



Jacksonville.Attorney

CASE STUDY



ROCKET FUEL FOR YOUR BUSINESS

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OVERVIEW

Eric Block is a well-regarded personal injury attorney in Jacksonville, Florida. While he's handled many cases and clients expertly, he was having trouble getting the word out about his practice. The market for legal services in Northeast Florida is highly competitive; other attorneys and firms were spending millions of dollars a year in ads. How would he compete without massive radio and television spends? Eric decided to take an innovative online marketing approach by relaunching his website under www.Jacksonville.Attorney, which led to impressive returns at a fraction of the cost of a major advertising campaign. This report will explore how the change positively affected Eric's online traffic and led Jacksonville.Attorney to the top of Google's search results.

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The Challenge: Jacksonville's Competitive Landscape

Marketing legal services is extremely competitive, and costs are often high as a result. An October 2015 U.S. Chamber Institute of Legal Reform report on trial lawyer marketing stated that “[l]egal advertising and marketing communications are a multi-prong, highly sophisticated undertaking by trial lawyers that spans broadcast and digital venues. This is not a resource-starved, grassroots effort but a very much well-funded and coordinated endeavor.” They went on to say that “online legal key word advertising is among the most expensive in America.”

Nine of the top 10 and 23 of the top 25 most expensive Google keywords are related to legal services. Furthermore, most of the search terms are tied to lawyers in specific states. An attorney might use Google AdWords to bid on keywords such as “accident” and “personal injury” along with a combination of state names, state abbreviations, and specific city names. We recently checked the average Cost Per Click for keywords related to the Jacksonville market on SEMrush:

Keyword	Searches Per Month	Cost Per Click (CPC)	Monthly Cost
Jacksonville personal injury attorney	110	\$123.64	\$13,600.40
Personal injury attorney Jacksonville FL	50	\$79.84	\$3,992.00
Jacksonville car accident attorney	210	\$224.17	\$47,075.17
car accident attorney Jacksonville	140	\$155.38	\$21,753.20
accident attorney Jacksonville FL	30	\$161.97	\$4,859.10
Total: 540			Total: \$91,279.87

The number of searches per month listed in the table above are averages. Even if only 10 percent of those searches result in actual paid clicks to the website, 10 percent of that \$91,000 total is \$9,100 per month. These keyword phrases aren't going to bring in thousands of visitors per month (they don't even have thousands of searches), yet the costs are significant. It would take nearly \$100,000 per month just to drive traffic from Google paid search for these five sample keywords!

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Eric's Original Website

Eric's initial online strategy was to drive leads through his site, but by the fall of 2014, ErickBlockLaw.com still wasn't ranking well at all in Google's search results.



Eric didn't spend a lot of money on Search Engine Optimization (SEO) and while he had previously tried a Pay Per Click strategy, those efforts were typically too expensive and didn't offer the ROI that he was looking for.


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The Solution: A New Domain and a Good Content Strategy

Rather than spend thousands every month to drive traffic to his website, Eric listed his services on FindLaw and Avvo, popular attorney-listing websites. He worked with New York-based Momentum Names, a reseller of Rightside's new generic Top Level Domains (TLDs) such as .LAWYER and .ATTORNEY.

Eric, his marketing team, and Momentum Names all understood the power of keywords, so in March 2015, they launched under a new domain: Jacksonville.Attorney.



The banner features a dark header with the law firm's logo and contact information. The main image shows a man in a suit with the text 'I WILL NEVER SETTLE YOUR CASE FOR MY BENEFIT!' and 'AUTO ACCIDENTS'. A red footer bar contains the text 'Results are everything! Look at past results Here.'

LAW OFFICES OF ERIC S. BLOCK, PLLC
PERSONAL INJURY ATTORNEY

Free Consultation
(904) 449-7182
eblock@ericblocklaw.com

**I WILL NEVER
SETTLE YOUR CASE
FOR MY BENEFIT!**

AUTO ACCIDENTS

Eric S. Block, Esq.
Personal Injury Attorney

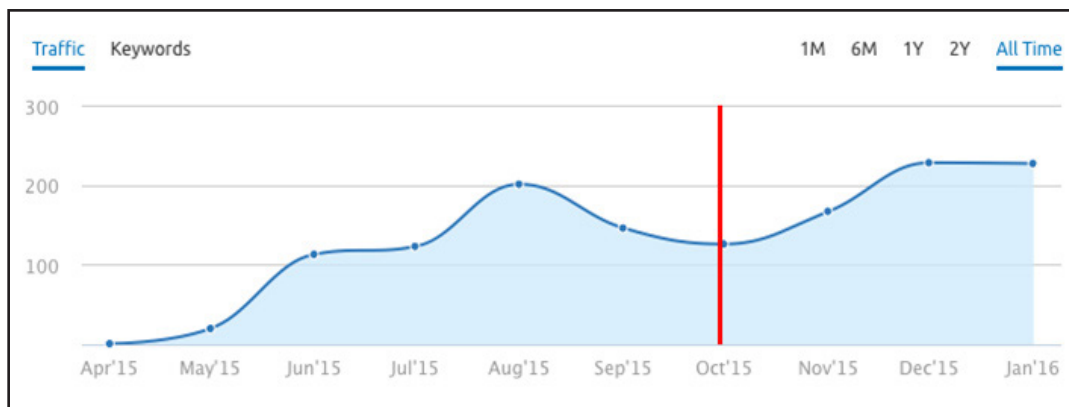
Results are everything! Look at past results [Here](#).

In addition to the relaunch, Eric's team concentrated on posting blog entries (initially about seven per month) containing keywords they hadn't yet been ranked on search results. Very quickly, Jacksonville.Attorney started seeing fantastic results in organic Google listings.

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After leveraging data from SEMrush, a competitive intelligence platform, we found that within a few months of Jacksonville.Attorney going live, traffic to Eric's site spiked around August 2015. After an expected seasonal dip, user volume reached a new high in December 2015 and January 2016.



Here's what attorney Eric Block had to say about the move:

“In only six months since relaunching our website and deploying our content strategy that includes using the .ATTORNEY new domain extension, Google ranks our website on the first page of its search results and, for some important keywords, ranked us in the first organic search position overall. Before we launched the new website, Google's search algorithm often resulted in a ninth page placement on those same keyword search results. We're delighted to be using a .ATTORNEY new domain extension as part of our new website strategy. It's helping us build brand awareness, increase traffic, and make it easier for customers past, present and future to find us online.”

Eric (Rick) Block, Founder, Law offices of Eric S. Block, PLLC
Personal Injury & Trial Attorney, Jacksonville, Florida

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Cost Per Click

Globe Runner used SEMrush to estimate the monthly “cost” of the natural search traffic that Eric’s new site currently receives, essentially how much he would have had to spend to drive the same traffic through a PPC campaign. The site is ranked for 333 keywords with a monthly estimated cost of \$6,400.00. Below is a sample of the site’s top 30 keywords, their estimated traffic volume, and CPC:

Keyword	Search Volume	CPC
personal injury lawyer Jacksonville	50	\$386.14
Jacksonville car accident attorney	70	\$224.17
Jacksonville injury attorney	50	\$166.94
accident attorney Jacksonville FL	30	\$161.98
car accident attorney Jacksonville	40	\$155.39
personal injury lawyer Jacksonville FL	110	\$148.79
Jacksonville personal injury lawyer	90	\$148.24
Jacksonville car accident lawyer	50	\$140.14
Jacksonville personal injury attorney	90	\$123.64
traumatic brain injury law	10	\$82.53
personal injury attorney Jacksonville FL	70	\$79.85
traumatic brain injury attorney	260	\$77.69
Jacksonville car accident lawyers	30	\$75.37
Jacksonville attorney	70	\$70.10
spinal cord injury attorney	110	\$70.07

spinal cord injury lawyer	90	\$65.64
attorney Jacksonville	20	\$59.37
Jacksonville auto accident attorney	30	\$58.36
wrongful death attorney Jacksonville	30	\$54.04
traumatic brain injury lawyers	30	\$53.03
lawyers Jacksonville	10	\$51.31
tbi attorney	20	\$43.76
attorneys in Jacksonville FL	170	\$40.91
lawyers in Jacksonville Florida	90	\$40.52
Jacksonville lawyer	50	\$39.32
slip and fall negligence	40	\$37.38
slip and fall personal injury	10	\$37.36
attorney Jacksonville FL	90	\$35.37
Jacksonville lawyers	140	\$34.67
questions to ask your lawyer	40	\$34.04

* Note that the Search Volume stated above is an average. The search volume doesn’t necessarily equal the actual number of clicks a website would receive if they are bidding on these keywords. It could be less.

As shown above, not only is the site showing up in search results related to Jacksonville, it’s also showing up for more generic keywords. We’ve attributed this to Google tying specific searchers to their current location based on their IP address and previous search history. Searchers don’t necessarily need to search the term “Jacksonville” to find Jacksonville.Attorney because Google already has this information.

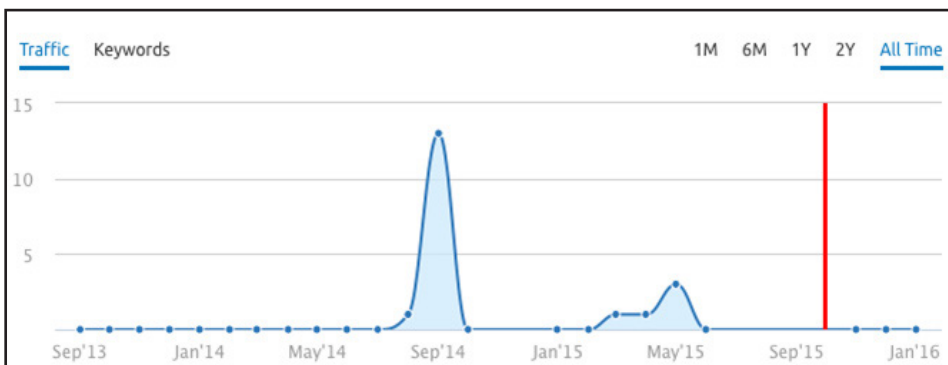
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Before and After the Move

Traffic

Looking at the traffic before and after a move is one of the best ways to determine if a new domain is successful. We used SEMrush to analyze the first domain name, EricBlockLaw.com:



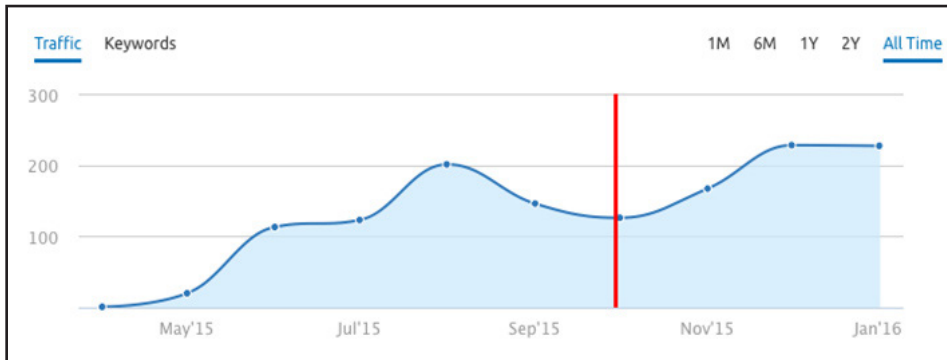
We analyzed September 2014 to see which keywords were driving organic traffic from Google:

Keyword	Pos. 	Volume 	CPC (USD) 	URL
s block	11 (17)	260	0.00	ericblocklaw.com/
eric steven	11 (13)	30	0.00	ericblocklaw.com/
jacksonville attorney	13	70	38.02	ericblocklaw.com/
jacksonville attorneys	18	140	23.19	ericblocklaw.com/

That month, EricBlockLaw.com showed up in the 13th position (the second page of search results) for “Jacksonville Attorney.” After the move, however, it’s clear that the new site, Jacksonville.Attorney, began to perform much better in organic search results:

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If we compare the same type of keywords to the previous domain, we see quite a different picture:

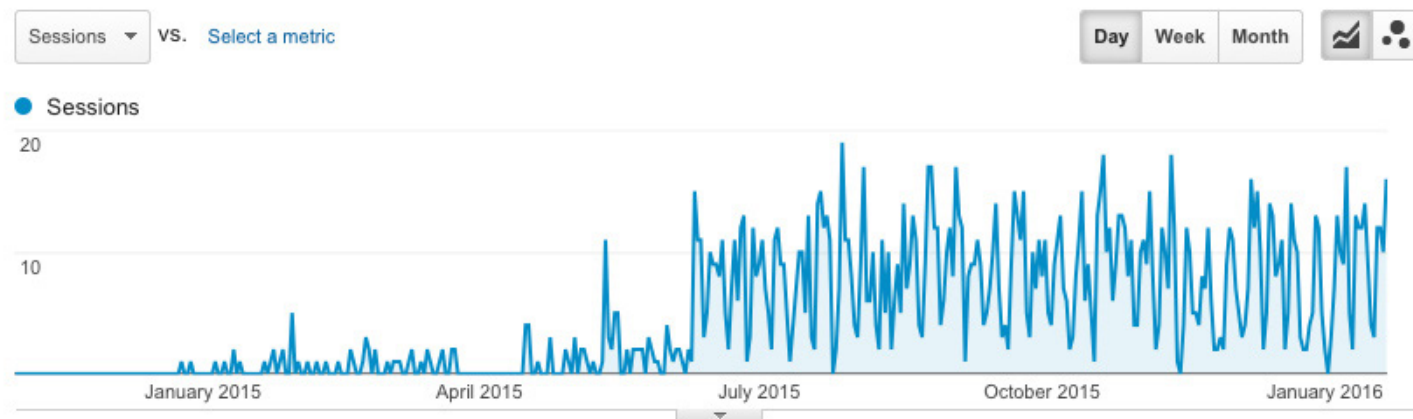
Keyword	Pos.	Volume	CPC (USD)	URL
eric block	2 (2)	260	0.00	jacksonville.attorney/
jacksonville attorney	1 (1)	70	70.10	jacksonville.attorney/
attorney in jacksonville fl	1 (2)	70	0.00	jacksonville.attorney/
eric block	3 (3)	260	0.00	jacksonville.att...-firm/
jacksonville attorneys	2 (4)	140	18.56	jacksonville.attorney/
jacksonville lawyers	2 (2)	140	34.67	jacksonville.attorney/
attorney jacksonville fl	2 (2)	90	35.37	jacksonville.attorney/
lawyers in jacksonville fl	8 (9)	320	23.00	jacksonville.attorney/
jacksonville lawyer	2 (2)	50	39.32	jacksonville.attorney/

The new domain name, Jacksonville.Attorney, ranks in the 2nd overall position for both “Jacksonville Attorney” and “Jacksonville Attorneys,” putting it at top of the first page of Google search results. The site has also occupied the first position for those keyword phrases. SEMrush shows that this new TLD domain name is ranked in over 300 keyword phrases compared to the former domain name, which did the same in only four keywords. The data pulled directly from the Jacksonville.Attorney Google Analytics account shows a night-and-day change in organic traffic from Google searches:

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Summary **Site Usage** Ecommerce



Organic traffic before and after the March 2015 launch of Jacksonville.Attorney

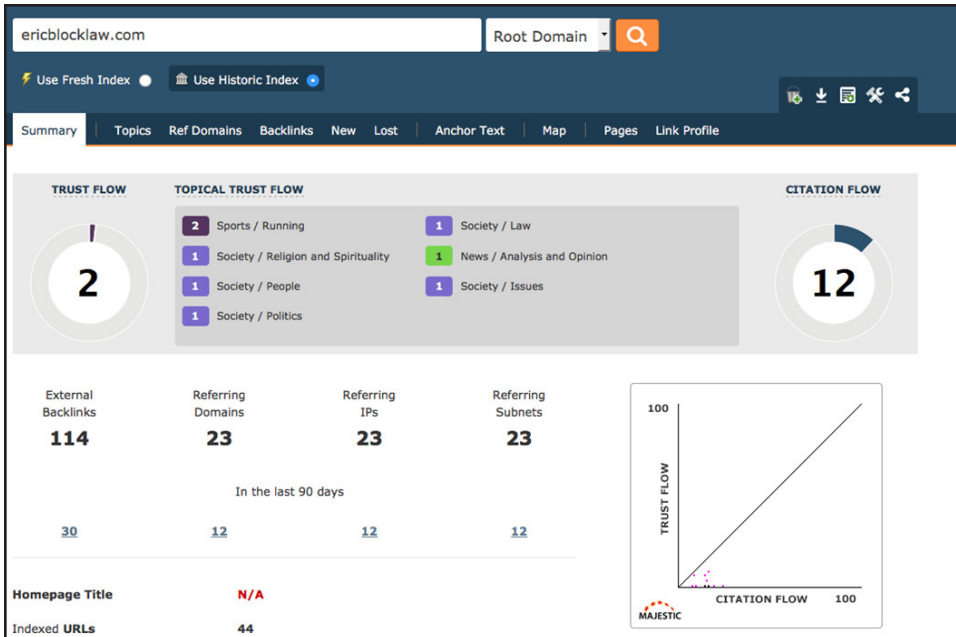
Links to the Websites

Another useful before-and-after comparison is the number of links pointing back to a website, which is still a big part of Google's search algorithm. Generally speaking, a site ranks higher when more websites—particularly other high-quality sites—link to them.

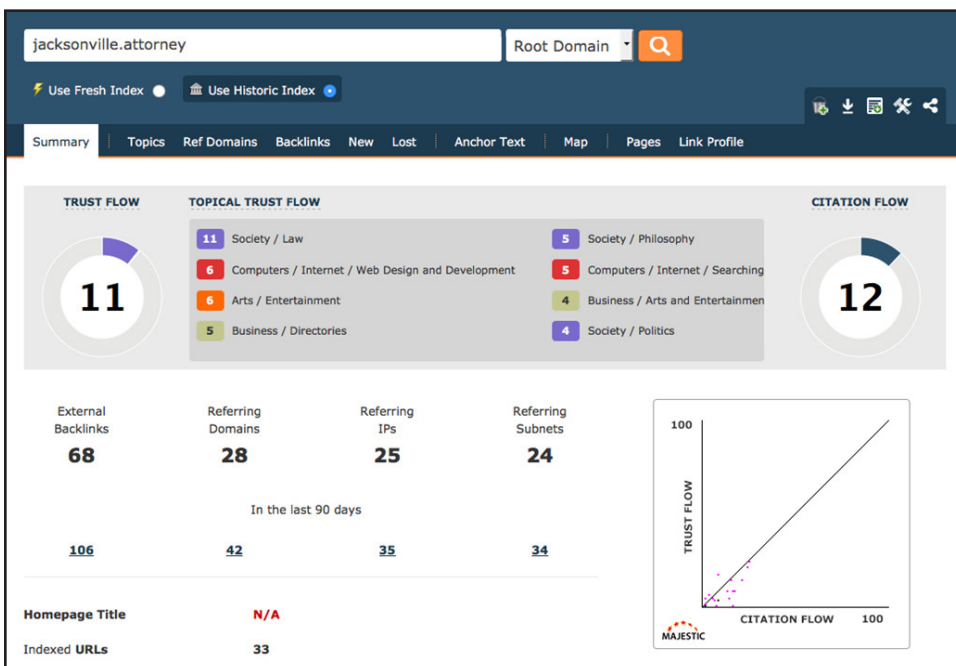
Globe Runner analyzed the links to both EricBlockLaw.com and Jacksonville.Attorney using Majestic.com link data in an effort to determine how much influence, if any, the links had on their search engine rankings.

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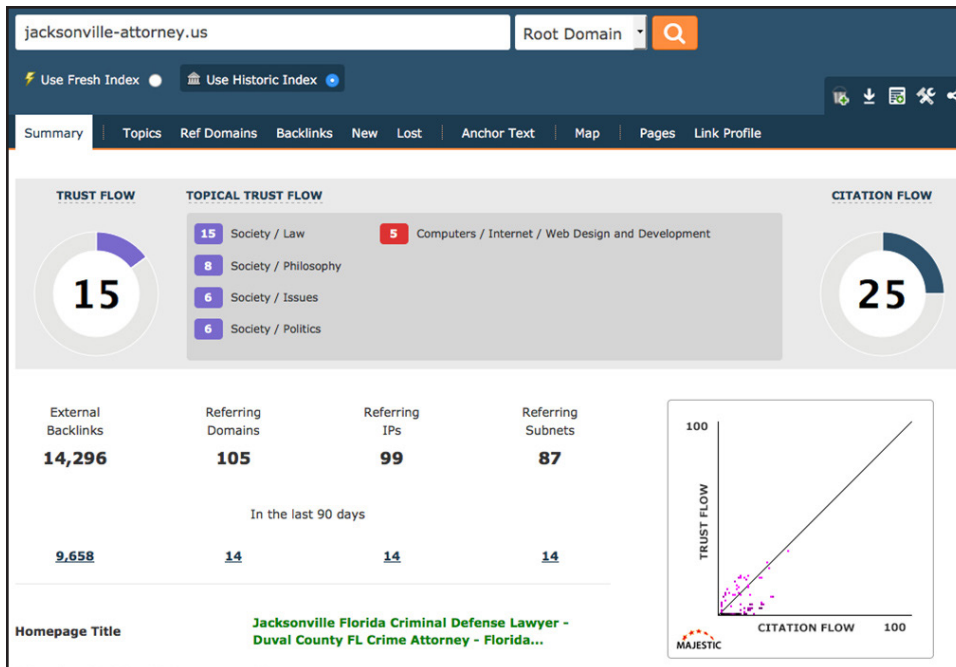


EricBlockLaw.com had about 114 backlinks from 23 referring domain names in the past five years.



Jacksonville.Attorney has fewer reported links—68 backlinks from 28 domain names—which is understandable given that it's been live for a shorter period of time. While the Trust Flow (quality of the links) is greater than the previous site, we don't believe that links alone are the cause of Jacksonville.Attorney's exceptional ranking. To compare, here's a look at a competitor's site that also ranks fairly well for the "Jacksonville attorney" keyword phrase.

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This graphic shows that Jacksonville-Attorney.US has garnered many links from unique referring domains in addition to a higher Trust Flow than Jacksonville. Attorney. Despite this advantage, it still doesn't perform as well in the search results. While they certainly aren't the only factor in search rankings, it seems clear that links alone aren't the primary driver in Jacksonville.Attorney's success.

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Conclusions

This is an SEO-related case study that is focused on the SEO side of marketing Eric Block's law firm online. Our research has led us to the conclusion that the uptick in organic search traffic on the firm's rebranded website (www.jacksonville.attorney) was driven, at least in part, by Eric's firm choosing to use a new, .ATTORNEY, domain name. While no data can serve as 100-percent proof that moving from EricBlockLaw.com to Jacksonville.Attorney caused Eric's website to go to in the top of the search results, the uptick in organic traffic is certainly striking.

Jacksonville.Attorney is now ranked for more than 300 keyword phrases. Within one month of launch and with a new content strategy in effect, the new website showed up on the first page of search results for "Jacksonville Attorney." Jacksonville.Attorney ranks higher than other competitors despite lower quality in-bound links (Trust Flow) and a shorter history, both of which are key search engine ranking factors.

While Google itself has suggested that websites using new generic Top Level Domains (gTLDs) will be treated by its search algorithm just like other gTLDs (like .com & .org) , we believe that new gTLDs do offer multiple traffic generation benefits, especially because of the availability of exact match keyword domain names like Jacksonville.Attorney.

Like Eric Block, Globe Runner understands the power of a keyword. We also understand the power of a good domain name. It's our opinion that by rebranding to Jacksonville.Attorney, Eric has generated outstanding traffic volumes to his website while spending far less than a traditional PPC campaign.



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About Globe Runner

Globe Runner is an Addison, Texas based search engine optimization (SEO), content marketing and digital advertising agency. It has over 60 local, national and international B2C and B2B clients in consumer-packaged goods (CPG), beauty, credit repair, fashion, healthcare, home and interiors, jewelry, legal services and sports. Globe Runner sits on the boards of the Dallas Fort Worth Search Engine Marketing Association (DFWSEM) and the Social Media Club of Dallas (SMC Dallas). The agency's staff and work have been featured in the Wall Street Journal, Forbes and Adweek.

About Rightside

Rightside® inspires and delivers new possibilities for consumers and businesses to define and present themselves online. The company, with its affiliates, is a leading provider of domain name services, offering one of the industry's most comprehensive platforms for the discovery, registration, usage, and monetization of domain names. In addition to being a new gTLD registry operator, Rightside is home to some of the most admired brands in the industry, including eNom and Name.com. Headquartered in Kirkland, WA, Rightside has offices in North America, Europe, and Australia. For more information please visit www.rightside.co.

This research study was commissioned by Rightside Group, Ltd.

About SEMrush

SEMrush provides in-depth knowledge, expertise, and data needed to enable businesses to take projects to the next level. Drawing on a vast well of data, easy-to-use SEMrush software gives users unrivaled analysis on SEO and website performance in over 22 countries. For more information, visit www.semrush.com.

About Majestic.com

Majestic can help you bridge the gap so you're better positioned within your industry. With a track record of trusted and reliable data, Majestic can provide you with real commercial insight. So by using them, you have at the touch of your fingertips, the ability to easily identify market trends.

As the biggest and freshest backlink database, using Majestic also has the potential to save you money. Majestic metrics of Trust Flow, Citation Flow; (a comparison of the quality versus quantity of backlinks), and Topical Trust Flow, using Majestic you can find out how to illuminate your business presence on the web. You can learn more about Majestic at <https://majestic.com>.