


HOW WE INCREASED OTTINGER LAW'S ORGANIC TRAFFIC 3X IN 12 MONTHS

{ A  JurisDigital™ Case Study }

“ *My website has **never been this productive.*** – Attorney Robert Ottinger

 JurisDigital™

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The Results

3X

Increase in organic traffic in just 12 months.

275

Top 3 keyword rankings for relevant keywords.

450+

Leads per month from organic and local search.

The Problem

Robert Ottinger noticed a sharp decline in the number of leads he was getting from the web.

So he asked a trusted advisor to refer him to an agency that might be able to help turn things around.

That advisor referred Robert to **Juris Digital**. We had a conversation with Robert about his website's history and the recent decline in performance.

After asking questions and listening intently, we conducted research and quickly identified the core issue.

The legal marketing agency that had recently taken over Robert's site had made – in our judgment – a **serious strategic error** by creating multiple external blog websites and moving content to those blogs which had previously lived (and performed well) on the main site, ottingerlaw.com.

“

Before I was referred to Juris Digital, I was working with one of the big names in legal marketing, and my website traffic was shrinking drastically. Juris Digital assessed my situation, made a strategic game plan to recover traffic to previous levels, and has executed that plan to great effect.”

–Robert Ottinger

Our Solutions

Based on our assessment of why Robert's site was bleeding traffic and rankings, we laid out a plan for recovery. That plan involved three primary action items:

1. Redesign and Migrate Website to WordPress

Unfortunately, the company Robert was working with had transferred his website to a proprietary CMS, which prevents any 3rd party from working on the site. We knew that the best first step was to get the site moved over to WordPress so that we could leverage all of the benefits of using the world's most-used CMS.

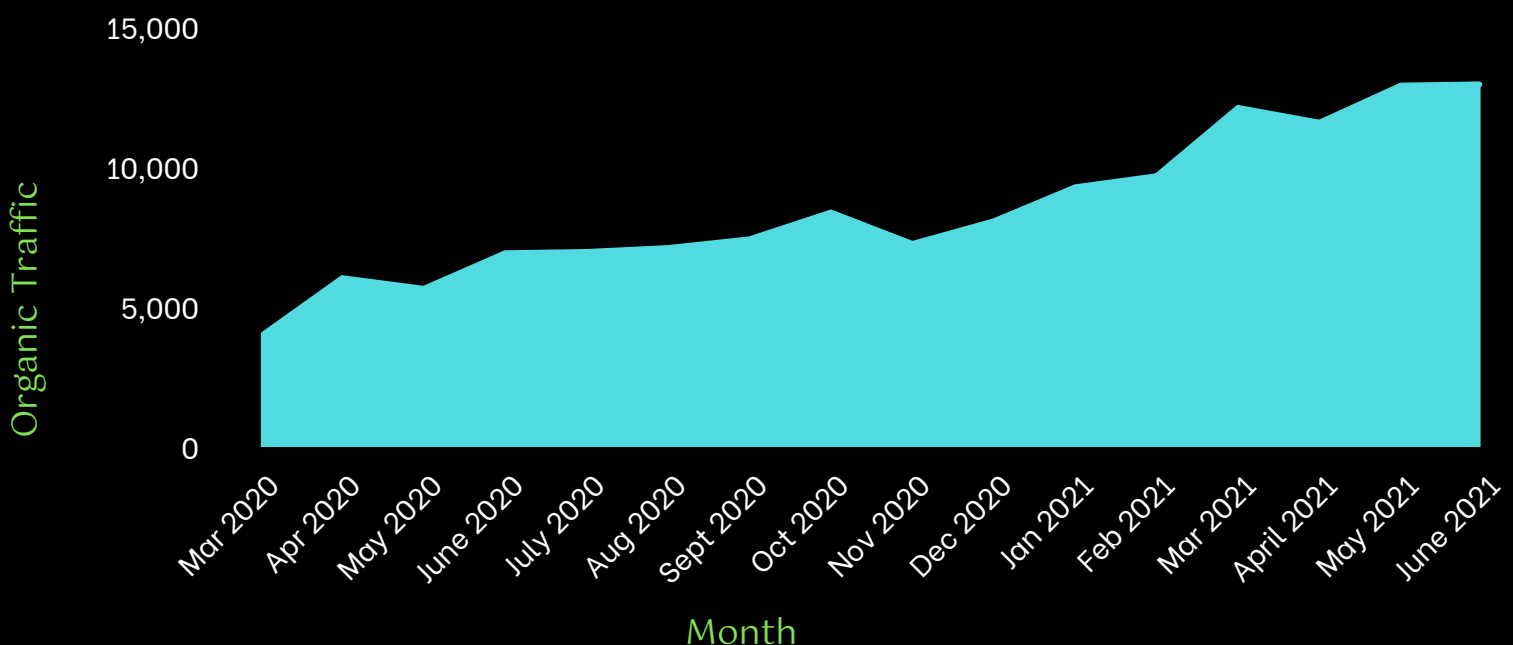
2. Migrate High-Performing Content Back to the Main Site

As a part of work rebuilding the site in WordPress, we also migrated all of the content that had been moved to the external blogs back to the main site. While doing so, we were careful to make all necessary page-level optimizations to ensure that, once the new site was live, the content would be easily understood by Google, and hopefully, returned to its previous levels of visibility.

3. Execute a High-Impact Monthly SEO Plan

Once the new site was launched, and the redirects from the content migration were implemented, we immediately began executing our ongoing SEO plan, which involved:

- Local SEO to improve map rankings for the client's two locations
- Outreach-based link building to enhance the authority of the site
- Content enhancements to improve the ranking and conversion performance of existing pages
- New content production to capitalize on additional keyword opportunities



“*From day one my **experience with Juris Digital has been exceptional.***”

“Rather than making assumptions about my situation, they asked pointed questions and truly listened to my answers. The new website was launched within weeks, not months, and I knew that they were working with a sense of urgency. I couldn’t be happier with both the service and the results I’ve received with Juris Digital.”



– Attorney Robert Ottinger

**READY TO SEE WHAT
WE CAN DO FOR YOU?**

Work with Us



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