

# Case Study: The Law Office of Allen Jacobi

**Services Provided:** SEO, Social Media, Google Ads, Google My Business Optimization, Website Creation

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## Client Overview

The Law Office of Allen Jacobi is a Miami-based law firm specializing in entertainment law. The client approached us with the challenge of improving their **online visibility, search rankings, and lead generation** through digital channels.

At the start of our engagement, the website had **serious technical SEO issues**, low authority, and no meaningful search engine presence. Our multi-channel strategy focused on:

- Technical SEO fixes
  - On-page & off-page SEO
  - Local SEO & Google My Business setup
  - Social media branding
  - Google Ads campaigns
  - Website creation & optimization
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## Initial Challenges

When we started, the website faced multiple obstacles:

- **Domain Authority (DA):** 6
- **Spam Score (SS):** 1%

- **Keywords:** Only 2 indexed, none service-related
  - **Website Indexing Blocked:** Pages were not being indexed by Google
  - **Mobile Responsiveness:** The website was not mobile-friendly, even though most traffic came from mobile devices
  - **On-Page SEO Issues:** Missing meta descriptions, missing image alt attributes, no blog section
  - **Backlink Profile:** Existing backlinks were low-quality and no-follow
  - **No Analytics/Tracking:** No proper Google Search Console or Google Analytics connection
  - **Competitors Ranking:** Competitors dominated search engine visibility
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## **Strategy & Execution**

We implemented a phased approach over 6 months.

### **Month 1 – Technical SEO Foundation**

- Fixed Google indexing issue & manually reindexed pages
- Set up Google Search Console & Google Analytics
- Created **robots.txt** & **XML sitemap** and submitted to Google & Bing
- Performed backlink audit → identified & disavowed 30+ broken/toxic links
- Local SEO setup: Google My Business, Bing Places, Yelp profile
- Competitor & keyword research
- 20 local listings + 13 profile creations

### **Results:**

- Website indexing issue resolved
  - Connected to search engines for tracking
  - 139 clicks, 1400 page views (no old data available for comparison)
  - DA improved from 6 → 11
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## **Month 2 – On-Page SEO Optimization**

- Optimized meta titles, descriptions, and internal linking
- Keyword targeting for entertainment law in Miami
- Continued local SEO & backlinking
- Added structured sitemap & improved website crawlability

### **Results:**

- DA improved from 11 → 12
  - Keywords increased from 1 → 20
  - 110 clicks & 1.78k impressions (up from 5 clicks, 38 impressions in January)
  - Google Analytics: 1k clicks, 1.5k page views
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## **Month 3 – Content & Traffic Growth**

- Published SEO-friendly content pages & optimized service pages
- Strengthened internal linking
- Continued backlink outreach

### **Results:**

- DA improved from 12 → 13
  - 103 clicks, 1.93k impressions on Google
  - Google Analytics: 2.5k clicks, 2.4k page views
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## **Month 4 – Consistency & Monitoring**

- Refined on-page SEO
- Reduced onsite spam & ensured clean crawlability
- Maintained backlink strategy

### **Results:**

- DA stable at 13
  - 94 clicks, 1.7k impressions (slight dip due to spam cleanup)
  - 1.3k clicks & 1.6k page views
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## **Month 5 – Growth & Quality Traffic**

- Improved targeting for U.S.-based traffic
- Optimized Google Ads campaigns for conversions
- Continued local SEO strengthening

### **Results:**

- DA improved from 13 → 14
- 83 clicks, 1.43k impressions on Google

- Traffic from U.S. increased from 255 → 470 users
- Page views: 1.4k (steady traffic with higher-quality audience)

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## Month 6 – Strong Keyword Rankings & Organic Growth

- Focused on ranking for “entertainment lawyer in Miami” & related terms
- Built authoritative backlinks for niche targeting
- Optimized team page and attorney bio for keyword gains

### Results (June 2025):

- DA stable at 14
- Organic traffic up **28% month-over-month**
- Clicks increased from 35 → 82
- Impressions increased from 1.43k → 1.91k
- **6 target keywords ranked on Page 1** of Google
- Organic traffic and conversions improved significantly



## Key Performance Improvements

| Metric            | Start | Current | Growth             |
|-------------------|-------|---------|--------------------|
| Domain Authority  | 6     | 14      | +133%              |
| Keywords Indexed  | 2     | 20+     | +900%              |
| Clicks (GSC)      | 0–5   | 82      | Significant Growth |
| Impressions (GSC) | 38    | 1.91k   | +4900%             |

|                         |     |           |        |
|-------------------------|-----|-----------|--------|
| Google Analytics Clicks | 139 | 2.5k peak | +1698% |
| U.S. Users              | 255 | 470       | +84%   |

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## Conclusion

Through a combination of **technical SEO, on-page optimization, website creation, Google Ads, GMB setup, and social media branding**, The Law Office of Allen Jacobi has transformed its digital presence.

- The firm now ranks for **high-value legal keywords**
- Organic traffic and impressions have grown steadily month over month
- The website is now fully indexed, mobile-friendly, and optimized for conversions
- Allen Jacobi's law office has established a **sustainable online presence** in a competitive market