







Growth Strategy (After Production Ready)





patir.net - Growth Plan

Phase 1: SEO Foundation (Immediate)

1.1 Technical SEO

Task	Priority	Status
Submit sitemap to Google Search Console	High	
Submit sitemap to Bing Webmaster Tools	Medium	
Verify structured data (Schema.org)	High	
Add LocalBusiness schema markup	High	
Add FAQ schema for services	Medium	
Verify robots.txt	Low	

1.2 Content Strategy

Task	Priority	Status
Create blog section for legal articles	High	
Write 3-5 pillar content pages (service deep-dives)	High	
Add FAQ section with common questions	Medium	
Hebrew keyword research (legal terms)	High	

1.3 Local SEO (Israel-specific)

Task	Priority	Status
Create Google Business Profile	High	
Add to Israeli business directories	Medium	
Collect and display reviews/testimonials	High	

Phase 2: Content & Authority Building

2.1 Blog Topics (Hebrew legal content)

Target keywords people search when they have legal issues:

- "סגירת תיק פלילי" (closing criminal case)
- "מחיקת רישום פלילי" (criminal record deletion)
- "שינוי עילת סגירה" (change closure reason)
- "כמה זמן לוקח לסגור תיק" (how long to close case)
- "עורך דין לסגירת תיקים" (lawyer for case closure)

2.2 Content Calendar

Week	Content Type	Topic
1	Pillar Page	Complete guide to case closure
2	Blog Post	5 reasons to delete criminal record
3	FAQ Page	Common questions answered
4	Case Study	Success story (anonymized)

Phase 3: Paid Traffic (Optional)

Google Ads Strategy

Campaign Type	Budget	Target
Search Ads (Hebrew keywords)	₪50-100/day	High-intent searches
Display Remarketing	₪20-30/day	Site visitors

Facebook/Instagram Ads

- Target: 25-55 age, Israel, legal interests
- Creative: Trust-building, testimonials
- Goal: Awareness → Website visits

Phase 4: Trust & Conversion Optimization

Task	Priority	Impact
Add more testimonials/reviews	High	Trust
Add lawyer credentials/certifications	High	Authority
Add case success statistics	Medium	Social proof
Add WhatsApp contact option	Medium	Conversion
Accessibility improvements (96→100)	Low	Compliance