

## Case Study

# Oldham-Based Legal Firm



## The Brief

As part of my contactor role at the integrated PR, Design, and Marketing agency RMS, I lead the SEO and content strategy for Garratts Solicitors. My goal was to create high-quality, targeted content for their Personal Injury and Family Law departments to increase organic search traffic and generate more enquiries.

**+39%**

Sessions

**+135%**

Enquiries

**+76%**

Conversion Rate

**14.3K**

Clicks

## Proposed Solution

My in-depth keyword research identified key opportunities, leading to the creation of 50 SEO-

## Result

Since launching this SEO content strategy for Garratts Solicitors in April 2020, we've seen

focused landing pages. To maximise visibility, I crafted content around keyword clusters and topics, ensuring accuracy through meticulous fact-checking in collaboration with Garratts Solicitors.

Over 18 months, I delivered the following results:

- 37 landing pages targeting personal injury services, with copy and on-page optimisations designed to boost search rankings.
- 19 landing pages specialising in family law, strategically written to attract relevant traffic.

extraordinary growth in organic search traffic and results such as:

- Impressions for targeted keywords soared past 10.2 million through organic search alone.
- SEO-driven enquiries increased by a remarkable 135%.
- With a 2% conversion rate, organic search now drives an impressive 79% of all website traffic.

The client has since asked me to expand this work to include Criminal Law, Care Proceedings, and Wills & Probate.

**With Garratts Solicitors, we combined an effective rebrand, SEO copywriting and on-page optimisation to create an incredible success story. Enquiries rose by 135% and organic search is now the primary source of website traffic at 79%.**

**Case Study**

**B2B Air Filtration Distributor**



## The Brief

Air Care Solutions, the UK's top provider of Ruhens air purifying technology for clients like the NHS and local government, sought to expand their online presence and increase rental contracts.

**+3565%**

Increase in organic impressions

**+276%**

Increase in clicks



Improved UX



Improved load time

## Proposed Solution

Facing limited budget constraints for a full rebuild, I implemented an innovative two-pronged strategy.

First, I conducted in-depth keyword research, pinpointing sector-specific terms to boost visibility. This guided the creation of fresh content and the design refresh of key pages, improving user navigation and conversions.

## Result

I'm proud to share the significant impact achieved for Air Care Solutions:

- A 3,565% increase in organic impressions, from 4,120 to over 151,000 in just 12 months.
- Organic search clicks saw an impressive 276% increase over the same period.

With this strengthened foundation, I focused on capturing top-of-the-funnel keywords for increased traffic. I crafted a series of guide pages, using strategic keyword clusters and internal linking to build authority.

Understanding site speed's importance for rankings, I prioritised optimisations throughout the project. This ensured page load times aligned with Google's Core Web Vitals, providing the best possible user experience.

- 20+ new content pages now deliver consistent growth in impressions and daily clicks.

Air Care now hosts a comprehensive resource hub with guides for users. This underscores the effectiveness of a strategic approach, combining targeted content with user-focused optimisations.

**For Air Care Solutions, without the budget for a full rebuild, we decided on an innovative two-fold approach to achieve success.**