

OPPGEN INCREASES LAW FIRM'S ORGANIC LEADS BY 95%



Context & Challenges

Bryant Legal LLC is an employment law firm that specializes in helping their clients with employment law issues in Columbus, Toledo, and across the state of Ohio.

Prior to working with OppGen, Bryant Legal LLC had been getting a low volume of quality leads and cases from SEO, but wanted to grow their lead and case volume for the entire state. The OppGen team's primary goals were increasing the firm's traffic, lead volume, and cases.

Oppgen's Approach

LOW FUNNEL CONTENT OPTIMIZATIONS FOR TARGET GEOGRAPHIC GROWTH AREAS

OppGen developed a content and SEO strategy prioritizing optimizing low-funnel, local practice area pages for Columbus (their primary growth area).

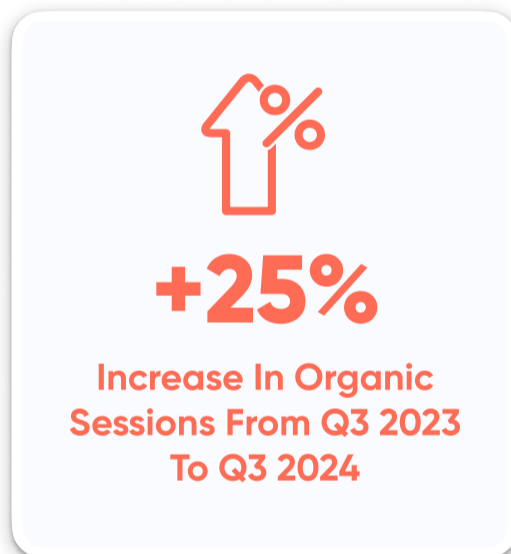
STATE FOCUSED SEO

The OppGen team prioritized improving their state-level employment law practice area pages to increase state-wide impressions/visibility, topical authority, and domain authority.

UX, CLIENT JOURNEY, AND CRO

The SEO team integrated an internal linking strategy and organic CRO to improve the navigation, user experience, SEO, client journey, and conversions from the website.

Impact



Daniel Bryant
Attorney
Bryant Legal LLC

“

OppGen has helped us consistently generate lead volume from our website with their SEO efforts since day 1. Friendly and helpful team members, great results, and I plan on continuing to retain OppGen for the long-term!

”