

# *5Tales*

## **Recent Client Case Study: Law Firm**

hello@5tales.com.au  
1800 940 853

<https://www.5tales.com.au>



## When it comes down to it, lead generation for lawyers is simple.

1. Create a website that speaks to your target customer.
2. Optimise it so it runs like a well oiled machine
3. Promote your website, in all corners of the web.

Every “digital marketer” in Australia knows this, yet most fail to get results.

Why?

*Execution. That’s where we excel.*

We build campaigns based on a framework specifically for law firms that is proven to get results. If you become a client, **we will put your firm in the best position to succeed, guaranteed.**

If you would like to find out if and how we can help you succeed, give us a call on **1800 940 853.**

Happy marketing,

Jason  
[LinkedIn](#)

## 123% increase in traffic from Google for a family law firm



<https://brookwaterlegal.com.au/>

# The Client

Brookwater Legal was started in 2015 by husband and wife Dale and Christie Hooper. They opened the firm with the aim of assisting both individuals and small business, in particular, the people of Greater Springfield and any current or veteran ADF members.

Dale and Christie were looking for a professional agency to improve upon their existing rankings in the organic results and local Google maps.

**The Brookwater Legal website now ranks #1 when you search for “family lawyer” “law firm” or “conveyancing” in their primary location. It is also #2 in the local map results too.**



# The Plan

- Brookwater Legal were unranked on Google when they first approached us. So we knew gap and opportunity was large to help them grow their legal practice. Our goal was to get them to the top 3 positions on the first page (as this is where you need to be in the legal industry in order to actually be getting a material number of prospects to your website)
- Expand their reach geographically to target the suburbs which surround their location. Knowing many of their prospective client may be looking for a law firm in a nearby location but are happy to travel one or a few suburbs over for the right service.
- We also wanted to improve the number of reviews they currently had to increase their social proof.



# The Execution - Technical

Since our team designed the website company we were able to complete much of the technical work prior to launching. We were able to implement all the needed technical adjustments from the start:

- Schema markups (Local Business, breadcrumbs, products and FAQ).
- Proper silos (category pages, no-index tag pages, URL structure, navigation hierarchy, etc).
- Custom pages for each location and service we were targeting.
- Specific pages to reach people searching for the niches within their most profitable services.
- SSL implementation, site speed improvements.

#	Task - Process
1	Setup SEO Yoast - <a href="http://bit.ly/2GbP7V7">http://bit.ly/2GbP7V7</a>
2	Embed Google Map on all key pages - <a href="http://bit.ly/2GbUrl2">http://bit.ly/2GbUrl2</a>
3	Geotag all images - <a href="https://goo.gl/DE4GjS">https://goo.gl/DE4GjS</a>
4	Add Keyword/Branded Alt Text to all images - <a href="http://bit.ly/2GdrZW5">http://bit.ly/2GdrZW5</a>
5	Check Broken Links - <a href="https://goo.gl/TzrpNw">https://goo.gl/TzrpNw</a>
6	Create Robots.txt file - <a href="https://goo.gl/FjWgfA">https://goo.gl/FjWgfA</a>
7	Optimise main pages with main keywords - 1) <a href="http://bit.ly/2NiAHTl">http://bit.ly/2NiAHTl</a> 2) <a href="http://bit.ly/2MQBcvG">http://bit.ly/2MQBcvG</a>

# The Execution - Content

- A large part of our success was the ability to identify the right topics, style and formatting to attack at scale with content.
  - Blog posts to bring relevance to with interlinking
  - Custom content calendar set annually in terms of what would need updating
  - Optimising the words, phrases and structure of the pages using advanced statistical tools
  - Top of the funnel content worked into the landing pages to address informational search queries
- The domain was able to quickly build relevance with search engines as a trustworthy source of information on family law and conveyancing services.



# The Execution - Promotion

- We spent time getting active in forums and Quora and eventually used them as platforms to promote resource content.
- Built a list of legal and small business bloggers and reached out to them for editorials about Brookwater Legal.
- Built out the missing foundational social profiles and online properties to ensure the firm was seen as a “brand” online
- “Growth hacked” PR campaign by creating an infographic, leveraging a press release and pitching it to industry sites. Secured relevant (DA 45+) link placements.



# The Results



123% increase in organic traffic over an 11 month period.



1,747% increase in overall keyword visibility.



We have improved social proof (more than 100 reviews) through an effective review management process in their practice.

# The Results

## Explorer

Summary Site Usage Ecommerce

Users

Day Week **Month**  

**Jun 22, 2020 - Jul 21, 2020:** ● Users  
**Sep 22, 2019 - Oct 21, 2019:** ● Users



Actual screenshot from Google Analytics, website data report.

# The Results

Rating ▾ Hours ▾

⚠ Hours or services may differ

**VM Family Law**  
4.7 ★★★★★ (13) · Family law attorney  
8/22 Magnolia Dr  
Open · Closes 5PM · 1300 863 264

**Brookwater Legal Pty Ltd**  
4.8 ★★★★★ (93) · Legal services  
Suite 9F/118 Augusta Pkwy  
Open · Closes 5PM · (07) 3437 8555

**Springfield Lawyers | Brisbane West | Slater and Gordon**  
No reviews · Personal injury attorney  
Corporate, House Building 5/22 Magnolia Dr  
Open · Closes 5PM · 1800 444 141  
✓ Online appointments

☰ More places

brookwaterlegal.com.au ▾

**Brookwater Legal: Home**  
Brookwater Legal: Property and Family Lawyers In Greater Springfield. Brookwater Legal is the experienced, community first law practice for the Greater Springfield region and Brisbane surrounds.  
Contact Us · Who We Are · ADF Members · Property and Business ...

#2 position in the local maps and capturing the vast majority due to their implementation of our highly effective review generation strategy. This is driving a lot of new client enquiries via phone calls.

#1 position organically. Plus we have managed to take up more real estate with the four “jump links” you see below the listing. This pushes competitors further down the page.

# The Results

	Keyword	Location	Rank
<input type="checkbox"/>	<input type="text" value="Keyword"/>	<input type="text" value="Location"/>	<input type="text" value="0"/>
<input type="checkbox"/>	commercial property law springfield		1
<input type="checkbox"/>	conveyancing greater springfield		1
<input type="checkbox"/>	conveyancing solicitors greater springfield		1
<input type="checkbox"/>	family lawyers greater springfield		1
<input type="checkbox"/>	family mediation greater springfield		1
<input type="checkbox"/>	family solicitors greater springfield		1
<input type="checkbox"/>	law firm greater springfield		1
<input type="checkbox"/>	lawyers greater springfield		1
<input type="checkbox"/>	mediation greater springfield		1
<input type="checkbox"/>	property lawyers springfield		1
<input type="checkbox"/>	solicitors greater springfield		1
<input type="checkbox"/>	solicitors in greater springfield		1
<input type="checkbox"/>	family law greater springfield		2
<input type="checkbox"/>	family law solicitors springfield		2
<input type="checkbox"/>	family lawyer springfield		2
<input type="checkbox"/>	family lawyers springfield		2
<input type="checkbox"/>	family solicitors springfield		2
<input type="checkbox"/>	law firms springfield		2
<input type="checkbox"/>	probate and wills lawyer greater springfield		2
<input type="checkbox"/>	probate and wills lawyer springfield		2
<input type="checkbox"/>	probate greater springfield		2
<input type="checkbox"/>	probate springfield		2
<input type="checkbox"/>	wills greater springfield		2
<input type="checkbox"/>	conveyancing springfield		3
<input type="checkbox"/>	family law springfield		3
<input type="checkbox"/>	family mediation ipswich		3

As a law firm, you need to be in the top 3 positions on Google in order to receive a material increase in the number of prospective clients to your website.



Brookwater Legal have over 25 primary search terms in the top 3 results.