

CASE STUDY

# The Document People SEO

## BACKGROUND

The Document People has been providing legal document services across the greater Los Angeles area since the 1990s. Their company helps with all legal document situations, whether it be personal, business or estate. Individuals can receive professional guidance when needing assistance with Divorce, Deed of Trusts, or Wills, while businesses can seek assistance needing help filing for an LLC, Trademark, or Copyright. Their objective is to take the overwhelming paperwork and legal stress out of situations, and let them handle it for you.

## CHALLENGE

As a growing company, they have tried many marketing tactics to increase business, but still found that a majority of their customers were coming from referrals. While people are often not sold by an advertisement for this type of business, they are often performing online searches for them. In order to grow their customer base, it was recognized that they must appear organically across the web for relevant searches. On top of this, their website must provide a user experience that is simple, educational, and drives consumer decisions.

## SOLUTION

As an initial step to increase search engine ranking, The Document People needed their website to be responsive on all platforms: Desktop, Mobile, and Tablet. On top of this, it was essential for their website to be easily navigable, so that users could easily find the service they are looking for. It was also important to identify each and every location that they serve with its own page. With a specific page for each service and location, and an intuitive dropdown navigation menu, users had an improved experience. Last, writing relevant Search Engine Optimized (SEO) Blog Articles on a consistent basis drastically improved their website. This not only increases credibility amongst readers, but also improves search ranking for SEO keywords utilized throughout the articles. After making these and other SEO best practices suggestions, we keep the website living and breathing with ongoing blog articles.

## RESULTS

Comparing June 2015 – June 2016 to the previous year, The Document People saw a huge increase in their website traffic. The amount of Website Sessions increased by 46% year-over-year, with a 48% increase in the amount of Website Visitors. Most impressively, the Organic Website Traffic increased by 65% during this time period. While this successful business will always receive new customers through referrals, they are now seeing an increased customer base coming from their improved website traffic.

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