBSITE SESSIONS	↑ 27.35%	↑ 26.8%
WEBSITE CONVERSIONS	↑ 27.35%	↑ 119.4%

In addition to generating positive results from the beginning, we've been able to maintain steady growth throughout our engagement. **The key take away: our digital marketing strategies get results and keep them coming!**

# ABOUT MAGNETI

Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, User Experience Strategy, Content Strategy + Development, Email Marketing and more. Contact us to learn how we can put our solutions to work for you.



# CONTACT US

(720) 515-4805  
 Denver@magneti.com  
 1031 33rd St  
 Denver, CO 80205