

Mazow | McCullough PC - SEO increased by 5,650%, Millions in Sales

Millions of dollars in leads have come from focusing on a handful of key practice areas, using SEO, content, and Google ads

Case Study Background

Mazow | McCullough, PC was formed in 2003 by Mr. Robert E. Mazow and Mr. Kevin J. McCullough. They are a personal injury law firm dedicated to helping injured persons in Massachusetts achieve fair and just compensation.

Challenges

We started our engagement with Mazow | McCullough about 10 years ago; the outdated website had lots of duplicate content generated by FindLaw. It appears that FindLaw used to write content, such as a frequently asked questions section, for personal injury attorneys. They would then provide it to many different lawyers for use on their websites.

In addition to being one of the most competitive areas of digital marketing, personal injury lawyers are often targeting dozens of the same practice areas, and this firm had yet to refine the areas of focus digitally.

Legal Marketing Strategy

We experimented with a number of different practice areas to be 'areas of focus'. By developing content on a handful of niche topics, we dramatically increased leads compared to when they were targeting too many different types of law.

Better to be a big fish in a small pond than a minnow lost in an online ocean.

Legal Marketing Tactics

Search engine optimization was the first tactic we were hired for, but over the years we have evolved into doing all kinds of content marketing including topic clusters, podcasting, videos, Ebooks and even writing a book on one practice area (2019 publishing and PR launch).

Paid search was not in use when we started with them, and it was only after many years of pushing for this to be included in our list of tactics that we were able to test it out. It failed at first because we were targeting areas that were too broad, and the cost-per-click on things like auto accident attorneys – even in their specific town – was too high for their budget.

National Estimated Google Ad CPC Examples

Accident and Injury

Indianapolis Semi Truck Accident Lawyer: \$905

Car Accident Lawyer Elite: \$872

Mesothelioma Lawsuit Lawyers: \$756

Albany Ga Personal Injury Lawyer: \$750

Los Angeles Uber Accident Lawyer: \$733

Car accident lawyers colorado springs co: \$732

Iron Horse Motorcycle Lawyers Greenville Sc: \$728

Offshore Lawyers In Louisiana: \$680

Birth Injury Lawyer Pittsburgh: \$666

Car Accident Lawyer Decatur Ga: \$665

We developed landing pages and did split testing on different value propositions and offers.

Web design changes are guided by A/B testing results, and we will be rebuilding the site again soon.

Now we are nicely dovetailed in with the new marketing person, who is extending our content marketing into social media channels – like republishing content from their blog to LinkedIn – and community outreach.

We have regular meetings to discuss the brand and how the intensification of content marketing on niche practice areas fits into the overall marketing strategy.

Results

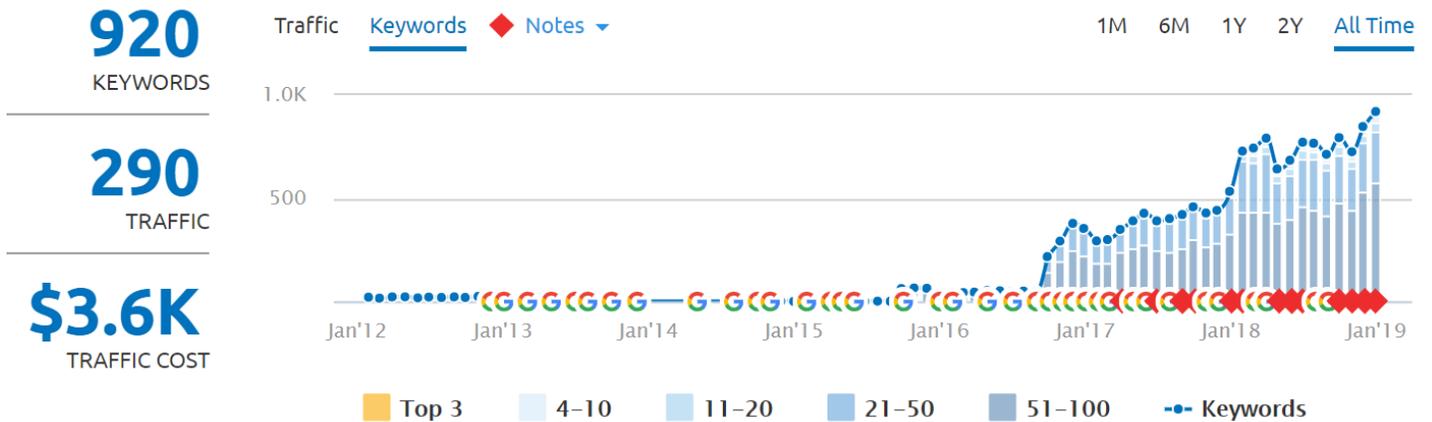
Leads from the Internet are radically improved from when we started. There are still lots of leads that don't convert, but the ones that do are often best case scenarios and result in high ticket verdicts and settlements.

- Conversion Rate went from 2.5% in 2015 to 6.9% in 2019
- PPC leads were up by 50% 2017-2018

SEO

- Top 100 keyword ranking increased by 5,650% (from 16 keywords driving traffic in 2012 to 920 keywords driving traffic in 2019 (an increase of 904 keywords)
- SEO keywords would have cost \$216 when we started and are now valued at \$3,600 a month (up by 1,566%)

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When compared to some of the top personal injury firms in the immediate area, there is only one on this shortlist that has more SEO traffic value.