

Martindale-Hubbell® SEO Services Helps Attorney's Web Site Stand Out in Niche Area of Practice

Law Office of W. Bryant Green

Overview

Location: Atlanta, Georgia

Industry: Legal services

Customer Profile:

The Law Office of W. Bryant Green is an Atlanta-based plaintiffs' law firm that handles a wide range of personal injury cases, with a niche practice in pediatric malpractice cases known as "child nephrology" (kidney) cases.

Business Situation:

Mr. Green had successfully deployed a Lawyer HomePage from Martindale-Hubbell as his firm's Web site, but was convinced that he needed some additional help in order to make his site more visible to clients who might be searching the Internet for an attorney with expertise in pediatric medical malpractice cases.

Solution:

Mr. Green contracted with Martindale-Hubbell to provide its highly regarded Search Engine Optimization (SEO) services. The Martindale-Hubbell SEO team worked with Mr. Green to refine the text on his site, revisit the various ingredients in the site code, and develop a section of the site that could be regularly updated with fresh content.

Benefits:

- After six months, the firm's top 30 keywords were all on page one of the Google results;
- Number of monthly phone call leads was 10 times higher than it had been before Martindale-Hubbell SEO services; and
- Attracted seven new clients in six months, any one of which has the potential of being a major financial engagement.

Product Summary

Client Development

- Search Engine Optimization services

Bryant Green is an Atlanta-based attorney who handles a wide range of personal injury matters, but he has developed a very unique area of practice. Mr. Green's firm has successfully represented a number of parents who have pursued legal remedies in pediatric medical malpractice cases, with a particular niche focus on child nephrology (study of the kidneys).

The Situation:

In 2007, Mr. Green contracted with Martindale-Hubbell to build and host a Lawyer HomePage as his official law firm Web site. The site was effective in providing Mr. Green with a professional image on the Internet, but he knew that he needed additional help in order for his site to be more visible to parents who might be searching for an attorney with his particular expertise.

"My site looked good, but I kept reading about how any small business needs to optimize their Web site in order for it to pop up more often in online searches," he explained. "I spoke with the folks at Martindale-Hubbell and they explained what their Search Engine Optimization (SEO) services could do for me, so I decided to add Martindale's SEO support."

The Solution:

The first thing that the Martindale-Hubbell SEO professionals did was to talk through Mr. Green's primary client development objectives and settle on the principal goal for his Web site: to be the most visible attorney in the region for pediatric medical malpractice and child nephrology cases.

Armed with this clear strategic mission, Martindale-Hubbell's SEO team quickly went to work on Mr. Green's site. They consulted with him to develop new copy containing carefully embedded language for the important pages on the site, they refined other site content, they revisited the "metatags" and "keywords" used in the site code, and they worked with him to develop a section of the site that could be updated regularly with fresh content that would catch the attention of the search engines.

“Martindale-Hubbell’s SEO professionals have done an extraordinary job of helping us to become the most visible law firm on the Web in this specific niche. I have been very impressed with their professionalism, their dedication to customer service and, most of all, with the bottom-line results they have delivered for my firm.”

Bryant Green, Attorney
Law Office of W. Bryant Green

Results:

Within days, Mr. Green started to see results from this SEO work. After six months, the firm’s top 30 keywords were all on page one of the Google results and Mr. Green’s number of monthly phone call leads was 10 times higher than it had been before he engaged Martindale-Hubbell’s SEO services.

He now receives a steady flow of inquiries from prospective clients with various types of personal injury, medical malpractice and workers’ compensation cases. Most importantly, he attracted seven new clients in six months—any one of which has the potential of being a major financial engagement.

“We’re happy to obtain as much traffic as possible to our site from general personal injury matters, but I’m really focused on establishing this firm as the premier law firm in a very specific area of pediatric medical malpractice,” said Mr. Green. “Martindale-Hubbell’s SEO professionals have done an extraordinary job of helping us to become the most visible law firm on the Web in this specific niche. I have been very impressed with their professionalism, their dedication to customer service and, most of all, with the bottom-line results they have delivered for my firm.”

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