



www.oliverfisher.co.uk

## Improved visibility in Google and more website visitors

Based in London's Notting Hill, Oliver Fisher Solicitors is a highly respected law firm with a history dating back more than fifty years. Realising the potential marketing opportunities offered by the internet, the firm was first set up a website with Conscious in 2005 with a makeover in 2007. However, in 2008 it became apparent that the website they set up could realise even greater potential.

### The Brief: More Website Visitors ... and more Clients

Working with Conscious Solutions Account Manager Peter Bowen, Partner Russell Conway set a goal of raising the website's search engine rankings and attracting a greater number of the potential clients that were browsing the internet for their services in their area of London, but were not finding the Oliver Fisher website. These new visitors would then need to be effectively converted into clients.

### The Solution: Re-Write the Content and Re-Format the Home Page

The existing content on the website's home page was the first target for Peter Bowen's project. Whilst descriptive, it did not contain any of the vital keywords that potential clients would use to search for the firm and its services.

The content located the firm simply 'in London', which was clearly too wide an area. Most web users search intelligently within specific areas so they can select service providers local to them. It was therefore decided that 'Solicitors London' would be replaced with 'Solicitors Notting Hill, Kensington'. To help the cause further, the meta description - the text that appears below a website's listing within search engine results - was re-written to include the specific search terms 'Oliver Fisher Solicitors in Notting Hill, Kensington'.

The next part of the project was to enhance the home page by re-designing it. Russell Conway selected four services, his choice based on the legal issues that caused clients the most concern and would therefore be likely subjects for searches. The services were 'compromise agreements', 'divorce and money', 'who owns what - contribution matters' and 'can we share the children?'. In order to instantly engage the interest of the visitor and allow them to quickly navigate to the exact information they needed without wading through reams of text, each of the services was summed up with a very short, keyword-rich description.

### The Results: Top Rankings ... More Clients

Oliver Fisher Solicitors now ranks an impressive #2 on Google for 'Solicitors Notting Hill' and 'Divorce Lawyer Notting Hill' and #1 for 'Compromise Agreements Notting Hill' and 'Children Lawyer Notting Hill'. The content optimisation resulted in the website receiving more visitors, and even better, the visitors were making enquiries and then becoming clients.

Peter Bowen, account manager at Conscious puts the success down to two things saying, "Firstly the content changes led to the website being indexed effectively in the search engines resulting in high rankings for relevant search terms. Secondly, the home page now efficiently directs visitors to the information they need, making the conversion of visitors into clients work well. This is a prime example of simple initiatives that can be exceptionally effective."

### The Future ... Optimise the rest of the Website!

Due to the success of the home page project, Oliver Fisher has commissioned Conscious Solutions to review the entire website using the same successful model.

### Your action

Try the various searches above for yourself at <http://www.google.co.uk>

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client case study

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