

# Mesothelioma Law Firm - \$15,000,000 in sales from digital

**Despite being one of the most expensive areas of web marketing, we made SEO, content and Google ads produce massive results**

## **Case Study Background**

McDougall Interactive was demonstrating so much success with various mass tort/personal injury projects for a legal marketing client that they were asked to work on a mesothelioma campaign for another law firm. Mesothelioma is a deadly lung cancer caused by asbestos and can lie dormant for years before symptoms begin to develop.

The law firm previously had success with TV ads and referrals, but did not have any significant web marketing experience.

**Mesothelioma Among the Most Competitive Keywords, Averaging Click Costs Between \$200-\$600!**

Mesothelioma keyword groupings are among the most competitive topics in all of digital marketing because they are the hardest to get for organic search and have the highest rates for pay-per-click. We paid as much as \$600 for a single click but turned it into mountains of cash.

Competition in SEO is nothing short of extreme. With cases averaging around \$1 million and lots of very negligent companies, it's no surprise firms will pay so much for clicks, leads, and cases.

## **Legal Marketing Strategy**

McDougall Interactive created a new website that would be targeted specifically to people affected by mesothelioma and not other legal issues. Sites like mesothelioma.com and asbestos.com are good examples of sites with a powerful presence. The strategy was to replicate that over time while doing extensive paid search.

## **Legal Marketing Tactics**

- Custom logo and unique value proposition development
- Mobile-friendly website
- Highly persuasive landing pages
- Extensive A/B testing
- Video and podcasting with the firm's partners in Texas (optimized for Google Hummingbird with transcriptions)
- A Family's Guide to Mesothelioma book that McDougall Interactive wrote and published as a lead teaser
- Ebooks that McDougall Interactive wrote and used as top-of-the-funnel calls to action

- 500+ pages of highly informative website content that McDougall Interactive wrote using trained specialists in meso, health issues and Navy ships
- Blog with multiple posts per week
- Social media marketing and management
- Online and offline PR
- SEO with intensive link building
- Paid Search Management (Google Adwords and Facebook ads, and more)
- ClickTale heat mapping and user testing analysis to improve the user experience
- Extensive analytics and lead scoring procedures from phone, form, and live chat leads

## Results

- Generated more than \$15 million in revenue for the firm, both from paid and organic SEO / content marketing
- Firm was ranked #6 in Google for “Mesothelioma Law Firms” in the first year
- Firm was ranked on the second page in Google for “Mesothelioma Lawyers” and “Mesothelioma Attorneys” in the first year
- Organic longtail search results drove traffic worth tens of thousands of dollars a month in averted click costs
- Increased online brand recognition and news citations (enough to get cited in a national legal marketing study)

Are you a solo attorney or a law firm ready to power up your web marketing efforts and get results?

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