



How Gomez Trial Attorneys Increased Organic Traffic by 289% Year-Over-Year with Rankings.io

CASE STUDY



“We hired Rankings.io to help us expand into new practice areas and new geographic markets. Because of their efforts, we quickly began ranking either number one or first page of every desired search term. Visits to our website and conversions have both increased dramatically. The results they delivered were not only effective but incredibly fast.”

“ John Gomez,
Founder and President, Gomez Trial Attorneys



Gomez Trial Attorneys' Results

#1

ranking for key search terms in the San Diego area, including "Car Accident Lawyer"

175

keywords hold the 1—3 positions in Google search results

2X

more clicks within six months

289%

increase in organic traffic year-over-year

285%

increase in overall website traffic value

Rankings.io's Three Pillar Approach

- Content
- On-Site SEO
- Off-Site SEO

Client

Gomez Trial Attorneys

Practice Areas

Personal Injury

Location

San Diego, California

Gomez Trial Attorneys is the largest plaintiffs' trial firm located in San Diego. Its award-winning team of personal injury attorneys handles cases ranging from catastrophic injury to wrongful death and several others, including insurance disputes, elder abuse, and business disputes.

Challenges

Expanding into new markets and increasing organic search traffic

When John Gomez, Founder and President of Gomez Trial Attorneys, approached Rankings.io, he had been burned by other SEO "charlatans." He'd tried numerous so-called solutions in the past, with little success.

Despite being one of the pre-eminent trial firms in the San Diego area, the firm's website organic traffic hadn't significantly grown for almost half a decade. They were producing content, but it wasn't being discovered or seen by prospective clients.

To increase its caseload and revenue, Gomez Trial Attorneys needed to dominate search and stand out from competitors in its market.

"I have tried many SEO firms for personal injury law with minimal success. Rankings.io changed the game and restored my faith in the process. Their customer service and SEO results are second to none."

Solution

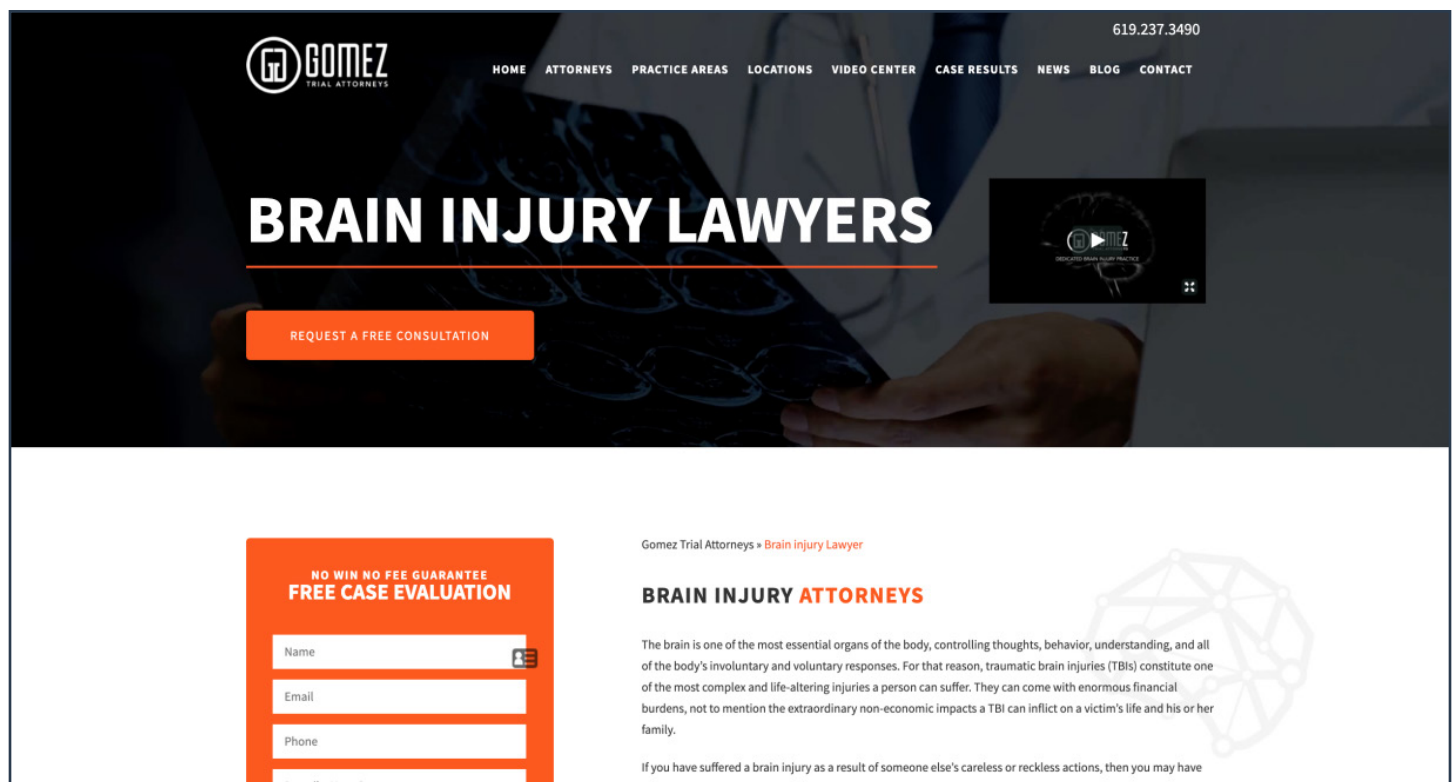
Content Marketing, On-Site SEO, and Off-Site SEO

Rankings.io employed a ‘Three Pillar Approach’ to help Gomez Trial Attorneys dominate the market in search engine results:

1. Content Marketing

Rankings.io added modules, expanded content offerings, improved content quality, added FAQ schema to help it show up in organic search results.

High-volume support articles helped the firm dominate their areas of expertise and expand into new geographic markets. Custom content included landing pages for keywords, such as ‘brain injury lawyers’:



2. On-Site SEO (Work “On” the Website)

Rankings.io improved the site’s internal linking and changed menu architecture to optimize the experience for desktop and mobile users.

Rankings.io made technical improvements to improve overall web speed, enhanced its visuals, and improved the custom-coded unique sidebars.

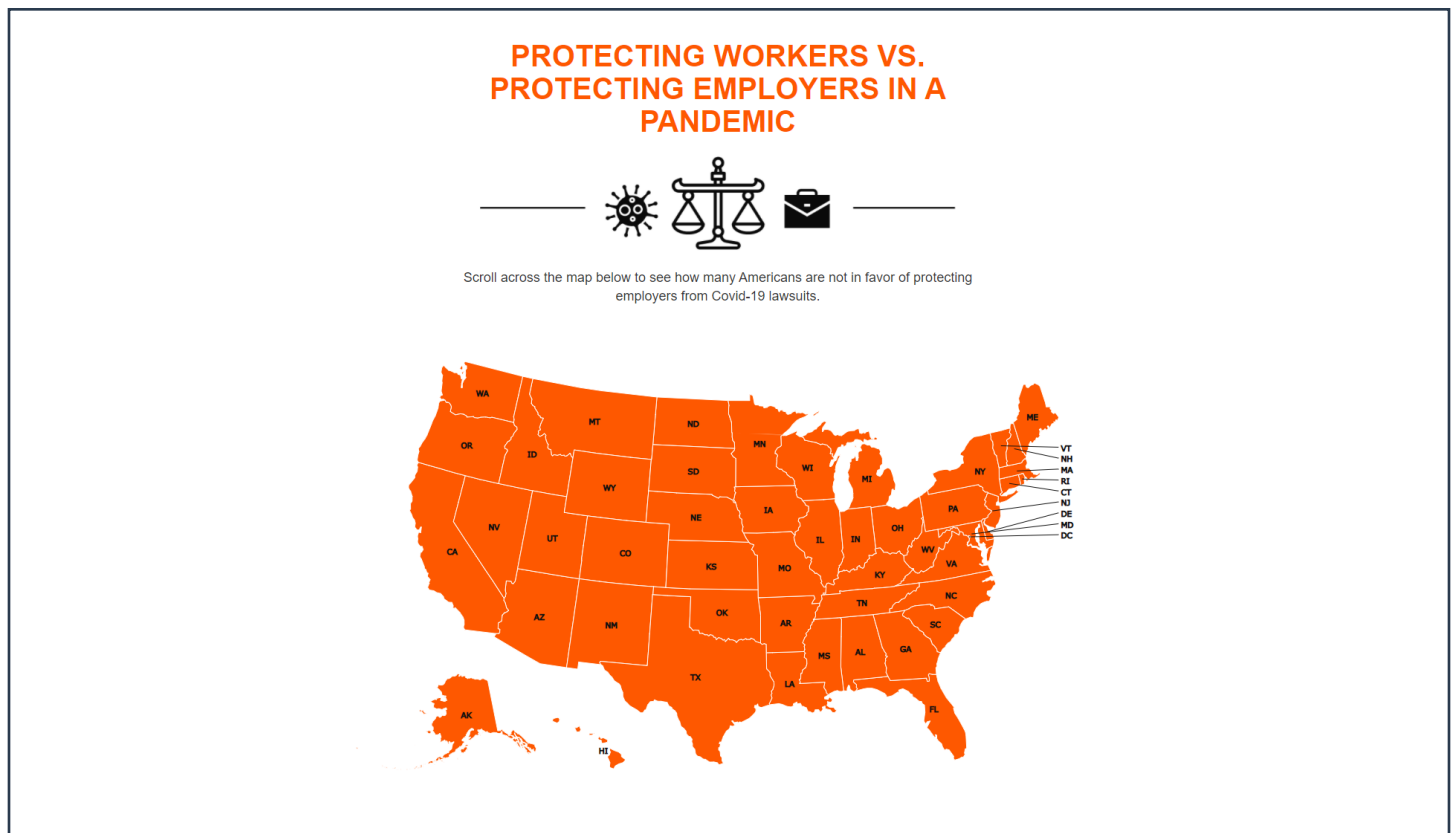
3. Off-Site SEO (Local SEO & Link Building)

By building hundreds of local citations and adding a substantial number of images to Google My Business, Rankings.io helped Gomez Trial Attorneys establish a solid foothold in local search.

Rankings.io also helped improve Gomez Trial Attorneys' link profile by researching, writing, editing, publishing, and optimizing fresh content and then performing outreach to prominent media outlets.

One example is an industry-first [COVID-19 workplace protection survey](#) of 5,650 Americans that was turned into an interactive chart and picked up by numerous authoritative sources, including The Denver Post.

Where most other digital agencies limit themselves to guest posting and directory submissions, Rankings.io pulls out all the stops in linkable asset creation and advanced outreach strategies.



“[Rankings.io] are excellent communicators. They provide us with monthly in-depth reports and respond immediately to any question or request for information we have.”

Results

Traffic up 289% year-over-year!

In just six months, the Gomez Trial Attorneys website went from being buried in search results to dominating the market.

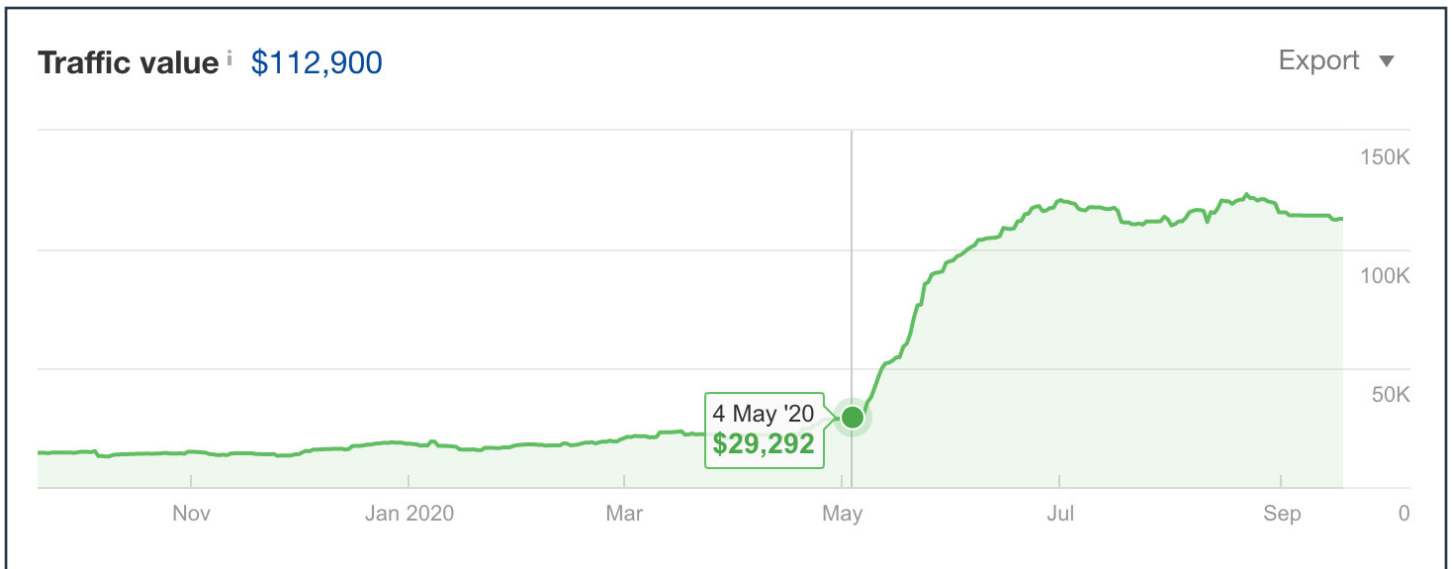
They now rank in the top three positions in Google search results for 175 different phrases. They even rank #1 organically for highly competitive search terms, including 'Car Accident Lawyer,' 'Brain Injury Lawyer,' and 'Brain Injury Attorney' in the San Diego area.

KEYWORD	LOCATION	GOOGLE	GOOGLE CHANGE	GOOGLE URL	VOLUME
<input type="checkbox"/> <input type="star"/> car accident lawyer	San Diego, CA	1 st	▲22	/san-diego-car-accident-la...	60,500
<input type="checkbox"/> <input type="star"/> brain injury lawyer	San Diego, CA	1 st	▲5	/san-diego-brain-injury-lawy...	5,400
<input type="checkbox"/> <input type="star"/> brain injury attorney	San Diego, CA	1 st	▲7	/san-diego-brain-injury-lawy...	2,900

But as Chris Dreyer, Founder of Rankings.io, says, “Keywords are vanity—traffic is where it’s at.” And Gomez Trial Attorneys’ traffic doesn’t disappoint. In just six months, overall clicks have doubled and traffic increased by 127%. **All told, organic traffic grew by an astonishing 289% year-over-year.**

1. Organic Search	
Sep 1, 2020 - Sep 30, 2020	6,528 (43.79%)
Sep 1, 2019 - Sep 30, 2019	1,677 (47.03%)
% Change	289.27%

Traffic quality also skyrocketed. Average Ahref’s Traffic Value went from \$29,292 in May 2020 to over \$112,000 in September 2020.



According to Chris, the results have been fast and dramatic. “All the keywords we’re tracking—it’s just insane, massive growth,” he says.

“[The Rankings.io team] has gone over and above to help us establish a compelling digital footprint.

We are in the midst of expansion to different geographic markets and within an incredibly short period of time, our rankings in those markets were top of class. Plus, they are responsive, communicative, and super nice people to boot.

I one million percent recommend you hire these guys if you want to improve your rankings.”



We help elite personal injury law firms
dominate first page rankings.

Are we the right fit for your personal injury law firm?
Let's find out.

Let's Talk