

CASE STUDY

SEO Doubled MQLs for Legal Software YoY



The Challenge:

Our goal was to improve the quality of organic traffic while continuing to drive volume to the site through net new content creation (10 blogs a month) and bottom-of-the-funnel page optimization and support.

“We absolutely love working with the WMX team, they’re extremely hardworking and dedicated to our success. Our results have been phenomenal. The team is extremely organized, always thinking of new ways to improve results and try new strategies, and they’re thoughtful, metrics-driven, smart, and extremely kind.”

- Sarah Gardiner, Marketing Manager

The Process:

Through regular optimizations, rollups, and keyword & SGE-driven new content production we were able to build the foundations of a strong content web using an approach that simultaneously tackled both low-hanging fruit across the board, and specific content verticals tied directly to platform features.

A blog about making space for what matters

Stay up-to-date on all things legal technology, including practice management, payments, automation, and more.



The Changemakers Report: How Midsize Law Firms Are Adapting for Growth

July 31, 2024

Law firms are seeking out change makers, and they represent the next generation of executive. The Changemakers Report, co-sponsored by CARET Legal, is a comprehensive study conducted by Ari Kaplan



Unlocking Insights with Visual Legal Metric Dashboards

July 29, 2024

Having a centralized, visual tool for monitoring key performance indicators (KPIs) is crucial for law firms that need real-time access to critical data to make informed decisions, improve operational efficiency, and ultimately enhance client service.



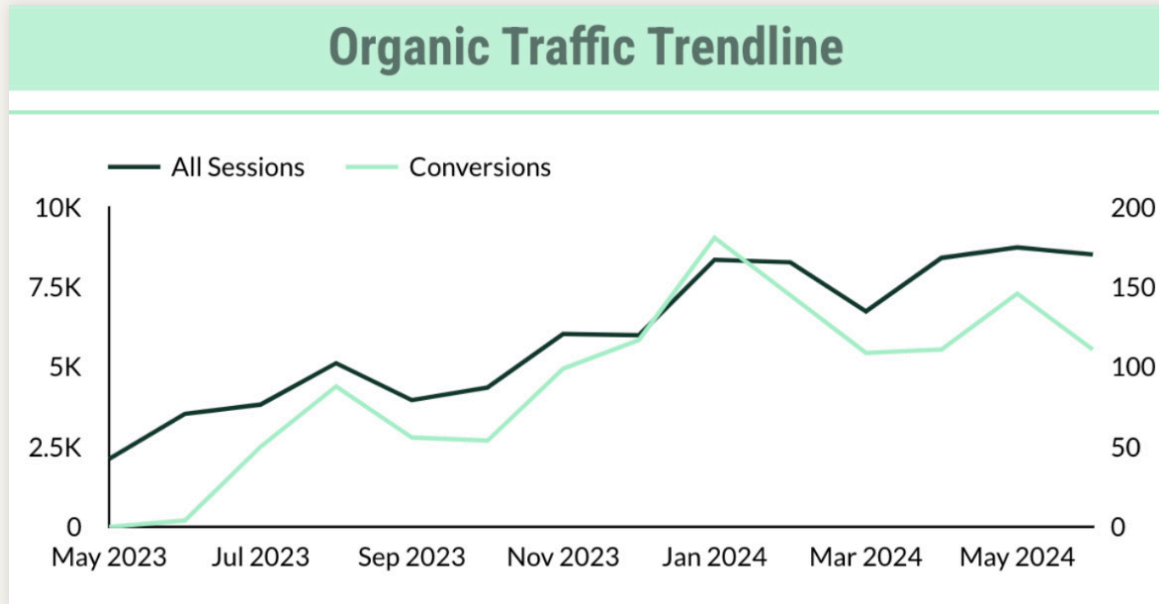
Empowering Junior Attorneys to Work Smarter, Not Harder

July 26, 2024

Empowering junior attorneys with the tools and strategies to work smarter, not harder, can help firms achieve widespread success.

The Results:

Continued organic traffic gains resulted in a **239% increase in organic MQLs** from April '24 to June '24 compared to the previous year!



What about you?

At WebMechanix, we stand out as one of the few agencies that integrates Conversion Rate Optimization (CRO) with SEO, ensuring not just traffic, but meaningful engagement and conversions. Contact us today to elevate your digital marketing strategy with our expertise.

We can help! [Grab a call with one of our SEO experts here.](#)



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