

How Juris Digital helped GJEL Accident Attorneys *triple* their leads and increase their traffic by **3,942.32%**.

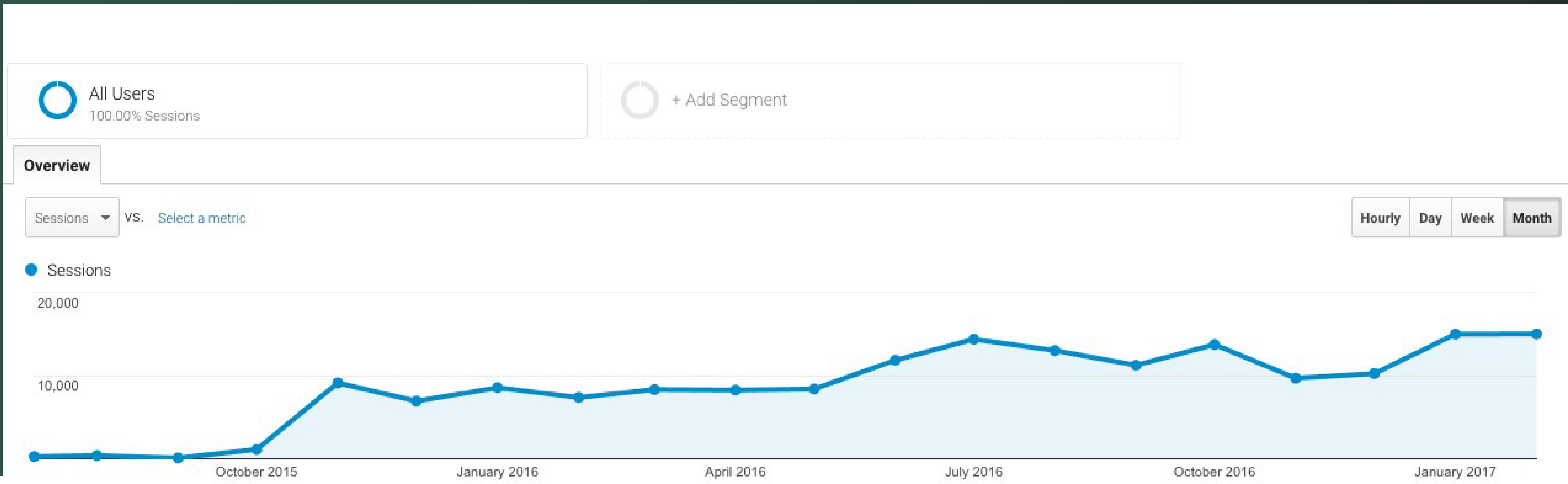


“Juris Digital is our law firm’s secret weapon. Since engaging in an SEO program with them in 2015 we’ve seen a significant improvement in rankings for our most important keywords, which has resulted in more and better cases. We’ve also been thrilled with the level of accountability and personal service that we receive. I highly recommend them.”



**Andy Gillin**

GJEL Accident Attorneys Partner



GJEL Accident Attorneys is a personal injury law firm based in northern California. They have successfully handled some of the biggest cases in California's history and have won numerous awards. Their client-first approach has allowed them to set themselves apart. Over the past 30 years they have recovered over \$950 million for their clients.

## HIGHLIGHTS

### CHALLENGES:

- ▶ They are located in some of the most competitive markets in the US.
- ▶ They are up against multi-million dollar marketing budgets.
- ▶ They did not have a dedicated SEO team
- ▶ Previous SEO firms used techniques which violate Google's quality guidelines

### SOLUTIONS:

- ▶ Performed a complete website audit & implemented on-site changes
- ▶ Redesigned and implemented a custom website
- ▶ Optimized calls to action across the site
- ▶ Created a substantial amount of new quality content
- ▶ Cleaned up the local business citations for multiple office locations

### RESULTS:

- ▶ 3,942.32% increase in website traffic
- ▶ 3x lead volume
- ▶ Hundreds of #1 rankings across organic and local search results
- ▶ Increased number of open cases

## CHALLENGES

*An established website without quality traffic to show for it*

Although GJEL Accident Attorneys is a well established business, their website was not. Two years ago Andy Gillin from GJEL Accident Attorneys was struggling to compete in local SEO in his major markets.

Despite achieving enormous success for their clients over the past few decades, the firm was not generating serious injury cases from the web in adequate numbers.

Andy has always been interested in SEO and saw it as a major lifeline for his business. He didn't want to get into the pay per click game due to the on-going costs. He was looking for a long-term solution that would provide strong growth and ROI.

## SOLUTION

The solution Juris Digital came up with was to take a critical look at the firm's entire web presence from start to finish.

Juris Digital started the process with their 200 point SEO Audit Process to identify the strengths and weaknesses of GJEL.com as well as identify the competitors in the area and evaluate what strategies were working.

The result was a one year action plan of strategies and tactics the firm needed to start implementing right away. Since it was also time for a faster website built to today's strict standards, the Juris Digital team started with a complete website redesign and development in WordPress.

## THE DESIGN

The design was built to reflect the amazing reputation of the firm and showcase the firm's **results** and **trust**.

## RESULTS

The results were astonishing. In just over a year working with Juris Digital, GJEL Accident Attorneys saw a **3,942.32% increase in traffic** and were blown away that *they were able to triple their leads*.

**GJEL Accident Attorneys now ranks #1 for their most important keywords across the multiple markets they service.**

**ARE YOU READY  
*TO GROW YOUR* LAW FIRM?**

**CONTACT JURIS DIGITAL NOW**