

## Case Study

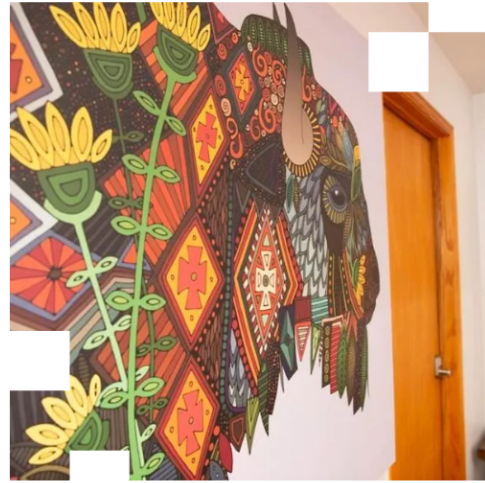
# The Law Office of Cristy J. Carbon-Gaul

Cristy Carbon-Gaul is a New Mexico attorney specializing in probate, estate planning, guardianship, and conservatorships.

Campaign goal: enhance the quality of leads she received and improve her Google rankings.

**+64%**  
Conversions

**+125%**  
Organic Traffic



## About the Company

### The Challenge

Cristy's law practice had seen an increase in spam and bad quality leads.

Even though she had been in business for years, she was being outranked by almost everyone on Google, including people who were deceased and people who had closed their practice.



### The Strategy

In order to improve her rankings and the quality of her leads, we developed a strategy to build out her locations for the entire state of NM, focusing on cities with a population of 10,000 or more.

We included new content and a pilot news strategy which were both successful. We had to make adjustments to her website to be sure the improvements we were making would increase the rankings.

### Key Action Items

We created a strategy based on location pages, to build Cristy's authority throughout the state of NM.

By focusing on cities larger than 10,000 people, we were able to secure the authority we were looking for. After we completed the locations, we used a pilot strategy of incorporating relevant news articles into her blog postings.

### The Results

## THE RESULTS

In 3-6 months, we were able to successfully reduce the spam leads Cristy was getting and turn those into good quality leads that she was able to convert into customers.

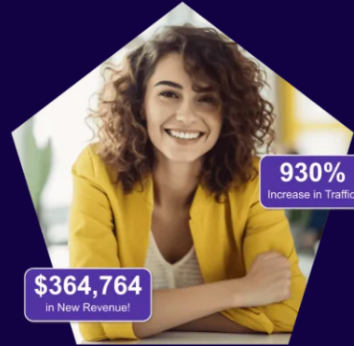
She has now received so many qualified leads, she has had to expand her practice and bring on additional staff to help with the overflow of new clients.

End results: increased website traffic by 125%, and improving organic conversion by 64%.

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#### SOLUTIONS

- Content Marketing
- Digital PR
- eCommerce Marketing
- Influencer Marketing
- Pay-Per-Click Ads
- Search Engine Optimization
- Social Media Advertising
- Social Media Marketing
- Website Design

#### RESOURCES

- Business Resource Center
- Content Marketing Funnel
- The Digital Toolkit
- Digital Marketing Blog
- FREE Marketing Calendar
- Lead Generation Guide
- Top 1,001+ Power Words
- Results & Reviews

#### COMPANY

- About Us
- Awards & Recognitions
- Career Opportunities
- Locations & Hubs
- Media & Press
- Referral Program
- Contact Us

