

CLIENT CASE STUDY

BOOST ME LOCALLY

Digital Marketing & Legal Growth Solutions

Prime Legal Advisors: Transforming Legal Marketing Through Strategic Digital Growth

Prime Legal Advisors

INDUSTRY

Legal Services

FIRM TYPE

Multi-State Law Firm

CAMPAIGN

12 Months

SERVICE

Full-Service Marketing

220%

Lead Volume Growth

48%

Cost Per Lead Reduction

35%

Conversion Rate Uplift

6.2x

Return on Investment

Executive Summary

Prime Legal Advisors, a prominent multi-state law firm specializing in personal injury, family law, and business litigation, engaged Boost Me Locally to overhaul their digital marketing strategy. The firm faced declining online visibility, high acquisition costs, and inconsistent lead flow — critical challenges in an increasingly competitive legal marketplace.

Over a 12-month engagement, Boost Me Locally deployed a comprehensive digital marketing strategy encompassing local SEO optimization, paid search management, website conversion enhancement, and reputation management. The results were transformative: Prime Legal Advisors achieved **220% lead volume growth**, **48% reduction in cost per lead**, a **35% improvement in conversion rate**, and an estimated **\$2.4 million in additional revenue**, representing a **6.2× return on investment**.

This case study details the strategic approach, tactical execution, and measurable outcomes that positioned Prime Legal Advisors as the dominant legal brand in their target markets.

220%

Lead Volume Increase

48%

Cost Per Lead Reduction

35%

Conversion Rate Improvement

\$2.4M

Estimated Additional Revenue

6.2×

Return on Investment

Company Profile

Prime Legal Advisors is a full-service law firm with offices across multiple states, employing over 45 attorneys and legal professionals. Founded on the principle of delivering exceptional legal representation to individuals and businesses alike, the firm has built a strong reputation for case outcomes and client advocacy over its 18-year history.

The firm's practice areas span personal injury litigation, family law proceedings, criminal defense, business and commercial litigation, and estate planning — serving a diverse client demographic from individual plaintiffs to mid-market corporations.

Founded	2006
Attorneys	45+ Professionals
Office Locations	6 States, 12 Cities
Practice Areas	Personal Injury, Family Law, Business Litigation, Criminal Defense, Estate Planning
Client Base	Individuals & Businesses

The Challenge

When Prime Legal Advisors first engaged Boost Me Locally, the firm was confronting a constellation of interconnected marketing challenges that threatened its long-term growth trajectory. Despite an exceptional track record of legal outcomes, the firm's digital presence failed to reflect its true caliber, resulting in missed opportunities and competitive disadvantage.

✗ **Fragmented Online Visibility:** The firm's Google Business Profile listings were inconsistent and poorly optimized across its 12 locations, leading to dramatically reduced local search visibility. Competing firms with inferior track records routinely outranked Prime Legal Advisors for high-intent search queries.

✗ **Unsustainable Paid Advertising Costs:** An unmanaged Google Ads account was consuming a significant monthly budget with poor keyword targeting, broad match waste, and no negative keyword strategy — producing cost-per-lead figures 60–70% above the legal industry benchmark.

✗ **Low Website Conversion Performance:** Despite generating reasonable traffic volumes, the firm's website suffered from poor user experience, slow load times, unclear calls-to-action, and an antiquated intake form that frustrated prospective clients — converting fewer than 2.1% of visitors.

✗ **Underdeveloped Online Reputation:** With limited review volume and inconsistent response practices across platforms, the firm's online reputation did not convey the premium service quality that existing clients consistently experienced — creating a trust deficit with prospective clients conducting research.

✗ **Content and Authority Gaps:** The firm had minimal thought-leadership content, resulting in limited organic search authority for the nuanced, high-value legal keywords that prospective clients used during their research phase — leaving substantial search real estate to competitors.

Campaign Objectives

Following a comprehensive diagnostic audit, Boost Me Locally established four primary campaign objectives aligned with Prime Legal Advisors' growth targets and competitive positioning strategy:

<p>OBJECTIVE 01</p> <p>Maximize Qualified Lead Acquisition</p> <p>Increase monthly qualified lead volume by a minimum of 150% within 12 months through integrated organic and paid search strategies targeting high-intent prospective clients.</p>	<p>OBJECTIVE 02</p> <p>Reduce Cost Per Acquisition</p> <p>Decrease blended cost per lead by at least 30% through paid campaign optimization, quality score improvements, and strategic budget reallocation toward highest-performing channels.</p>	<p>OBJECTIVE 03</p> <p>Strengthen Digital Reputation</p> <p>Establish Prime Legal Advisors as the most credible and highly-reviewed law firm across all target markets through systematic reputation management and proactive review generation.</p>	<p>OBJECTIVE 04</p> <p>Build Sustainable Organic Authority</p> <p>Develop a content and SEO strategy that generates durable, compounding organic search visibility — reducing over-reliance on paid advertising and lowering long-term client acquisition costs.</p>
---	--	--	--

Strategic Approach

Boost Me Locally developed a four-pillar digital marketing framework purpose-built for the legal industry's unique competitive dynamics, long decision cycles, and trust-sensitive client acquisition process.

1 Hyper-Local SEO Domination

We executed a comprehensive local SEO overhaul targeting the firm's 12 office locations with precision and consistency. Every element of the firm's local search presence was audited, rebuilt, and optimized to capture high-intent "near me" and city-specific legal queries.

- Full Google Business Profile audit and optimization across all 12 locations — categories, attributes, service listings, photos, Q&A, and posts
- NAP (Name, Address, Phone) citation audit and remediation across 80+ directories, legal platforms, and data aggregators
- Localized service pages and geo-targeted content creation for each practice area in each market
- Structured data markup (Schema.org LegalService, LocalBusiness, Attorney) implementation statewide
- Local link building through bar association memberships, local business directories, and community legal resources

2 Precision Paid Search Management

The existing Google Ads account was completely restructured using a granular, intent-based architecture designed to eliminate wasteful spend, maximize quality scores, and capture prospective clients at the moment of highest intent.

- Comprehensive keyword research identifying 1,200+ high-intent legal search terms segmented by practice area and location
- Campaign restructuring using Single Keyword Ad Groups (SKAGs) for maximum relevance and quality score improvement
- Negative keyword library development — over 800 irrelevant terms excluded from day one to eliminate waste
- Ad copy testing framework with 3–4 variants per ad group, continuous optimization, and monthly refresh cycles
- Conversion-focused landing page creation for each practice area, aligned to search intent
- Call tracking integration enabling revenue attribution at the keyword level

3 Conversion Rate Optimization (CRO)

Traffic generation alone is insufficient in legal marketing — the quality of the intake experience determines whether potential clients become retained clients. We conducted a forensic analysis of the firm's website user experience and implemented a systematic conversion optimization program.

- Heatmap and session recording analysis to identify friction points in the user journey
- Website speed optimization — achieving a PageSpeed score improvement from 34 to 87 (mobile)
- Intake form redesign: streamlined from 12 fields to 4 progressive steps, reducing abandonment by 62%
- Strategic placement of trust signals: case results, attorney credentials, awards, and client testimonials
- A/B testing of CTAs, hero sections, and contact page layouts — implemented winning variants progressively
- Live chat and immediate call-back capability integration to capture high-intent visitors in real time

4 Reputation Management & Content Authority

In the legal sector, trust is the primary currency of client acquisition. We built a systematic reputation development program while simultaneously establishing the firm as a authoritative thought leader across its core practice areas.

- Automated review solicitation system integrated with the firm's case management software — generating a consistent, compliant review pipeline from satisfied clients
- Real-time review monitoring and response management across Google, Avvo, Martindale-Hubbell, and Yelp
- Monthly editorial calendar producing 8–10 long-form legal blog articles targeting informational search queries
- Legal FAQ content development addressing the 50 most frequently searched questions per practice area
- Attorney profile optimization across all major legal directories to reinforce authority and generate referral traffic

Campaign Execution Timeline

The 12-month engagement was structured across four distinct phases, each building upon the foundation of the preceding phase to ensure sustainable, compounding performance improvement.

MONTHS 1-2

Foundation & Discovery

- Comprehensive audit: technical SEO, paid accounts, website UX, reputation landscape, and competitive analysis
- Keyword research and content strategy development across all 5 practice areas and 12 locations
- Google Business Profile optimization and citation remediation campaign launch
- Google Ads account restructure and negative keyword library build-out
- Analytics infrastructure: GA4, call tracking, and conversion attribution setup

MONTHS 3-5

Launch & Optimization

- Restructured paid search campaigns go live; rapid optimization cycle using performance data
- Website CRO: intake form redesign, speed optimization, trust signal deployment
- Content production begins: 8 long-form articles per month, FAQ pages, practice area refreshes
- Reputation management system deployed; review volume begins compounding
- Initial organic ranking improvements emerge for local, high-intent keywords



MONTHS 6-9

Scale & Acceleration

- Paid search performance stabilizes — CPL reduction of 35% achieved at Month 6 milestone
- Organic search authority builds; firm achieves Page 1 rankings for 78% of target keyword set
- A/B testing insights applied to landing pages — conversion rate crosses 4.2% (up from 2.1% baseline)
- Review volume exceeds competitors in 8 of 12 markets; average rating reaches 4.7 stars
- Budget reallocation from low-performing to high-performing channels accelerates lead volume growth



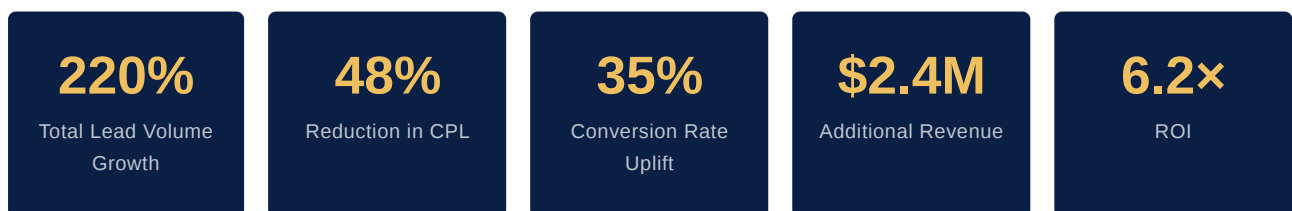
MONTHS 10-12

Dominance & Sustainability

- 220% lead volume growth milestone achieved and sustained through final campaign quarter
- Cost per lead reduction reaches 48% — significantly exceeding the 30% initial target
- Final conversion rate reaches 5.7% — a 171% improvement over the 2.1% baseline
- Organic traffic now accounts for 41% of all lead volume — reducing paid dependency
- 12-month ROI calculation confirmed at 6.2x against total Boost Me Locally investment
- 12-month strategic roadmap developed for Year 2 growth program

Results & Performance Metrics

The following results represent a comparison of verified performance data from the 12-month pre-campaign baseline against the 12-month campaign period. All metrics are based on tracked data from integrated analytics, call tracking, and CRM attribution.



Performance Metric	Pre-Campaign Baseline	Post-Campaign Result	Change
Monthly Qualified Leads	47 leads/month	150 leads/month	+220%
Cost Per Lead (Blended)	\$285	\$148	-48%

Website Conversion Rate	2.1%	5.7%	+171% improvement
Lead-to-Client Conversion Rate	18%	24.3%	+35%
Organic Search Traffic	3,200 sessions/month	9,100 sessions/month	+184%
Google Business Profile Views	8,400/month	31,200/month	+271%
Online Review Volume	112 reviews (all locations)	487 reviews (all locations)	+335%
Average Star Rating	3.9 stars	4.7 stars	+0.8 points
Page 1 Keyword Rankings	23% of target keywords	87% of target keywords	+278%
Google Ads Quality Score (avg.)	4.2 / 10	7.8 / 10	+86%
Paid Search Click-Through Rate	3.4%	8.7%	+156%
Website PageSpeed Score (Mobile)	34 / 100	87 / 100	+156%
Estimated Additional Revenue Generated (12 months)			\$2,400,000
Return on Marketing Investment			6.2×

Client Testimonial



"When we first engaged Boost Me Locally, we were skeptical about whether digital marketing could genuinely move the needle for a law firm of our size. We had been through two previous agencies with disappointing results and were frankly frustrated with the industry. What Boost Me Locally delivered exceeded every expectation we had set. The transparency of their reporting, the quality of their strategic thinking, and the

rigor of their execution set them apart entirely from anyone else we have worked with. Within six months, our phones were ringing at a volume we had not experienced before. Within twelve months, we had grown our case intake team by three full-time positions simply to handle the volume. The \$2.4 million in additional revenue speaks for itself — but what impressed me most was that they never lost sight of the quality of leads. These were not junk inquiries. These were real prospective clients, pre-qualified by intent, who converted at rates significantly higher than anything we had tracked previously."

— Managing Partner, Prime Legal Advisors

Multi-State Law Firm, Personal Injury & Business Litigation

Why The Campaign Succeeded

Several distinguishing factors separated this campaign from typical legal marketing engagements and drove outsized performance outcomes:

1 Deep Legal Industry Expertise

Boost Me Locally's team brought pre-existing expertise in legal sector marketing — understanding attorney advertising compliance, competitive bid dynamics, and the trust-intensive client decision journey. This domain knowledge eliminated the typical ramp-up period and enabled precision strategy from day one.

2 Integrated, Full-Funnel Approach

Rather than optimizing a single channel in isolation, Boost Me Locally treated the entire client acquisition funnel as a connected system — ensuring that improvements in traffic quality were matched by corresponding improvements in conversion infrastructure, reducing drop-off at every transition point.

3 Data-Driven Decision Architecture

Every strategic and tactical decision was anchored in verified data. The custom analytics infrastructure enabled attribution modeling at the keyword level, allowing budget to flow continuously toward highest-performing sources and away from underperforming channels — a dynamic optimization process that compounded returns month over month.

4 Local Search as a Competitive Moat

The investment in hyper-local SEO created durable competitive advantages that paid advertising cannot replicate. As organic rankings strengthened across all 12 markets, the marginal cost per lead declined while lead quality improved — producing a compounding return profile that will benefit the firm for years beyond the campaign period.

5 Client Collaboration and Operational Integration

Prime Legal Advisors' management team was an engaged strategic partner throughout the engagement — providing rapid feedback, facilitating technology integrations, and empowering the Boost Me Locally team to execute without bureaucratic delays. This operational alignment significantly accelerated the pace of implementation and optimization.

Key Takeaways

01

Local SEO is Non-Negotiable for Law Firms

For multi-location legal practices, Google Business Profile optimization and local citation consistency are foundational to organic lead generation. The 271% increase in GBP views translated directly into measurable intake growth — with zero incremental media spend.

02

Conversion Architecture Amplifies Every Channel

Tripling website conversion rate from 2.1% to 5.7% effectively tripled the value of every dollar invested in traffic acquisition. CRO is the highest-leverage investment available in legal digital marketing — yet it is consistently underinvested by most firms.

03

Reputation is a Revenue Driver, Not a Vanity Metric

The 335% growth in review volume and 0.8-point average rating improvement had quantifiable impact on both organic rankings and conversion rates. In a trust-sensitive category like legal services, online reputation directly influences revenue outcomes.

04

Integrated Strategy Outperforms Channel-Specific Tactics

The 6.2× ROI achieved in this engagement was a product of synchronized, full-funnel optimization — not any single tactical intervention. Law firms that invest in channel-specific point solutions consistently underperform those that invest in integrated strategy.

Future Growth Opportunities

Building on the momentum of the first-year campaign, Boost Me Locally has identified the following strategic growth opportunities for Prime Legal Advisors' Year 2 program:

- **Video Marketing Expansion:** Attorney video profiles, case result summaries, and educational legal content represent an underexploited channel in the legal sector — with strong evidence that video content improves both conversion rates and organic search visibility for legal service keywords.
- **Practice Area Expansion into Adjacent Markets:** The foundation of local SEO authority established in existing markets provides an accelerated launch platform for the firm's expansion into two new metropolitan markets planned for Year 2.

- ▶**Programmatic** A sophisticated retargeting program targeting website visitors who did not convert — segmented
 - Retargeting:** by practice area and engagement depth — presents a high-ROI opportunity to recapture warm prospects at minimal incremental cost.
- ▶**Client Referral** Integration of automated post-case client satisfaction surveys with referral incentive programs
 - Automation:** can systematically capitalize on the firm's high satisfaction rates to generate a compounding referral revenue stream.
- ▶**Thought Leadership and PR Strategy:** Positioning key partners as legal commentators in regional media, legal publications, and podcasts will build brand authority, generate high-quality backlinks, and create a differentiated competitive position that cannot be replicated through paid media alone.

Conclusion

The Prime Legal Advisors engagement exemplifies what becomes possible when a sophisticated law firm partners with a marketing team that possesses genuine legal sector expertise, rigorous data discipline, and the strategic breadth to optimize across the full client acquisition funnel.

A 220% increase in qualified lead volume, 48% reduction in cost per lead, 35% improvement in lead-to-client conversion, and a 6.2× return on marketing investment are not outcomes that result from any single tactic or channel — they are the product of a coordinated, integrated strategy executed with precision over 12 months.

For Prime Legal Advisors, this engagement has delivered not only immediate revenue impact but a durable digital foundation — in organic search authority, reputation capital, and conversion infrastructure — that will continue generating returns for years beyond the initial campaign period.

For law firms considering whether a serious investment in digital marketing is justified: the data speaks clearly. The question is not whether digital marketing can deliver ROI in the legal sector. The question is whether your firm is working with a partner with the expertise and discipline to deliver it.

Ready to Achieve Results Like These?

Boost Me Locally specializes in digital marketing for law firms and legal service providers. If you are ready to transform your firm's digital presence, reduce client acquisition costs, and build a sustainable growth engine, we would welcome a conversation.

[Schedule a Free Strategy Consultation](#)

[Request a Digital Marketing Audit](#)

[Download Our Legal Marketing Guide](#)

Boost Me Locally | Legal Marketing Specialists | www.boostmelocally.com