

SEO CASE STUDY

www.latimerlaw.com



LAW OFFICE OF
JAMES E. LATIMER
& ASSOCIATES



About Latimer Law

Goals

The Solution

Achievements

Law Offices of James E. Latimer have been fighting for the rights of accident victims and their families for more than 20 years. They are committed to offering clients in Oakland every possible legal help in their fight for Workers' Compensation rights and benefits.

The ultimate goal was to accumulate positive signals and interactions of the website. It's requirements from this SEO project were:

- Rankings
- Traffic



We optimized the website, interlinked webpages to help users navigate and search engines crawl effectively.

The graph below shows the comparison of and improvement in the overall traffic (Overall + Organic) between the time duration of Nov 2018 - Apr 2019 and May 2019 - Oct 2019.

Improvements were visible during the period of 4 months and soon we achieved rankings on first page.

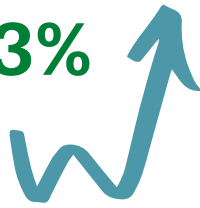
We got improvements in terms of **clicks, impressions, organic traffic.**

You can find the graph below shows the comparison and improvement in the overall traffic before and after the search engine optimization of the website.

TRAFFIC REPORT

Overall Traffic

833%



1810

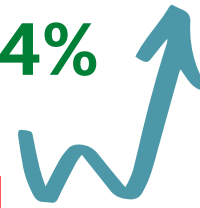
194



Visitors

Organic Traffic

374%



640

135

Before SEO

www.latimerlaw.com

Site Data

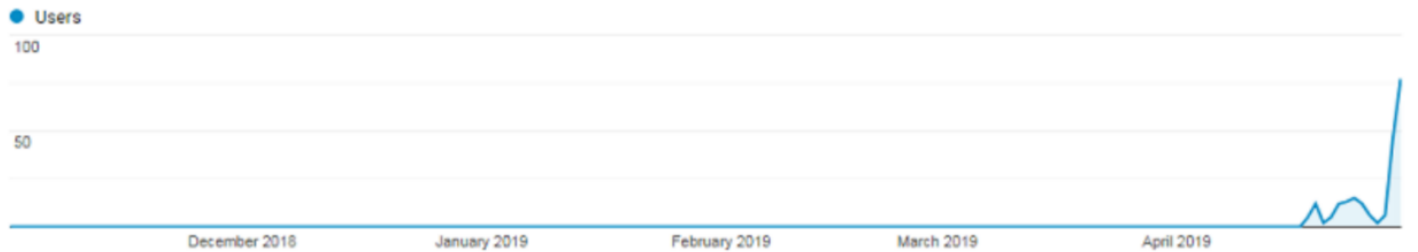
Try searching "Worst pages by load speed"



Overview

Users vs. Select a metric

Hourly Day Week Month



After SEO

www.latimerlaw.com

Site Data

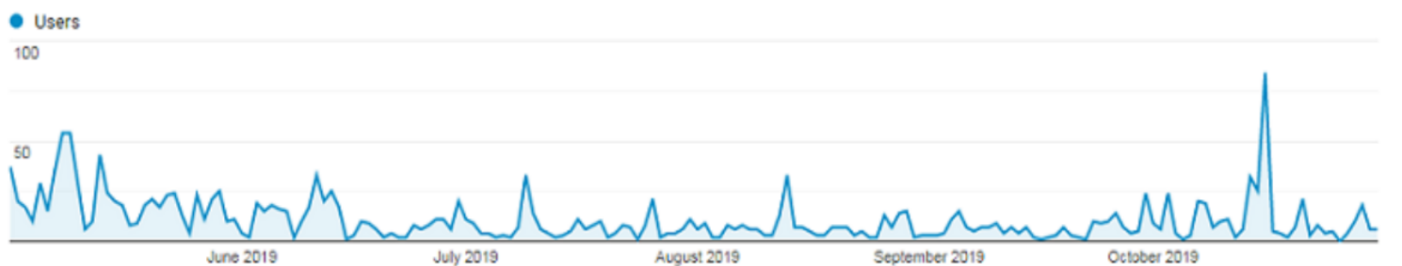
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Overview

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CLICKS & IMPRESSIONS



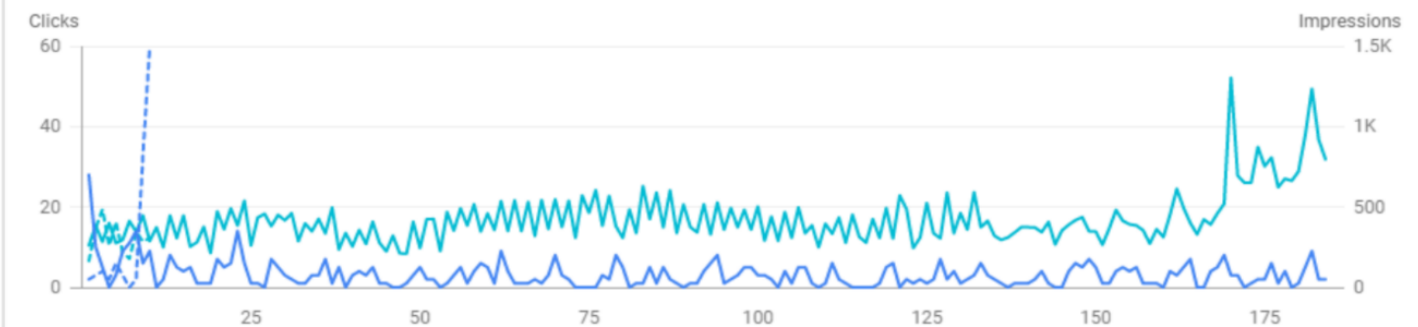
Clicks



Impressions



Total clicks		Total impressions		
583	—	78.3K	—	After SEO
5/1/19 - 10/31/19		5/1/19 - 10/31/19		
115	---	3.02K	---	Before SEO
11/1/18 - 4/30/19		11/1/18 - 4/30/19		



TOP KEYWORDS RANKING

Keywords	Current Ranking	Initial Ranking
Work Injury Lawyer Oakland	3	90
Workers Compensation Lawyer Oakland	8	NA
Workers Compensation Oakland CA	8	78
Oakland Workers Compensation Lawyer	9	62

Results that speak for itself

