



6 MONTH ORGANIC SEO CASE STUDY

DOMINATE RANKINGS & GENERATE LEADS

Presented by:
www.crownpointdigital.com



“We were like holy cow, Ben & his team’s SEO is actually getting us leads besides the rankings.

It actually works.”

- Will H.



- **EXECUTIVE SUMMARY**
- **PROBLEM STATEMENT**
- **PROPOSED SOLUTIONS**
- **RESULTS & CONCLUSION**

AGENDA

EXECUTIVE SUMMARY

Over six months, we implemented a strategy focused on granular on-page keyword optimization and a high-quality white-hat backlink campaign to drive sustainable growth.

- The effort generated over **350 high-quality** leads in total, including a surge to **110 leads in the final month**.
- The firm achieved significant ranking dominance, moving multiple high-value keywords into Google's Top 3 and Top 10 rankings.
- The core strategy successfully increased Domain Authority (DA) through the backlink campaign while ensuring content was hyper-focused on key practice areas.



PROBLEM STATEMENT

Prior to the campaign launch, RCK Law Firm faced a multifaceted digital marketing challenge that suppressed growth and limited new client acquisition:

● Low Local Visibility

● Under Optimized Content

● Stagnant Lead Volume

● Weak Conversion Layout

To meet RCK Law Firm's aggressive lead generation and ranking goals, we executed a custom, two-pillar SEO strategy tailored specifically to the competitive legal vertical.

CPDG

PROPOSED SOLUTIONS

Keyword Mapping & Indexing:

Restructuring of keyword targets, dedicating specific, high-intent keywords to the most proper and relevant service pages. Optimized Google indexing, which maximized page visibility for rankings

01

Hyper-Local Content:

Creation and optimization of geo-specific landing pages and content focused on target service areas that the law firm provides within the legal industry

02

Build Domain Authority:

We focused exclusively on earning high-Domain Authority (DA) backlinks from reputable, relevant, and authoritative legal and news sources. Avg. 50 white hat backlinks a month

03





Optimize Conversion Strategies

Employed a strict funnel that prospects follow in order to get high-intent leads easier through the landing page. Positioning contact, booking, & conversion buttons in the right place was crucial

04

The Results:

The transformation over six months was dramatic and measurable:

-  **Over 350 High-Quality Leads Generated, with a 366% increase in monthly volume, culminating in 110 leads in the final 30 days.**
-  **55 High-Value Keywords (20 in Top 3 / 35 in Top 10)** secured front-page ranking positions, establishing the firm as a key player in local searches.
-  **250+ Direct Phone Call Leads were tracked**, demonstrating a significant increase in immediate, high-intent client engagement.
-  **Massive search presence growth, including 728.1K Google Impressions and the securing of 300+ high-DA white-hat backlinks.**

The Conclusion:

The successful campaign with RCK Law Firm proves that a structured, authoritative, and data-driven approach to SEO can yield exponential lead generation and long-term ranking dominance in highly competitive local and legal markets.



Brennan Wynkoop
Co-Founder, CTO

Benjamin Cservenyak
Founder & CEO

Sohan Barot
Co-Founder, CGO

www.crownpointdigital.com
support@crownpointmedia.org