Case Study: LegalZoom

LegalZoom Increases In SEO Traffic by 2X

Objective:

Improve the LegalZoom website by driving more organic search traffic using targeted SEO tactics and increasing conversions by focusing on relevant business keywords.

Insights:

- · Comprehensive keyword research across all pages.
- Implementation of on-page and technical SEO strategies to address UI/UX challenges, canonical tag issues, and page speed optimization for enhanced visibility.
- · Content marketing focused on core verticals to boost page and domain authority.

Tools Used



















U.S. Legal Help in Germany

Get the legal help you need, with our DIY services or attorney advice. Either way, we've got your back.

Increase in SEO Traffic

500%

Increase in Top 3 Keywords

eys with you, every ste Increase in Top 10 Keywords

LEGALZOOM







U.S. Legal Help

Get the legal help you need, with our DIY services or attorney advice. Either way, we've got your back.

Business formation

Wills and trusts

Intellectual property