



| The James Law Firm

A Website Comeback Story

About The James Law Firm



Practice Area

Criminal Defense



Challenge

Regaining page one search placement



Location

Arkansas

| Challenge

A hijacked domain effectively shut down the firm's website

The James Law Firm bought and benefited from a domain name that perfectly described its practice: littlerockcriminaldefense.com. Its website received a lot of branded traffic, consistently appearing at the top of search results pages and providing a steady flow of leads...until it didn't. In August of 2018, ownership of the firm's domain was lost to a third-party opportunist who purchased the domain, removing control of it from The James Law Firm and terminating all leads. What had been a steady stream of new business ceased to exist.

| Solution

Replace the usurper with proven SEO tactics

The James Law Firm needed to start fresh with a new website. The firm turned to Martindale-Hubbell to lead the way. The new site needed to be optimized for search results placement and to establish domain authority. The fact that the top search result continued to be held by littlerockcriminaldefense.com complicated matters. Legal consumers searching for a criminal defense attorney in Little Rock saw this rogue domain first and were frustrated by their inability to reach the firm from that site.

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Fresh content keeps the search engine crawlers coming back to re-index the site

When Martindale took over, the James Law Firm was appearing at the top of page 2 on Google. A review of the domains they owned showed that www.jamesfirm.com was the one with the most authority, having been around longer. It became the focus of the race back to the top. One of the first steps was to update all of the firm's directory listings on sites ranging from lawyers.com to hg.org, reflecting both a recent physical change to the firm's address as well as the domain change to jamesfirm.com.

New content was added to the site, including some brought over from the hijacked site. At the same time, pages featuring similar content were consolidated into one strong criminal defense page, to which consumers searching criminal defense in Little Rock were directed. Because client reviews play a key role in search results placement, Martindale also encouraged the firm to refocus its efforts on getting more, increasing from 20 to over 60 client reviews by early 2021.

Fresh content keeps the search engine crawlers coming back to re-index the site, so Martindale worked with the James Law Firm to re-energize their blog. The team used a combination of keyword and topical research, as well as current news items related to Arkansas criminal law, to identify areas on which to focus that would lead to the best return on investment.

| Results

A return to the firm's #1 SERP spot for all its key terms

As these tactics began to bear fruit, the James Law Firm website moved from page 3 of search results to number eight, then number seven, but the hijacked domain sat stubbornly at the third or fourth result, if not the first. Competitors also were able to sneak in and occasionally grab a near-the-top spot. The firm kept weighing whether it should pay the ransom request from the hijacker, but Martindale advised them not to, pointing to the steady upward progress.

The firm's patience paid off. Since May of 2020, as consumers started to look for criminal defense attorneys after being quarantined, the firm's site performance has trended continuously upward. Overall sessions have increased by 69% and traffic driven by Martindale's optimization initiatives has increased by 166%. A search for "criminal defense attorney Little Rock" or "criminal defense lawyer Little Rock" finds the James Law Firm in one of the top two spots with the hijacked domain appearing towards the bottom of the page. The firm ranks as #1 in Little Rock for every key term it has identified.

"It's been a team effort," said attorney Will James, who's responsible for the firm's marketing. "The accessibility and support of the Martindale team has made it easy for us to return our website to a strong lead driver. Martindale also draws on its deep legal SEO expertise to advise us. They're not afraid to tell us when our idea is off-base, but they are also always willing to test the waters on something new to enhance our site. If anything comes up, I know they'll take care of me."



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Grow Your Client Base

Martindale-Avvo™

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OUR LEGAL MARKETING NETWORK

