

# Johnston | Thomas - Case Study

**Client:** <https://johnstonthomas.com/>

**Service:** Estate Planning, Business Law, Real Estate Law

## Business Background

Johnston Thomas is a team of experienced law professionals. The law firm's clientele includes both individuals and corporations. Johnston Thomas is committed to helping its clients get their legal houses in order. Every legal professional on the Johnston Thomas team has decades of hands-on experience creating customized legal solutions for their clients. An unwavering commitment to excellence, transparency and unparalleled expertise has enabled Johnston Thomas to maintain a competitive advantage.

## Market Competition

Some competitors of the client are-Law Offices of Marc Francis, Fiumara Milligan Law, P.C., Criminal Lawyers and Perry Johnson Anderson Miller & Moskowitz LLP.

## The Challenges

- Unnecessary design elements were dragging the website down
- The website was built using conventional tools and methodologies and took too long to load
- The client was seeing a consistent decline in website traffic

## Tasks

- Our designers identified and eliminated design elements that were impacting the website's user-friendliness. Our aim was to create a visually appealing, yet simple website
- The content team ran a content audit. The team came up with a plan to fill the strategy gaps revealed by the audit
- Our SEO team did in-depth keyword research to find the best keywords. The team implemented various strategies to rank for chosen keywords

- The PPC team optimized the client's PPC strategy. We implemented a bunch of strategies to increase PPC ad viewability. Our pros used PPC ads to drive more traffic to the client's website and generate more warm leads

## Actions

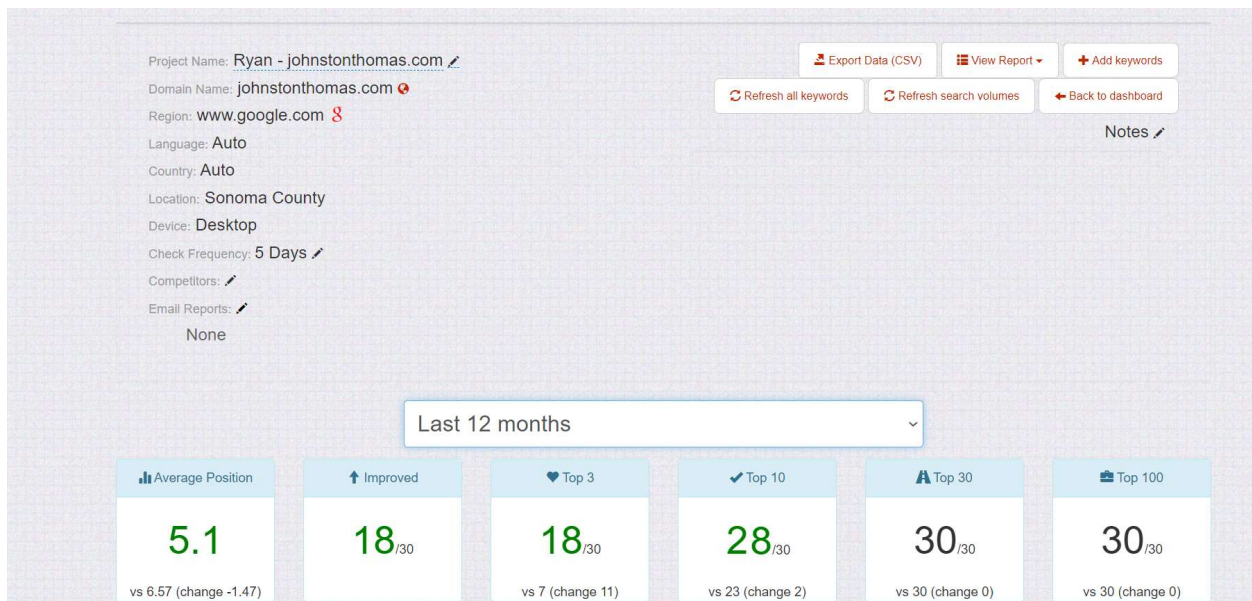
Our SEO team optimized the client's link building strategy. We created an effective keyword strategy aimed at increasing the visibility of social media and website content. Our content team wrote compelling and thought-provoking content aimed at helping increase brand awareness and customers make informed decisions. In addition to updating the website design, the design team created banners to bring the brand message into focus.

## Time Frame

## Project Goal

The client wanted to speed up their website. They wanted us to declutter the website by getting rid of distracting and unwanted design elements. They were looking for ways to improve the website's user experience.

There was a remarkable improvement in the website's Google rankings. We were successful in driving high-quality traffic to the client's website. We drove the brand's message home, helping the client connect with their target audience on an emotional level.



# Conclusion

The client saw a steady increase in qualified traffic. Their social media presence grew significantly. The website ranked higher in the search result.

## Domain Overview: johnstonthomas.com

User manual Send feedback

Worldwide US UK DE Desktop July 2021 USD

View Insights Export to PDF

Overview Compare domains Growth report Compare by countries

<b>Authority Score</b> <b>25</b> Semrush Domain... 722.15K ↑	<b>Organic Search Traffic</b> <b>3.4K</b> +19% Keywords 2.51K ↑	<b>Paid Search Traffic</b> <b>0</b> 0% Keywords 1 ↑	<b>Backlinks</b> <b>1.7K</b> Referring Domains 178	<b>Display Advertising</b> ⚠ <b>7</b> Publishers 18
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