



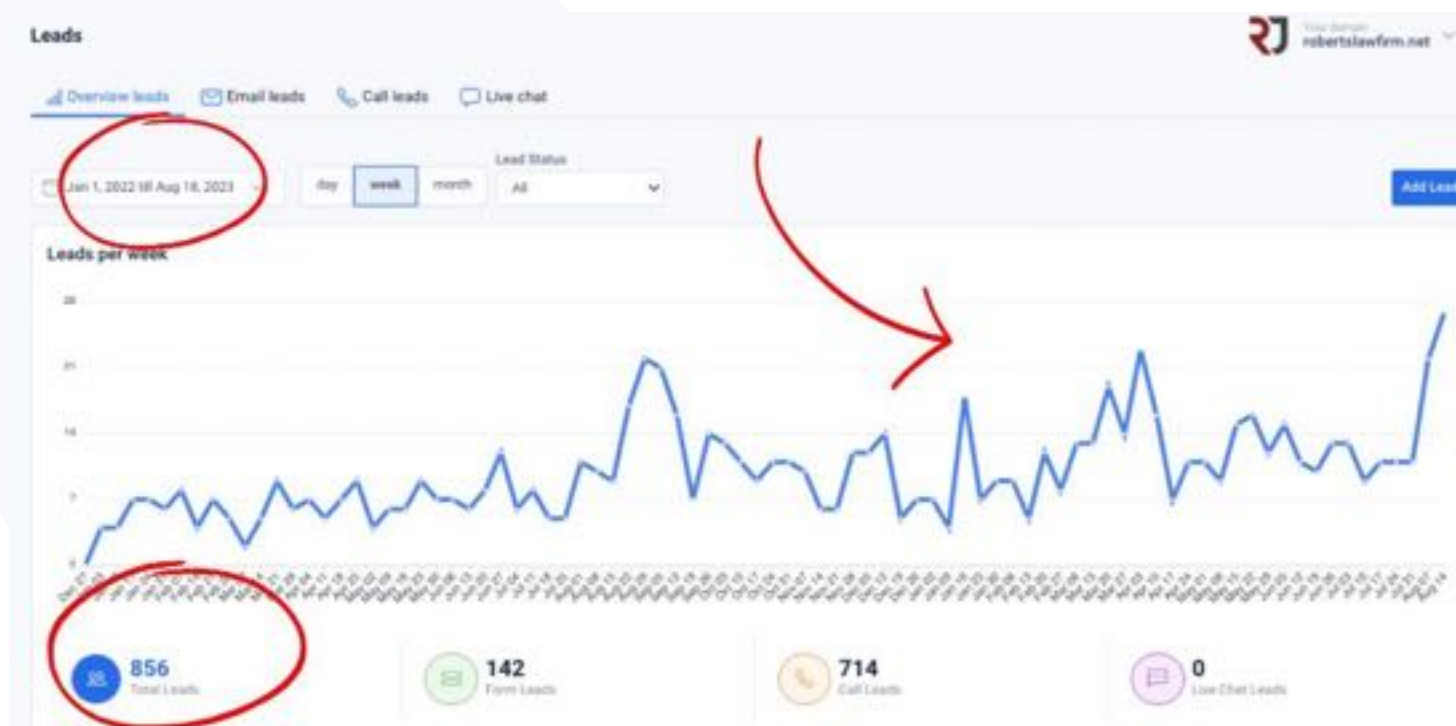
**a 907% Organic Traffic increase in just over 18 months!**

# Roberts Law Firm

Experienced Unprecedented Growth and  
Saw 150% More Organic Leads in Just Over 18 Months

## Challenges

Roberts Law Firm signed a Local Domination package with On The Map Marketing in January 2022. In a little over 18 months, they've seen a massive boost in Domain Rating, organic traffic, traffic value, as well as perhaps the most important metric of all — new leads. By spending just \$5,000 a month on their digital marketing efforts, this [personal injury law firm](#) was able to nearly triple the amount of potential clients contacting their firm each month. This was all done organically, with no paid ads needed.



## Client Overview



Roberts Law Firm | Orange County  
California | [robertslawfirm.net](http://robertslawfirm.net)

The client focuses strictly on personal injury cases statewide. With this in mind, OTM identified the potential target market for top direct-response keywords.

- ✔ Roberts Law Firm came to us with a Domain Authority of 5.
- ✔ They ranked on page 5 of search engine results pages (SERPs) for the highly-sought-after keyword “Car Accident Lawyer Orange County.”
- ✔ Ranking for targeted keywords took extensive effort with such a low Domain Authority.
- ✔ They had few leads coming in each month.

## Total Addressable Market

The client focuses strictly on personal injury cases in Orange County. With this in mind, OTM identified the potential target market for top direct-response keywords.

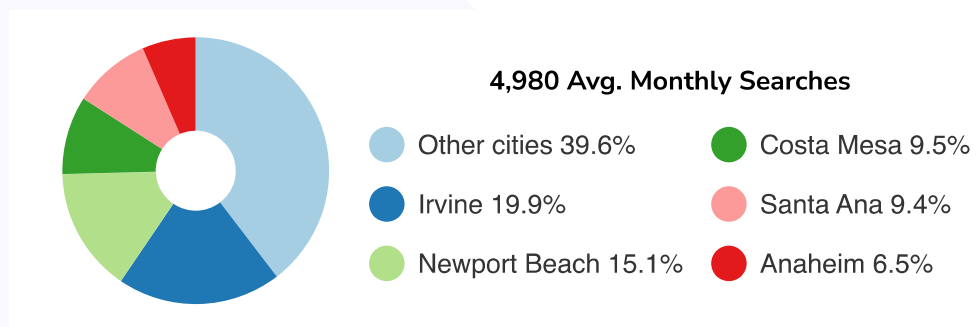
### Geographic Target: ORange County (4m Population)

The client focuses strictly personal injury cases in Orange County. With this in mind, OTM identified the potential target market for top direct-response keywords.



Orange County - Geographic target where the client wanted to personal injury cases

### Keyword Targeting by Cities



Keyword targeting: 🔍 “Personal Injury Lawyer”

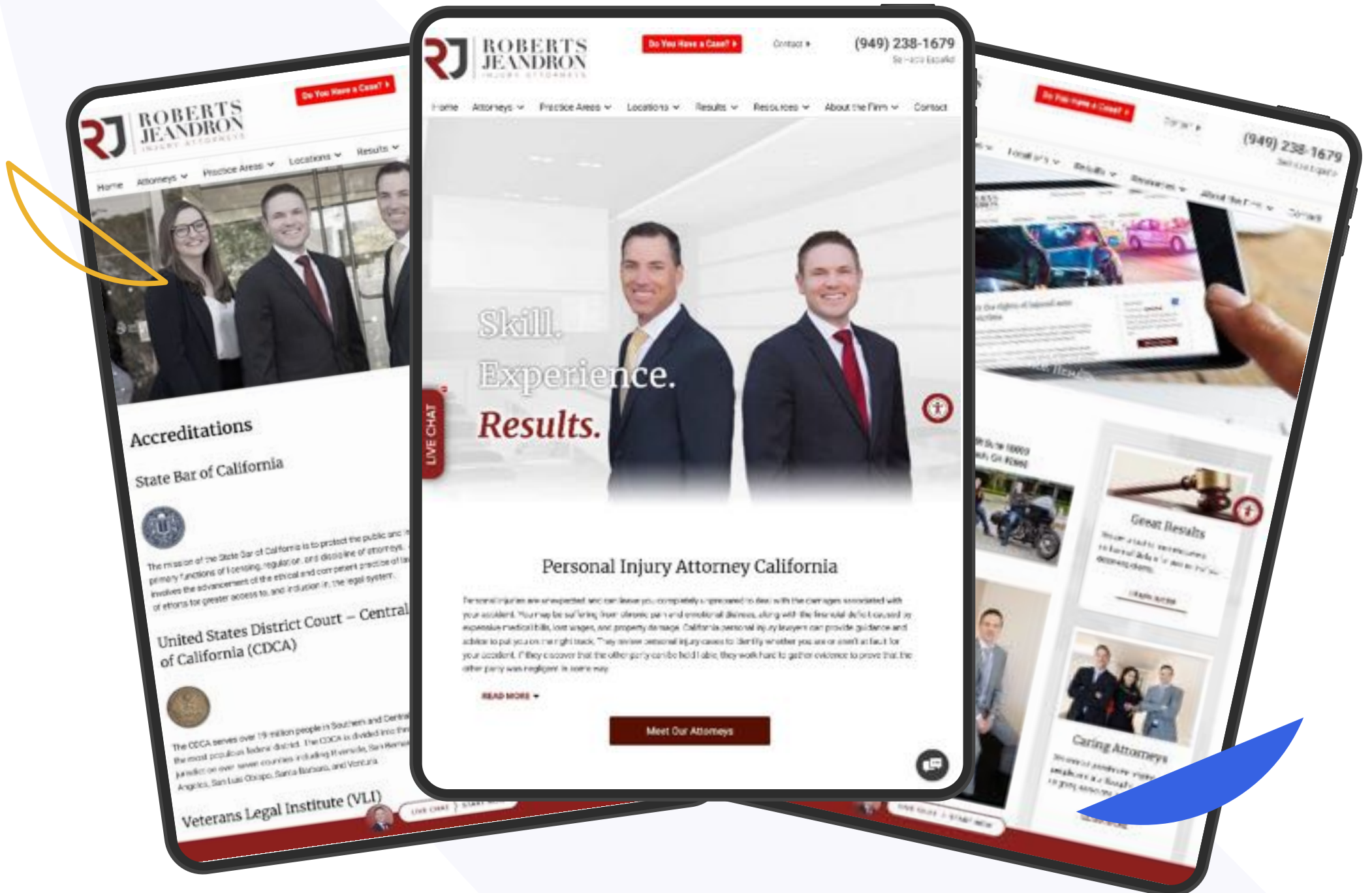
🔍 “Car Accident Attorney”

Keyword	↓	Avg. monthly searches	Top of page bid (low range)	Top of page bid (high range)
car accident lawyer	2,900		\$74.80	\$420.00
personal injury attorney	1,300		\$60.09	\$617.32
car accident attorney	720		\$100.00	\$687.33
personal injury law firm	50		—	—
car accident law firm	10		\$87.54	\$751.18

Estimated total addressable search market for top-level queries when personal injury and car accident keywords in Orange County

## Solutions

### What On The Map Marketing Provided



#### SEO Strategy

As the Domain Ratings have improved, we've seen a number of keywords rise in rankings.



#### Content Marketing

Our content team created well-written, trustworthy on-page content.



#### Link Building

We facilitated backlinks from high-authority websites, resulting in major jumps in Domain Authority.

# Results

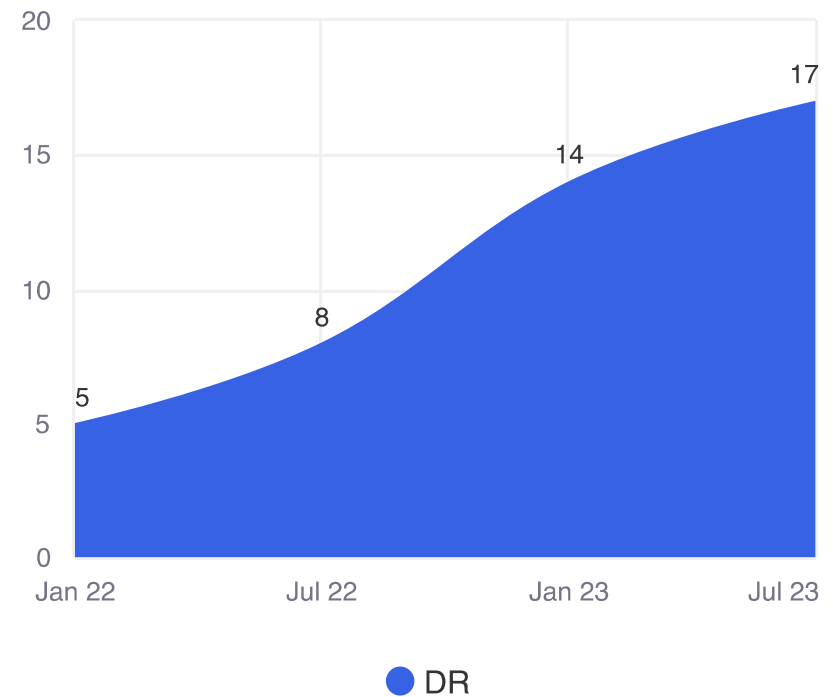
## Keyword Ranking Highlights

Roberts Law Firm was going after a very high competition keywords. In the graphic you can see that OTM was able to get them in top-5 positions for keywords such as “car accident lawyer orange county” and several other variations. When starting the campaign law firm was ranking on page 6-7 for these term variations.

Keyword	Rank	Change	Last refreshed	Search	CPC
car accident attorney orange county <small>Google United States</small>	4	+ 62	11 Sep	320	\$86.57
car accident attorney orange county <small>Google Orange County, California, United States</small>	4	+ 62	11 Sep	140	\$136.90
orange county car accident attorney <small>Google United States</small>	5	+ 58	11 Sep	320	\$86.57
newport beach personal injury lawyer <small>Google United States</small>	5	+ 31	11 Sep	210	\$0.00
orange county car accident attorney <small>Google Orange County, California, United States</small>	5	+ 57	11 Sep	140	\$136.90
newport beach car accident lawyer <small>Google United States</small>	6	+ 63	11 Sep	260	\$44.54
personal injury attorney newport beach <small>Google United States</small>	7	+ 33	11 Sep	210	\$68.33
newport beach personal injury attorney <small>Google United States</small>	7	+ 22	11 Sep	210	\$68.33
newport beach car accident attorney <small>Google United States</small>	7	+ 57	11 Sep	210	\$0.00
orange county motorcycle accident lawyer <small>Google United States</small>	7	+ 83	11 Sep	170	\$195.72

## Domain Rating

Domain Authority (DA) is a metric that's used to predict how well a website will rank on SERPs. It is measured on a Domain Rating scale from 0 to 100, with higher scores indicating a greater likelihood of ranking well in search engine results. The score is calculated by taking into account several factors, including the Domain Rating number and quality of backlinks (links from other websites to the target site), the overall link profile, and other factors that contribute to a website's authority and credibility.



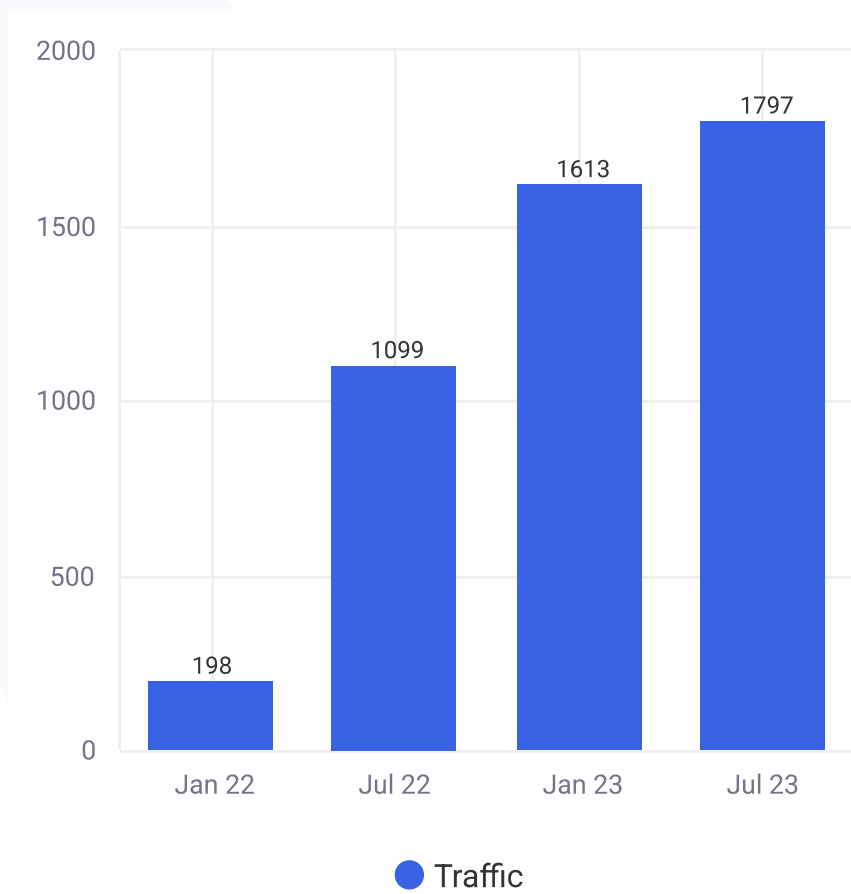
A higher Domain Authority score indicates that a website has a strong backlink profile and is considered more authoritative.

When Roberts Law Firm signed on when On The Map Marketing in January 2022, they had a Domain Rating of only 5. This low of a number is quite problematic. Google sees websites with low authority as potentially incorrect at best and actively spamming internet users at worst. A less-than-reputable DA makes it difficult to rank for keywords. In a highly-competitive area like Orange County, California, Roberts Law Firm didn't need the extra hurdle.

Roberts Law Firm started with a Domain Rating of 5 and their authority has steadily grown from there:

The higher the Domain Rating, the more credible Roberts Law Firm is in the eyes of Google, and the easier it is for them to rank for their targeted keywords. **There is no doubt a correlation between their rise in Domain Authority and their increase in organic traffic.**

## Organic Traffic



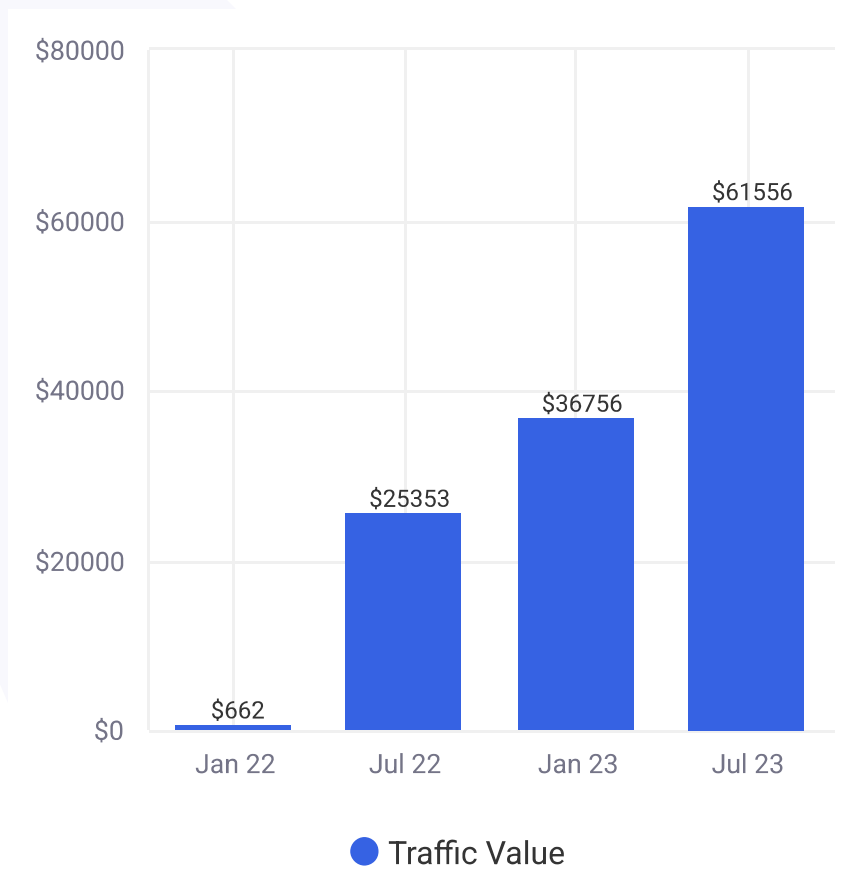
In January 2022, Roberts Law Firm was seeing an average organic traffic of about 198 website visitors a day. It's no wonder they weren't seeing the number of leads they were looking for.

As their Domain Rating improved, so too did their organic presence! This is due to Google's recent EEAT update, which placed even more importance on the credibility of websites. EEAT, which stands for Experience, Expertise, Authoritativeness, and Trustworthiness, states that "trust" is at the center of this concept.

"Showing your website knows what they're talking about is the most important member of the EEAT family" according to Google. As evaluating the reputation of websites and content contributors has become a major ranking factor on SERPs, our backlink and SEO efforts were a major contributor to attracting more organic leads than ever before. In August 2023, their website was seeing an average of 1,797 visitors a day — **a 907% increase in just over 18 months!**

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## Traffic Value



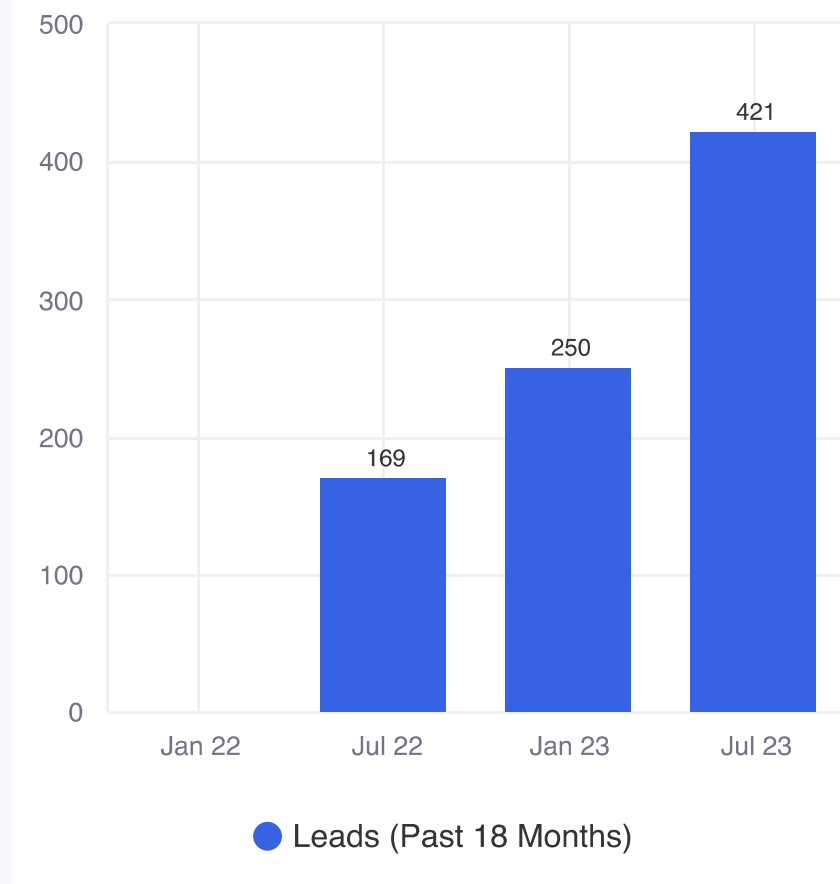
In the screen shots above, you'll see another number rising right along with Domain Rating and organic traffic, organic traffic value. Organic traffic value refers to the estimated worth of the organic (non-paid) traffic that [www.robertslawfirm.net](http://www.robertslawfirm.net) receives from search engines. This value is calculated based on the volume of organic traffic, the quality of the traffic (engagement metrics, conversion rates), and the potential revenue that could be generated from that traffic.

In January 2022, Roberts Law Firm's organic traffic value was a paltry \$662. Not only were few people visiting their website, their potential value wasn't high. On The Map Marketing's digital marketing efforts changed that! In August of 2023, their organic traffic value was well over \$60,000. This astonishing jump, an improvement of 10x, proves the short- and long-term value of a well-crafted digital marketing campaign, handled by the industry's top experts.



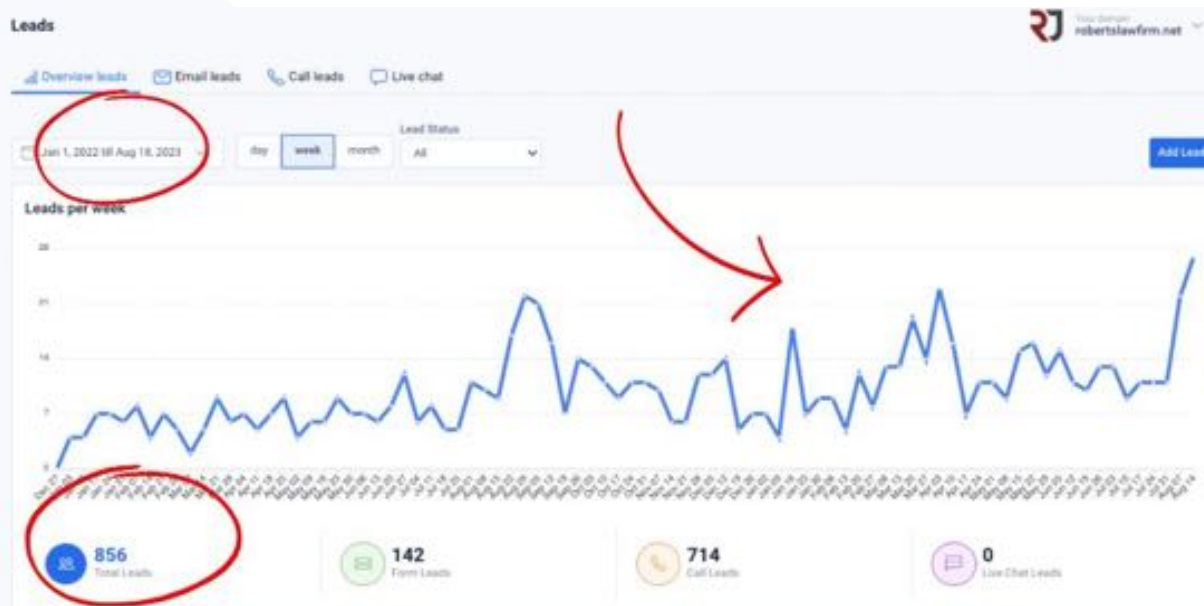
## Leads

When Roberts Law Firm signed on with On The Map, they were getting just 169 leads each month. We knew with the right digital marketing strategy, we could improve this number - we were right. They're now getting more than double, closer to three times, the amount of leads each month!



The exciting number of leads now coming into Roberts Law Firm is the result of the other achievements and efforts, combining to make us look more authoritative to Google and therefore seen more often by internet users searching through organic means.

## Case Study Conclusions



When competing in highly competitive market like Orange County it is highly important to continue growing your SEO campaign. As we saw in the case study, while the lead growth was highly significant,

the competition wasn't planning on slowing down. Not only the campaign requires expansion across supportive cities, we need to allocate massive resources to maintain the top positions across the campaign's main target keywords.

## About On The Map

Our in-house team of digital marketing professionals have years of experience handling organic digital marketing efforts, crafting SEO efforts, building backlinks for our clients in order to improve Domain Ratings, and attracting more leads to websites than they've ever had. Time and time again, with numerous clients in highly-competitive areas, we have proven that our techniques work. Roberts Law Firm in Orange County, California is just one of many such examples.

On The Map is your go-to agency for all things digital marketing! In order to achieve results like what Roberts Law Firm experienced, [we offer law firms link building strategies that boost Domain Ratings, as well content services, SEO, PPC, and website design.](#)

## Contact Information

Take the first step towards organic domination by reaching out to On The Map! If you're interested in what our digital marketing experts can do for your law firm, including increasing the number of new leads you get each month, contact our team right away. [Request a free review of your current website and digital marketing efforts.](#) We'll give you a personalized audit where we discuss your website's current marketing health, breakdown of your link profile, keyword strategy, and website tech, plus review any content gaps against your competitors, analyze your local SEO listing, identify any low-hanging opportunities to catapult your SEO and marketing, show you your domain ratings.