



Case Study: Segal Defense

<https://segaldefense.com/>



HOME

ATTORNEY

PRACTICE AREAS

CASE RESULTS

REVIEWS

BLOG

CONTACT US

A photograph of two men in an office setting. One man is seen from the back, looking towards the other man who is wearing glasses and a suit. The background is a blurred office environment with a window.

MINNESOTA WANTS YOU IN COURT
I'M THE ADVOCATE IN YOUR CORNER

Table Of Contents

- **Overview**
- **Objectives**
- **Strategy**
- **Results**



Overview

Segal Defense is a reputable legal firm specializing in criminal defense. Seeking enhanced online visibility, they approached our SEO services to optimize their website and improve search engine rankings.



Objectives

- *Increase organic traffic to the Segal Defense website.*
- *Improve search engine rankings for key legal and location-specific keywords.*
- *Enhance the overall online presence of Segal Defense.*

Strategy

1. Keyword Research:

Analyzed legal industry-specific keywords to determine high-volume and relevant terms for optimization.

2. On-Page Optimization:

Implemented on-page SEO strategies, including optimizing meta titles, meta descriptions, and header tags with the identified keywords.

3. Technical SEO:

Addressed technical SEO issues such as site speed optimization, mobile responsiveness, and XML sitemap creation to improve overall website performance.





4. Website Audit:

Conducted a thorough audit of the Segal Defense website to identify technical issues, on-page SEO opportunities, and user experience improvements.

5. Content Creation:

Developed and executed a content strategy to enhance the website's relevance and authority in the legal field.

6. Link Building:

Executed a strategic link-building campaign to acquire high-quality backlinks from authoritative websites, improving domain authority.

Monitoring & Analysis

1 Traffic Analysis:

Tracked organic traffic to monitor the impact of SEO efforts on website visits.

2 Keyword Ranking:

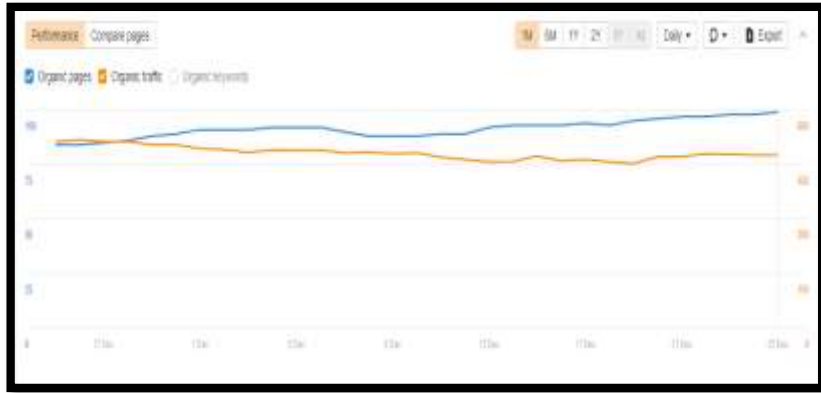
Utilized SEO tools to regularly monitor keyword rankings and identify opportunities for further optimization.

3 User Engagement:

Analyzed user engagement metrics, including bounce rate and time-on-page, to assess the effectiveness of on-page optimizations.

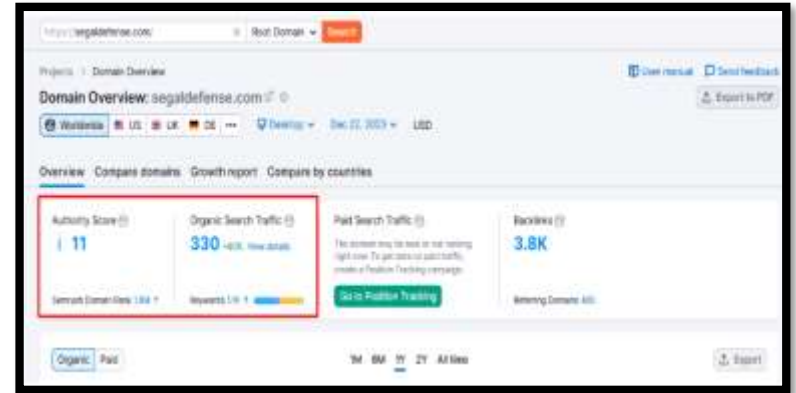
Results

Increased Organic Traffic



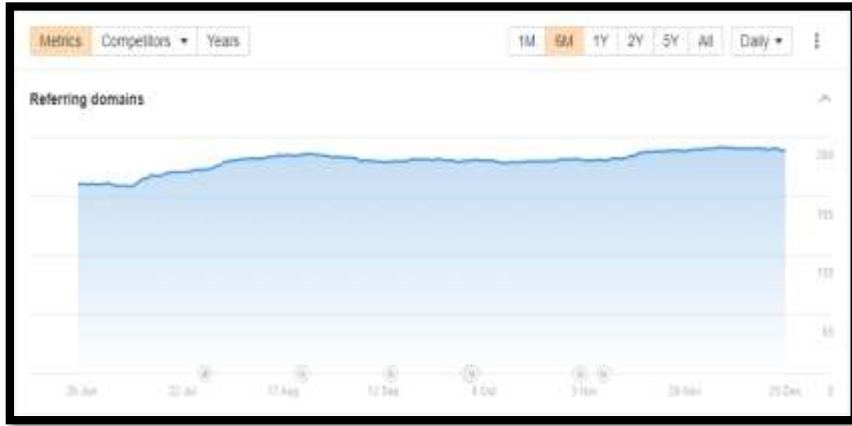
Increased organic traffic to the Segal Defense website.

Enhanced User Engagement



The implementation of on-page optimizations and improved content led to a reduction in bounce rates, indicating higher user engagement.

Improved Backlink Profile



In six months, implemented a backlink-building strategy that resulted in an increase in referring domains, increased domain authority, and increased online visibility for Segal Defense website.

Improved Keyword Rankings

Keywords	Ranking
DWI Lawyer Apple Valley	6
DWI Lawyer Blaine	3
DWI Lawyer Brooklyn Park	2
DWI Lawyer Burnsville	6
DWI Lawyer Coon Rapids	4
DWI Lawyer Eagan	6
DWI Lawyer Edina	4
DWI Lawyer Mankato	10
DWI Attorney Mankato	11
DWI Attorney Minnetonka	1
DWI Attorney Roseville	1

Key targeted keywords experienced a significant improvement in rankings. Many keywords moved from the second or third page to the first page of search results.

A faster and more dependable outcome can be achieved through the use of SEO techniques

SEO, or Search Engine Optimization, is the process of optimizing a website or online content to increase its visibility and ranking in search engine results pages (SERPs). Here are some of the main benefits of SEO:

- Increased website traffic*
- Improved user experience*
- Better ROI*
- Increased brand credibility*
- Targeted audience*
- Long-term benefits*

Overall, SEO can help businesses of all sizes and industries to increase their online visibility, attract more traffic, and ultimately drive more sales and revenue.