

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

