

Client: The Advocates-Personal Injury Attorneys
Product: Personal Injury Claim Assistance For Cases In Utah

CHALLENGE

The Advocates, a leading personal injury attorney firm located in Salt Lake City, UT in an extremely competitive marketplace, needed to increase it's online presence and subsequent case load. Before they began working with Fluid Marketing Solutions, The Advocates had no visibility in the search engines. Their main competitors dominated the marketplace for the important keywords. The only way they were being found online was by searches for their name.

SERVICES IMPLEMENTED:

- Local Search Engine Optimization
- Organic Search Engine Optimization
- Conversion Optimization
- Quality Link Building
- Paid Search Marketing
- Blog Marketing
- Social Media Marketing

MEASURED RESULTS:

- The Advocates achieved ranking on over 30 competitive keywords
- The Advocates are listed in the top five rankings in three different local markets



"After reviewing our site and putting a plan together, Fluid Marketing Solutions was able to move our site from page 7 to page 1 in just two months. Not to mention the local searches have moved into the top 5 spots in each of our target markets. We are so excited to see our website making a presence on the search engines, thanks to Fluid Marketing Solutions!"

*- Matthew Driggs
Principal Attorney*

The Advocates - Driggs, Bills, & Day, PC

80%

Search Engine Traffic Up 80%

30%

Conversion Rate Shot Up 30%

15%

Average Time Spent on Site Up 15%