



WEMBLEY SOLICITORS

A CASE STUDY

**Building authority through content marketing
and search engine optimization**



Through a multi-faceted search engine optimization strategy, Content Development Pros bolstered website traffic by **75%** between 2018 and 2021, increased calls through Google My Business by **156.9%** between September 2020 and January 2021, got the client's website to rank organically for authority positions, and built a robust backlink and referring domains acquisition strategy.



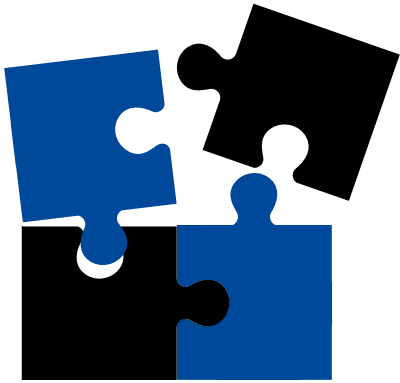
A LITTLE ABOUT **Wembley Solicitors**

Wembley Solicitors provides a wide range of legal services that range from UK Immigration Law to Landlord and Tenant laws. Currently, their main areas of focus are:

- UK Immigration Law
- Personal Injury
- Family Law
- Children Law
- Landlord and Tenant
- Commercial Lease
- Litigation
- Criminal Laws (Extradition, Fraud, etc.)

Wembley Solicitors focuses on providing state-of-the-art legal solutions to the most complex cases with a commitment to transparency. They offer a fixed fee for all of their services, ensuring transparency throughout the process

Whether it's a cohabitation agreement or a financial settlement, their solicitors have extensive experience, driving away the discomfort of spending a substantial amount in court actions and processing legal fees.



A HEEDLESS DIGITAL PRESENCE: **The Challenge**

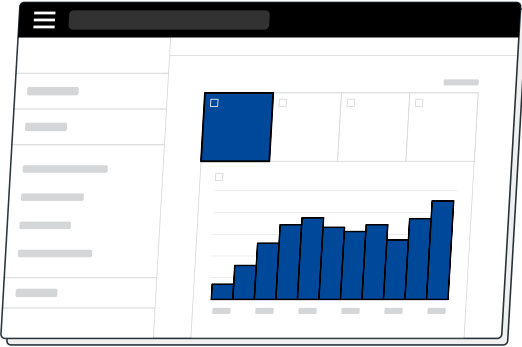
While the company has provided top-of-the-line legal services across the UK, its online lead generation practices weren't fruitful. In 2018, only 3,888 people visited the business's website, with organic presence on search engines being subpar as well.

Wembley Solicitors has had an operational website since 2017, because of which it had built up a domain authority score of 12 (out of 100) in May 2017. Despite its minimal efforts to build a digital presence, the lack of a result-driven search engine optimization strategy meant it did not have a defined target market.

A search result on the first, second, or even third search engine results pages was non-existent. In a world taking a fast route towards digitalization, Wembley Solicitors was missing the bus. Business revenue was taking a detrimental hit far too often, and standing toe-to-toe against the industry's leaders became borderline impossible.



Wembley Solicitors partnered with Content Development Pros (CDP) for a marketing upheaval and rejuvenated inbound marketing strategy. Our job was to formulate a laser-focused approach to search engine optimization. Be it keyword optimization, backlink acquisition, website traffic, or the total number of referring domains, our modus operandi revolved around increased visibility and a healthier bottom line.



A MULTI-PRONGED ONLINE FOOTPRINT: **Preparing for Change**

CDP first ran a diagnostic test to gauge the business's bottom line. While a change was necessary, we understood that introducing too much too soon could hurt the business in the long run. A 360-degree organic marketing strategy was devised, and the deliverables were then shared with Wembley Solicitors.

Several elements worked in synergy as a part of our strategy. Those were:

Creating a content plan targeting relevant keywords for the industry (both long-tail and short-tail) with the topics

Writing press releases monthly to improve the business's online reach

Creating social media posts for Wembley Solicitors to promote content



Creating and publishing videos, blogs, and infographics to improve the business's backlink acquisition, overall traffic, and online presence

Monitoring the changes in keyword ranking on SERP and traffic engagement data and then making changes for improved performance

Creating and posting classified ads to promote Wembley Solicitors' website

Updating and improving the website's performance by making essential changes to ensure users get a seamless experience

Identifying and then utilizing opportunities for link building to ensure the website has credible backlinks

Creating a Google My Business and other relevant profiles for Wembley Solicitors for increased awareness of the business

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The data points shared periodically were:



The results achieved



Metrics being used for content marketing



Recommendations for the future



The activities performed



THE SILVER LINING: **Consolidated Results**

Wembley Solicitors saw a gradual improvement in the number of backlinks, referring domains, and keyword rankings through the strategy devised by CDP. Every metric was tracked throughout the process, and results were frequently shared with the company.

Listed below are some of the most noticeable differences.

Section 1: Website Traffic

The amount of traffic Wembley Solicitors' website attracted was bare-bones when CDP took over. This metric improved when several efforts focusing on organic marketing were executed effectively. Between 2018 and 2021, traffic on the website improved.

Figure 1A (listed below) shows that growth.

Online Traffic for Wembley Solicitor's Website

— Online Traffic for Wembley Solicitor's Website

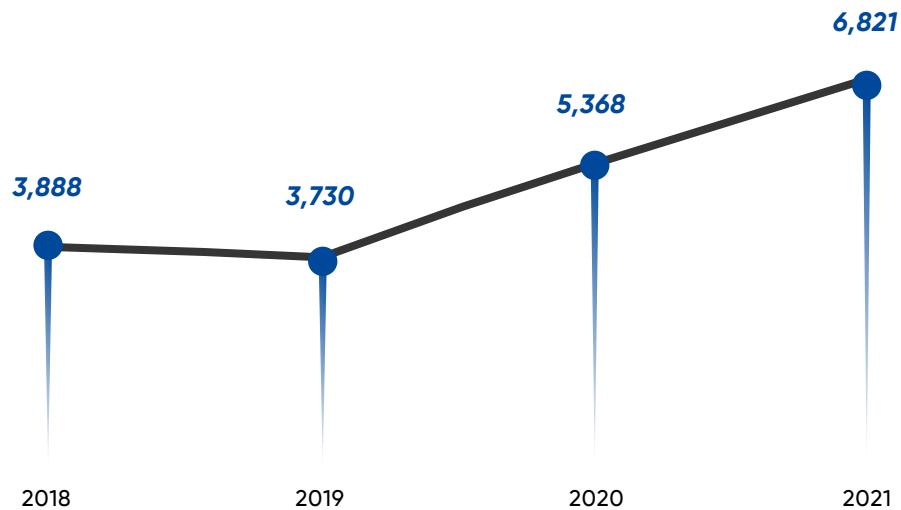


Figure 1A Growth of Online Traffic

Section 2: Google My Business (GMB) Calls

Before CDP took over, Wembley Solicitors had a GMB listing that was not optimized. It was an automated searching tool with incorrect and insufficient information about the business. This was another key area of focus in CDP's attempts to revitalize lead generation: local traffic.

Figure 2A shows the improvement in GMB calls.

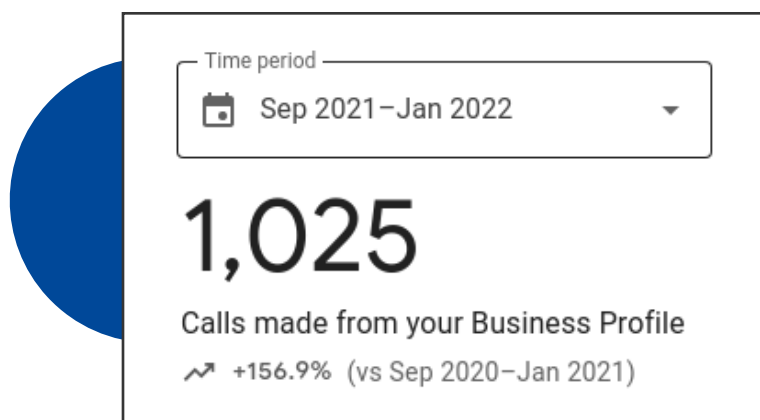


Figure 2A Growing Number of Calls Through GMB Profile

Section 3: Domain Authority

Domain authority is a metric that gives a website a score based on the number of credible links. Since the website had been operational since 2017, it had built some authority. After CDP's intervention, the website's domain authority improved as well.

Figure 3A and 3B outline that difference.

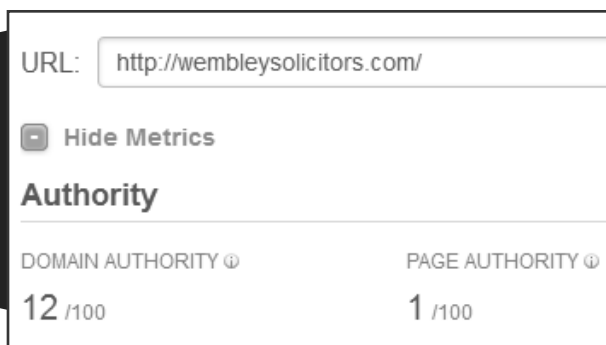


Figure 3A Domain Authority Score Before CDP's Efforts



Figure 3B Domain Authority Score After CDP's Efforts

Section 4: Keyword Optimization

As mentioned earlier, the company lacked a targeted approach to industry-relevant keywords. CDP chose a competitive and diverse set of keywords that could bring attention to the company's service portfolio. It was essentially a three-step process:

1. Improving existing keyword positions
2. Getting the website to rank for new keywords
3. Getting the business to rank highly on Google Maps through relevant keywords



Section 4: Step 1 - Improving Existing Rankings

Figure 4A shows CDP's geotargeted (Middlesex and Wembley) keyword optimization approach to various service categories.

S. No.	Keywords	Starting Point	Current
1	Boundary disputes in wembley	N/A	1
2	Bus passenger accident claims middlesex uk	N/A	1
3	Car passenger accident claims middlesex uk	N/A	1
4	Children law uk in wembley	N/A	1
5	Debt recovery claim in wembley	N/A	1
6	Expert divorce solicitors wembley	N/A	1
7	Getting a legal separation in wembley	N/A	1
8	Immigration lawyers london in wembley	N/A	1
9	Landlord solicitors in wembley	N/A	1
10	Loan agreement disputes middlesex uk	N/A	1
11	Partnership disputes in wembley	N/A	1



S. No.	Keywords	Starting Point	Current
12	Pedestrian accident claims middlesex uk	N/A	1
13	Property related insolvency middlesex uk	N/A	1
14	Property related insolvency wembley	N/A	1
15	Tenancy solicitors in wembley	N/A	1
16	Uk immigration solicitors in wembley	N/A	1
17	UK Residence Card in wembley	N/A	1
18	Wembley partnership disputes	N/A	1
19	Hit and run accident claim middlesex uk	N/A	2
20	Immigration Appeal in wembley	N/A	2
21	Immigration lawyers in wembley	N/A	2
22	Immigration solicitors in wembley	N/A	2
23	Immigration solicitors london in wembley	N/A	2
24	Indefinite Leave to Remain in wembley	N/A	2
25	Loan agreement disputes	Not Ranked	2



S. No.	Keywords	Starting Point	Current
26	Family law solicitors wembley middlesex	N/A	3
27	Boundary disputes in wembley middlesex	N/A	4
28	Divorce solicitors in wembley	N/A	6

Figure 4A Geotargeted Campaign on Wembley and Middlesex

Section 4: Step 2 - Ranking for New Keywords

While the business was organically competing for some keywords, CDP used a few additional search queries in its strategy to improve the business's organic presence. Even though the company was offering these services, it was not ranking for these keywords before CDP's intervention.

Figure 4B lists these keywords.

S. No.	Keywords	Starting Point	Current
1	Car passenger accident claims in kingsbury	N/A	6
2	Bus passenger accident claims in kingsbury	N/A	5
3	Uk immigration solicitors in Colindale	N/A	7
4	Hit and run accident claim in Colindale	N/A	8
5	Visa lawyers uk in Colindale	N/A	10

Figure 4B New Keywords



Section 4: Step 3 - Optimizing for Google Maps

CDP also paid attention to the business's local presence through Google Maps and the GMB profile. These keywords were also geotargeted and used a supplementary strategy to boost the website's SEO score.

Figure 4C lists these keywords.

S. No.	Keywords	Starting Point	Current
1	Boundary disputes in wembley	N/A	1
2	Immigration Appeal in wembley	N/A	2
3	Expert divorce solicitors wembley	N/A	3
4	Getting a legal separation in wembley	N/A	3
5	Family law solicitors wembley middlesex	N/A	3
6	Debt recovery claim in wembley	N/A	5
7	Property related insolvency wembley	N/A	6
8	Property related insolvency wembley	N/A	10

Figure 4C Keywords for Google Map



Section 5: Backlinks and Referring Domains

Backlinks can be considered as a vote for your web from a credible source. For SEO, backlinks are effective since Google uses these links to gauge how respected and relevant a website is. CDP focused on backlinks and referring domains to increase the website's credibility on the digital landscape.

Figure 5A and 5B outline the growth of these two metrics.

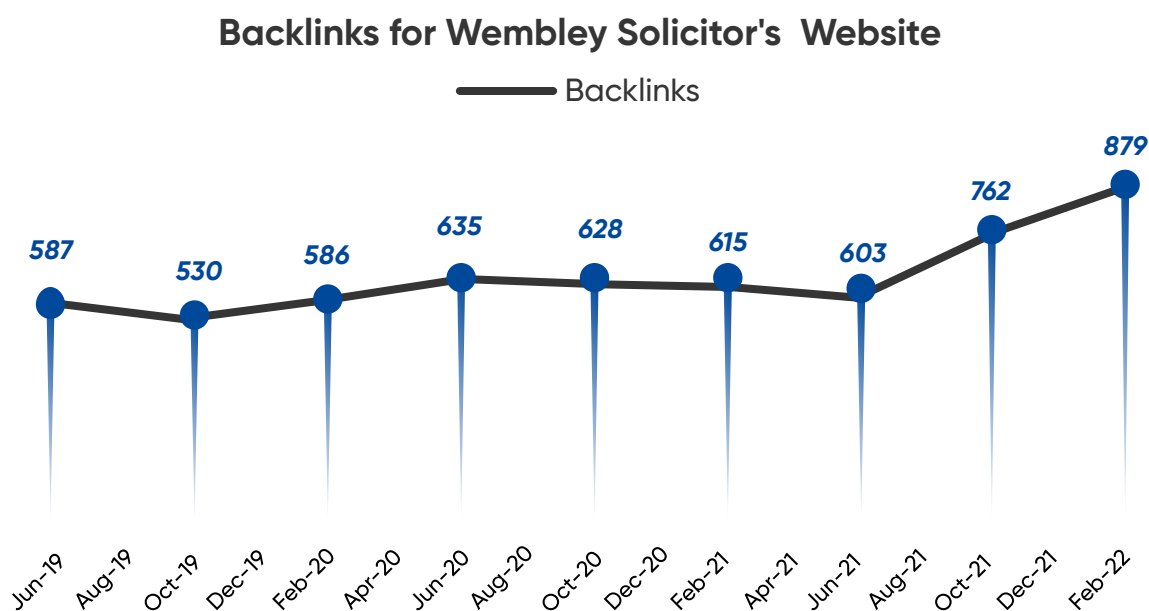


Figure 5A Growth of Backlinks



Referring Domains for Wembley Solicitor's Website

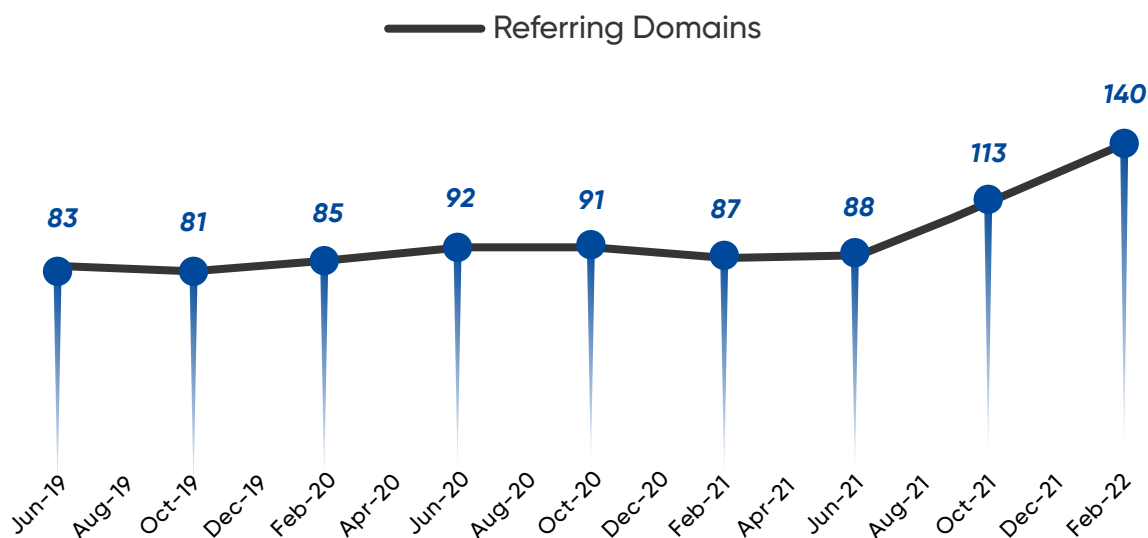


Figure 5B Growth of Referring Domains

Hire Content Development Pros for a Marketing Disruption

For every business, tracking progress, following through with goals, minimizing marketing costs, gaining credibility, and producing quality content are great reasons to hire Content Development Pros. Stellar, laser-focused, and holistic organic marketing is rare, but through CDP, several brands have become industry leaders through a stout content marketing strategy.

Email us today to know more, or call us on 877-897-1725 to speak to a content marketing specialist.