CASE STUDY

How Emroch & Kilduff’s Lead Quality Skyrocketed After Partnering with Rankings.io

“We’ve experienced an uptick in quality and quantity of cases. Our conversions have drastically improved since partnering with Rankings.io.”

Kathy Seim,
Legal Administrator, Emroch & Kilduff
Client
Emroch & Kilduff

Emroch & Kilduff is a personal injury firm. From its four different offices throughout Virginia, it helps personal injury victims and their families during challenging times.

Challenges
Competing in an oversaturated market

In 2017, the law offices of Emroch & Kilduff were struggling to stand out from competitors. Virginia is a crowded market, with hundreds of personal injury firms vying for client attention. Traditional channels are especially saturated, as most firms compete for the limelight through print and television advertising.

Emroch & Kilduff wanted to cut through the noise with online advertising, but the firm needed help improving its website and defining its main practice areas first.

The goal was to foster a website that would organically attract and nurture leads and climb Google Rankings. The website needed to act as a lead magnet and a powerful conversion tool that would attract their ideal clients: the victims of car accidents, product liability, medical malpractice, wrongful death, and negligence.

“Personal injury in Virginia is a very competitive market and we were being drowned out. We desperately needed to update our website—it looked dated and it wasn’t getting us our fair share of new clients.”

Solution
Content strategy, link building & SEO

Rankings.io’s team has spent years researching and understanding legal marketing to help attorneys optimize their websites for search. They brought that experience to bear for Emroch & Kilduff by introducing a number of optimizations to help improve online presence and boost overall conversions.
First, they redesigned the firm’s website to correct technical issues that were hindering the on-site user experience (UX). They also introduced quality of life improvements, such as intuitive lead-capture forms, which boosted on-site conversions by 75%.

Next, Rankings.io developed a custom content strategy for Emroch & Kilduff. They helped publish content to Virginia’s most prolific channels—like Virginia Lawyers Weekly—which keeps the firm in the public eye and ranking for popular keywords.

Rankings.io then buckled down on local SEO and link building campaigns. Building citations, claiming important local profiles, and acquiring links from other trusted legal websites all worked towards helping the firm rank for its desired keywords.

Lastly, Rankings.io delivers a comprehensive PDF report to Emroch & Kilduff every month. This report details the progress of their campaigns and what they plan to do next, so the firm’s team stays informed every step of the way.

“I can’t say enough about the competence and staffing at Rankings.io. They’re responsive and give honest feedback. If we suggest a change that might hurt conversions, they tell us. They’re experts when it comes to which keywords we should emphasize or de-emphasize.”

Results

Organic search traffic more than doubled

Emroch & Kilduff is now entering its third year of partnership with Rankings.io. Looking back, their team can hardly believe how far they’ve come:

“The quality of leads is by far the absolute best takeaway from our relationship. Lead quality before Rankings.io was quite low and very poor. Now? Lead quality and, in turn, cash flow is phenomenal.”

Emroch & Kilduff now appears in 38.8% more organic search results for target keywords and over 65 web pages rank on the first page of search results. As a result of these improvements, the firm is now attracting more of the cases it wants in its practice areas and converting more clients after just one visit.

These impressive results, along with improved lead quantity and quality, come as a direct result of Rankings.io’s SEO efforts, link building campaigns, and website enhancements.

“We don’t have an in-house marketing department. We rely on several vendors for advertising. Rankings.io is the centerpiece of it all—they pull all the strings together to improve our overall online presence.”
We rank personal injury firms for the most lucrative keywords in your industry.

You’ll know if we’re a fit after just one call.

LET’S TALK