



Crisp & Co
Solicitors



Existing
Client



Case
Study

An SEO campaign that exceeded ALL expectations

Website

www.crispandco.co.uk

Company size

A specialist firm of divorce and family lawyers -
3 partners and 13 offices across Surrey and London

Services provided

SEO campaign

The Results

Conscious have over-delivered the target amount of online enquiries within 6 months. Search engine positions have increased dramatically. Website traffic has amplified with a good proportion coming via social platforms. Paid Google advertising (PPC) was ceased due to the volume of enquiries coming from organic SEO. In summary, the firm is now spending less and achieving more.



Organic Traffic UP
42%* 



Call-back page views UP
 **140%!**



56%* 
Of all enquiries
come from **SEO work**

PPC halted* THANKS TO ORGANIC SEO RESULTS

The Strategy

Work comprised auditing and fine tuning the website for search engine compliance and various 'offsite' SEO, digital PR, content marketing and social media initiatives, all fully tailored and considered for maximum effect.

With offices across Surrey and London, localised enquiries were important, so strong focus was placed on attracting traffic from local sources and boosting online enquiries and phone calls.

Facebook and Twitter were set up to drive additional traffic from social sources and heighten Crisp & Co's online PR. Followings were built up from scratch using research and engagement techniques and by sharing quality content.

Google Page 1 for over **20*** target keywords

From zero online enquiries to over

30*
per week!!



Retweets from the UK's largest parenting site reached over

96,000*
Twitter users!



What they say

"The team at Conscious exceeded our objectives and expectations. We are super happy with the results and the constant flow of new enquiries we are getting now. Also, I should mention the way they take care of literally everything and report back to us in such a clear easy to understand way. Would I recommend Conscious for SEO? - **absolutely yes!**"

Henry Crisp: Managing Partner, Crisp & Co

To know more about us and why we are your best choice, visit our website www.conscious.co.uk. Or to speak to someone about what we can do for you, call 0117 325 0200.

We look forward to hearing from you.

conscious
brand, design & marketing for law firms

*All statistics based on data reviewed in March 2015