

Search Engine Optimization

McDivitt Law Firm

magneti
CASE
STUDIES 

EXECUTIVE SUMMARY

McDivitt Law Firm has been a Magneti client since 2012. Magneti started an aggressive SEO strategy in January 2016. Magneti performed a site audit and restructured the website based on the resulting insights. Magneti found that McDivitt had separate services pages for each of their locations — Denver, Colorado Springs, and Pueblo, Colo. This resulted in many overlapping, underperforming pages (e.g. Auto Accident Attorney Denver, Auto Accident Attorney Colorado Springs, etc.).

ABOUT THE CLIENT

McDivitt Law Firm is one of the largest personal injury firms in Colorado. The firm believes that all individuals should have access to legal representation. With more than 80 staff and attorneys, McDivitt Law Firm prides itself on its ability to provide first-class legal representation to all of its clients.



CHALLENGE

McDivitt Law Firm was founded in Colorado Springs, Colo. The firm had well established search results in the Colorado Springs area. However, as McDivitt expanded to new locations, the firm faced challenging competition from more established firms, especially in the saturated Denver market. Searches for personal injury lawyers in the Denver area put McDivitt well into the second page of Google search results.

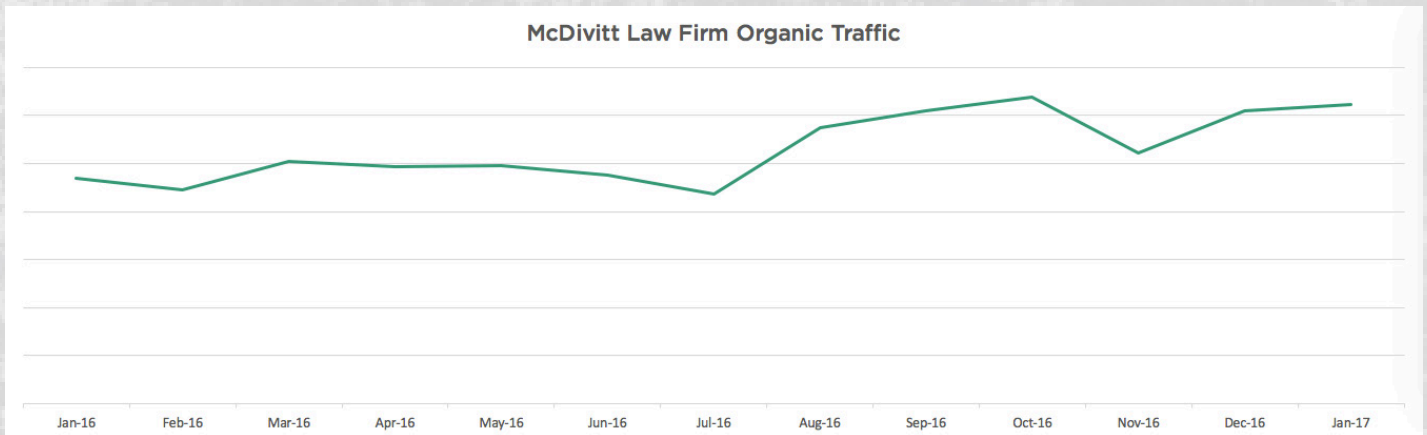
SOLUTION

Magneti focused on several keywords to improve McDivitt's organic search results. These keywords included:

- *auto accident lawyer*
- *denver injury lawyer*
- *denver auto accident lawyer*

RESULTS

Magneti made the main structural changes to the site in April 2016. These types of changes usually see a drop in traffic as Google looks for the new URLs and changes rankings. However, McDivitt did not see any significant dips in traffic for the months following the launch. Between July 2016 and August 2016, **traffic jumped 31.5%**.



Between January 2016 (pre-SEO strategy) and January 2017 (SEO strategy fully implemented):

↑ **32.8% in organic traffic**

Keyword performance:

- auto accident lawyer (Denver-area search results): *No. 1 highest ranking position*
- denver injury lawyer (national search results): *No. 5 highest ranking position*
- denver auto accident lawyer (Denver-area search results): *No. 9 highest ranking position*

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.

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