

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 עילית סגירה" (change closure reason)
- "כמה זמן לוקח לסגור תיק" (how long to close case)
- "עוורך 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