

 Paris Smith



+237%
year on year
increase in users¹

+517%
month on month
increase in new users²

+417%
month on month
increase in sessions²

Paris Smith – Law Firm

ABOUT

Our client Paris Smith, is one of the very best and long-established solicitors in the south of England with commercial and private clients. They wanted to help business owners, the self-employed and employees in their region through the provision of free to access commentary and advice via their website concerning the legal developments introduced to address the recent Coronavirus (COVID-19) pandemic. Their aim was to create and publish valuable, up to date content pieces so that those in their regional and local communities would be well-informed during this unprecedented time.

CHALLENGES

Coronavirus related topics and keywords were extremely competitive since a lot of companies, organisations and government entities have been publishing content in a very short amount of time. There were also a lot of discussions on social media channels and forums which contributed to the high noise levels. This circumstance has made it extremely difficult for our client to get their message and helpful content in front of their target audience.

SOLUTIONS

LOCALiQ has quickly tailored an SEO and content marketing strategy to assist Paris Smith to increase their website's and content visibility in organic search results. By following SEO

and content marketing best practices and quickly adopting a strategic approach to content creation, Paris Smith's useful legal advice and guidance content pieces have cut through the competition and noise and have started to reach to their target audience.

The process has started with SEO keyword research but also included social media listening, since some of the keywords that we have discovered have been never used before in this unprecedented time. The process has also included keywords mapping, meta tag and schema code creation, internal link optimisation and several other SEO services.

“I want you to know how much we value the SEO work which your team are undertaking for us. Your energy and experience has been so helpful as we position ourselves as the trusted legal advisors during this crisis in the region.

The success of our Coronavirus advice page is a reflection of the positive relationship which you have developed with our office. Great teamwork pulling together.”

Peter Taylor – Managing Partner

Source: Google Analytics
1) 1-13 Apr 2020 vs 1-13 Apr 2019 | 2) 15 Mar – 13 Apr 2020 vs 14 Feb – 14 Mar 2020