

Law Firm SEO Spanish Expansions



A Case Study Of A Personal Injury Law Firm:
Younce, Vtipil, Baznik & Banks P.A.



**In this case study, we will
break down how a personal
injury law firm propels itself to
success and boosts its ROI by
expanding its SEO investment.**





TLDR

- + Understand the importance of law firm SEO, its interconnection with your website, and the essential ways it can help your firm establish a clear connection with your Hispanic audiences.
- + Witness how the firm's monthly ROI jumped from 282.61% to 326.84% while increasing its monthly case value by 87.07% and boosting total cases by 35.45% after SEO expansion.
- + See how the firm's SEO efforts increased organic leads by 23.09%, while organic visitors increased by 9.41%.

Let's first understand the reasons why law firms expand their SEO investment.

It all boils down to the local market.

This firm is based in Raleigh, North Carolina.

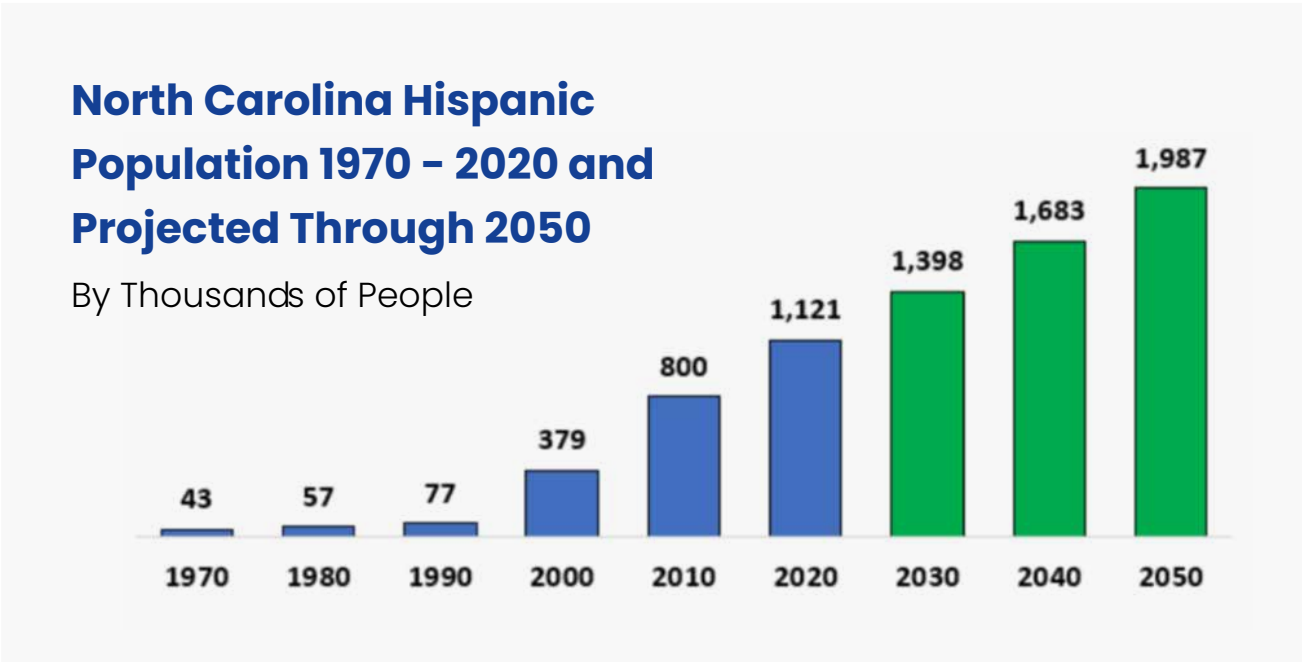
So, how does that translate to their SEO?

The Hispanic Population: The Fastest Growing Population in North Carolina

According to the [North Carolina Office of State Budget and Management](#), the Hispanic population has been the fastest-growing population in North Carolina.

They grew by 40% between 2010 to 2020. Due to this, it is expected that there will be approximately [2.0 million Hispanic North Carolinians by 2050](#). That is equivalent to **14% of the total population in North Carolina**.

Look at how the number increases...

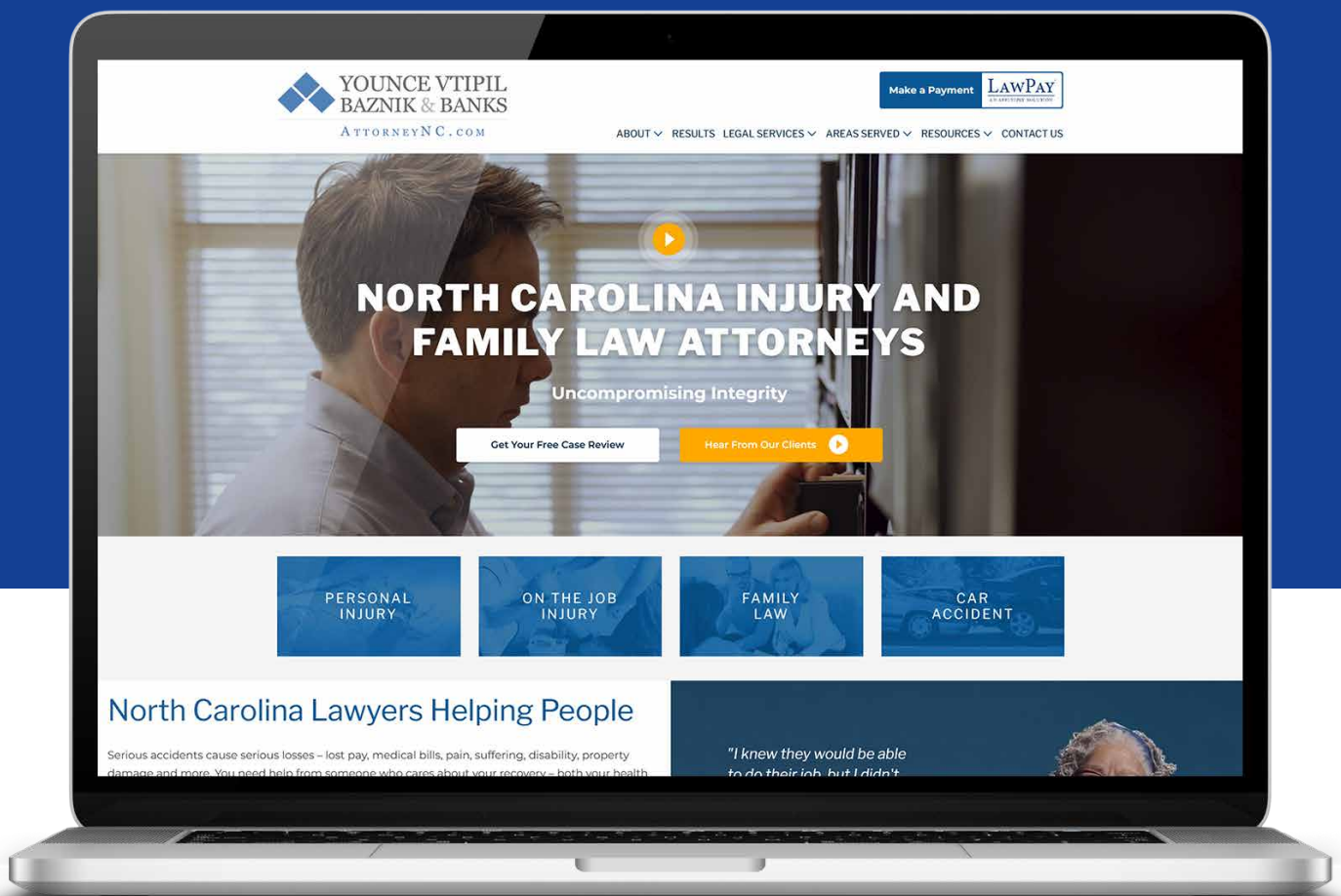


This population growth does affect the law firm's business.

This Spanish-speaking audience represents a substantial expanding marketing opportunity, making the expansion of Spanish SEO for law firms increasingly crucial.

Put yourself in the shoes of your current and potential clients...

Would you appreciate a website that speaks to you from the heart? — I bet you do.



While a website represented in English language works, having a site that represents your current and potential clients is a must. (Plus, crucial conversations won't get lost in translation right from the start of a relationship!)



Top Reasons to Expand Your Law Firm SEO Investment

- + As the Spanish-speaking audience grows, firms will need to culturally and linguistically align their services.
- + Optimizing your firm's content for Spanish SEO search terms allows your firm to rank in search results where a rapidly expanding group of potential clients are searching.
- + By having a website representing your firm's information in Spanish, you can swiftly resonate with your target audience, resulting in more inquiries and conversions.
- + Catering to the needs of your community through Spanish SEO means building long-lasting relationships with the growing population that is projected to grow more by 2050.
- + By aligning and preparing your firm to the demographic trends, needs, and predictions, you are future-proofing your law firm in the coming years.

**Discover the Latest Marketing
Trends and Predictions Here**



**Now, let's examine the data.
Does it improve a law firm's ROI? Let's see.**

The Best Investment

Are The Ones That Shows Result

The Firm

Younce, Vtipil, Baznik & Banks P.A. is a personal injury law firm in Raleigh, North Carolina, that provides legal services to diverse audiences who speak English and Spanish.

The firm handles claims such as:

- + Automobile, truck, and motorcycle accidents
- + Wrongful death
- + Slips and falls



Expanding to Spanish SEO to Build Stronger and Clearer Communication

In any business, you must properly convey your message to your audience to **fully connect with them.**

This also applies to personal injury law firms. Prospects will want to look for a firm that will really understand them – this is especially the case when it comes to sensitive issues like legal assistance.

To dig deeper, let us elaborate on why expanding SEO efforts to Spanish is crucial and ways to implement it:

- + Translating static content, e.g., essential service areas, to Spanish can help Spanish-speaking users easily and clearly comprehend the content.
- + Thoughtfully adjusting idioms, jargon, and references to Spanish translation and elaborating complex practice areas through translated Spanish blogs can help provide more context to the Hispanic market.
- + Using local keywords that native Spanish speakers are using when searching online is key to reaching the target audience and fully resonating with them.

With this in mind, **Younce, Vtipil, Baznik & Banks P.A.** decided to

Expand to Spanish SEO Strategy with Consultwebs



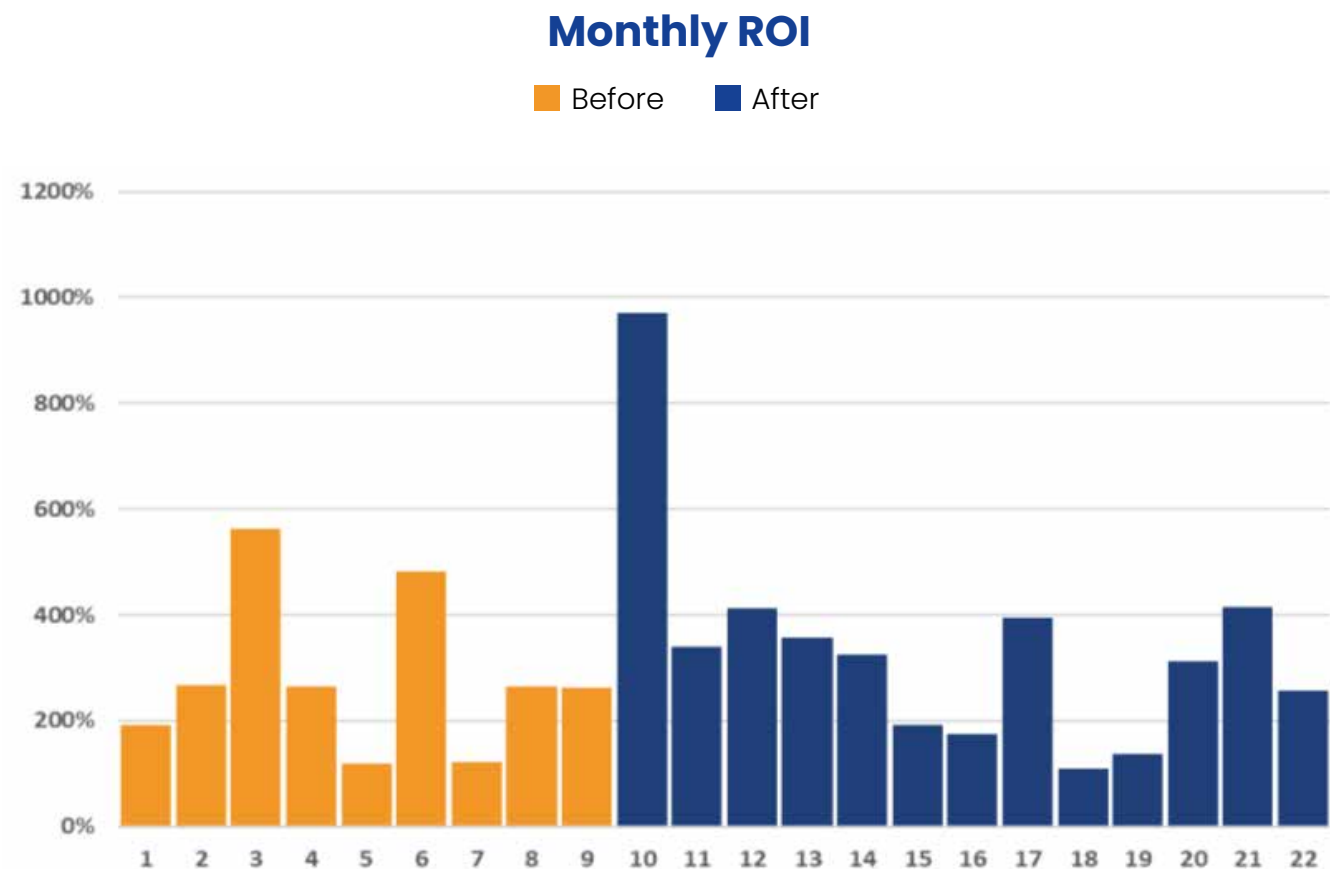
The Firm's Current Strategy

- + Spanish content that mirrors the key case-driving pages from the English website
- + Spanish content of the static practice area pages, blog articles, FAQs, etc.
- + On-page optimization and internal linking
- + Supplement link acquisition to build up authority in the Spanish section



The Results Prove the SEO Expansion Is a Success

1 Look at how the firm's monthly ROI jumped from 282.61% to 326.84% after SEO expansion.

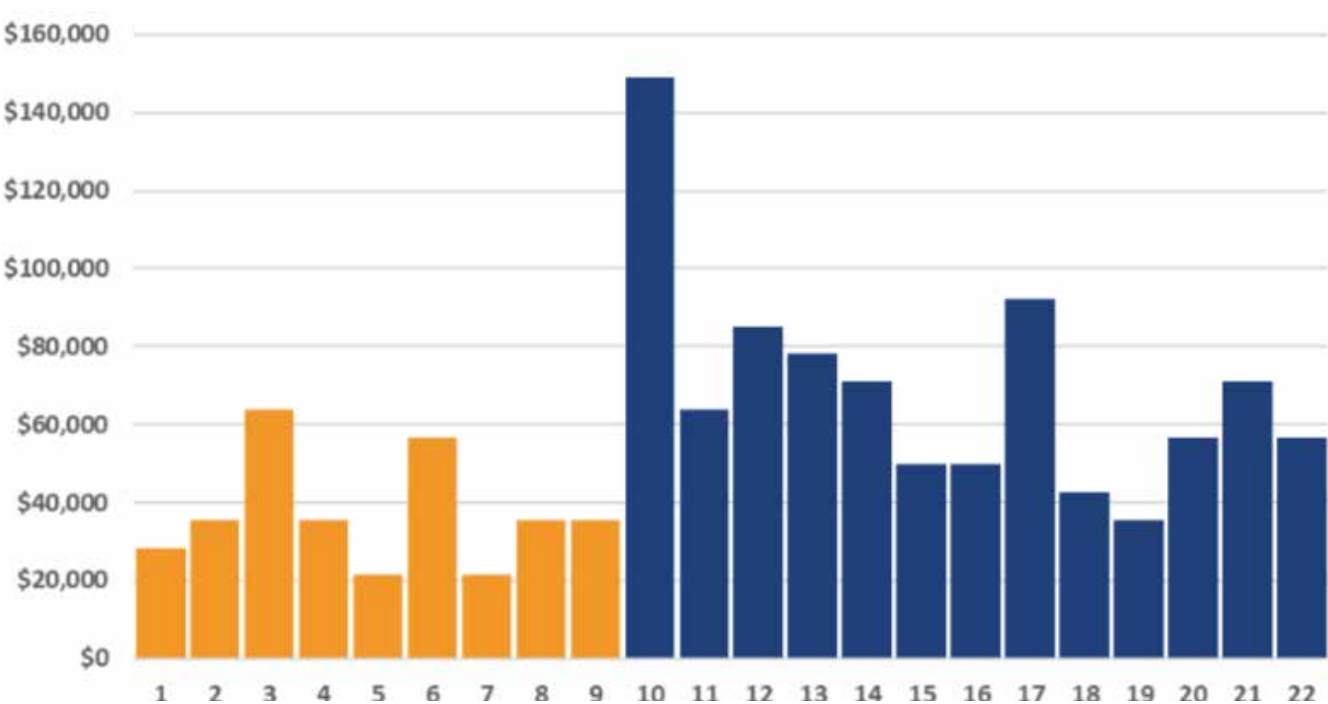


The Results Prove the SEO Expansion Is a Success

2 The firm also saw an impressive increase in its monthly case value by 87.07%

Monthly Case Value

Before After



The Results Prove the SEO Expansion Is a Success

3 Due to their continuous effort in diversifying SEO, the firm's total cases climbed by 35.45%.

Total Cases

■ SSD ■ WC ■ MVA/PI

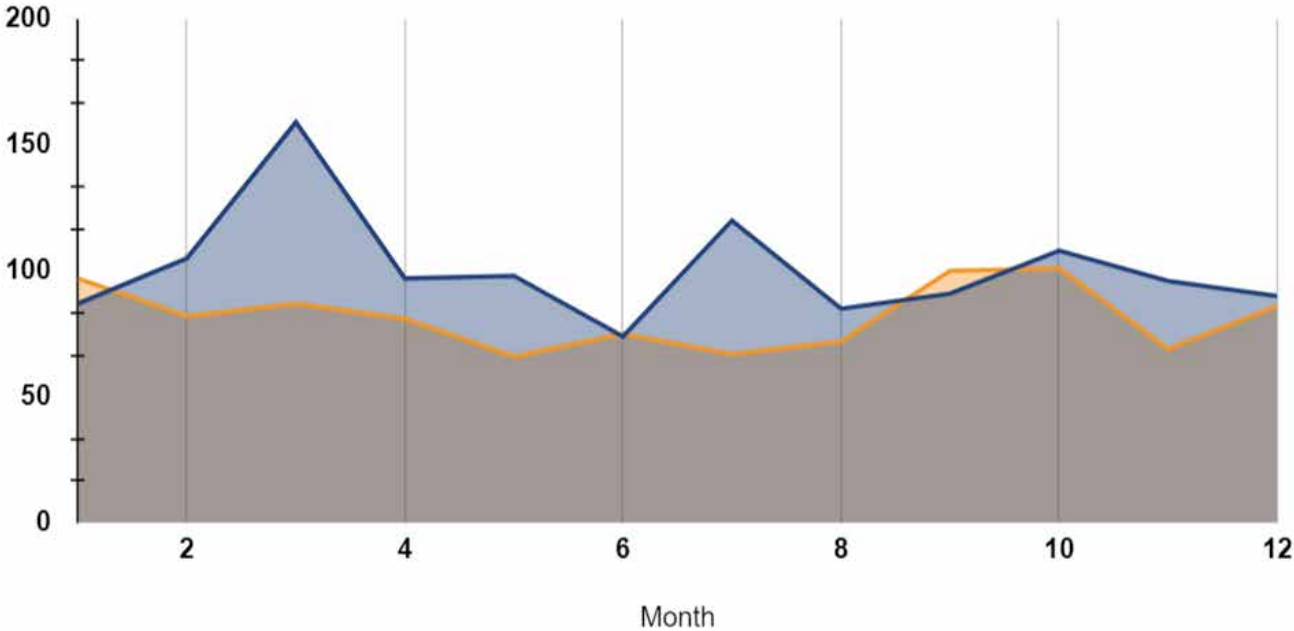


The Results Prove the SEO Expansion Is a Success

4 Organic leads' monthly average increased by $\approx 23\%$ (23.09%) after the expansion.

Organic Leads

Before After

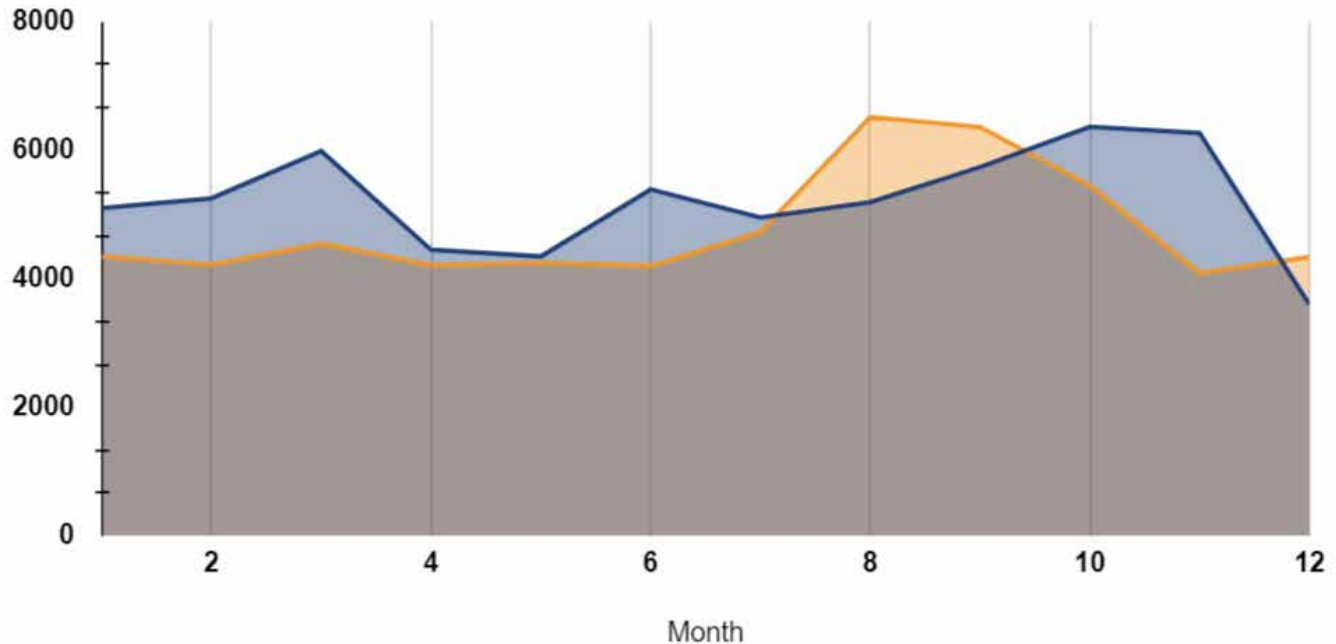


The Results Prove the SEO Expansion Is a Success

5 The firm experienced an increase in the average monthly visitors by $\approx 9\%$ (9.41%).

Organic Visitors

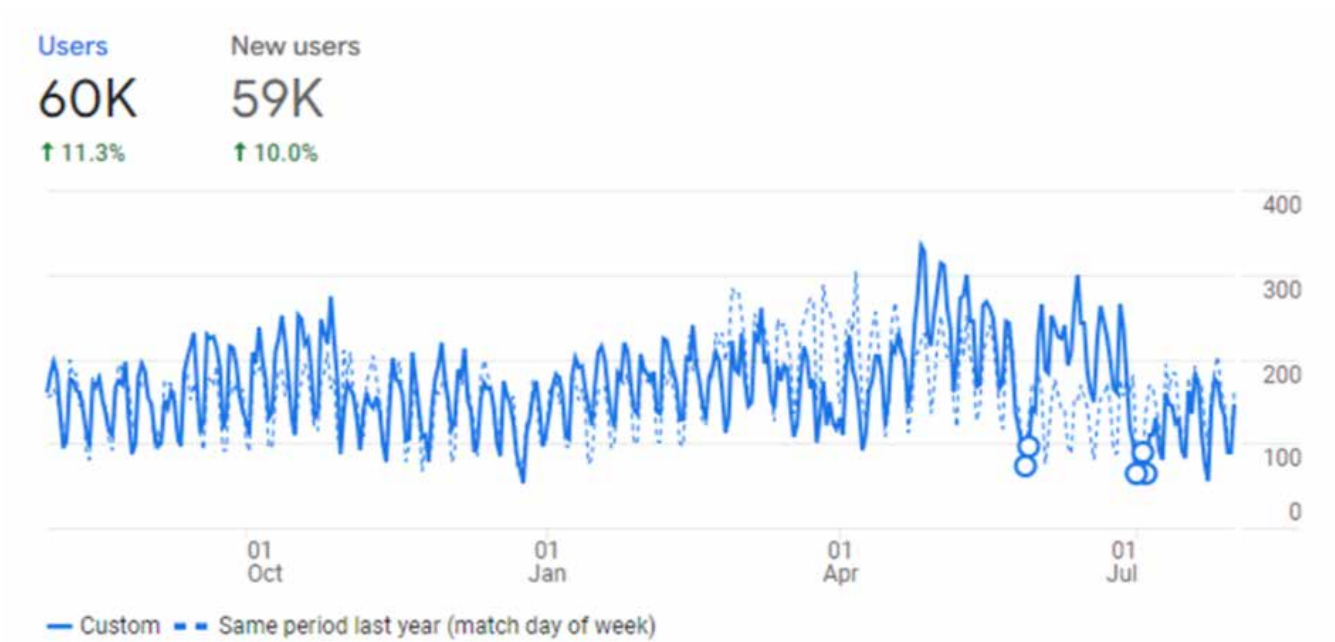
Before After



The Results Prove the SEO Expansion Is a Success

6 The SEO expansion also increases users by 11.3% and existing users by 10%, respectively.

New Users



Successful SEO Results Are Only For the Brave Heart

Are you scared of expanding your SEO investments because you're afraid to lose?

If your answer is YES, then GOOD!

As the saying goes: "If your dreams don't scare you, they aren't big enough."

All of our successful clients have felt the same fears and doubts you are experiencing – but as you see the proof, it works!

SEO has a lot of technicalities behind it, but you don't have to navigate it all alone. If you'd like to have a comprehensive overview of what SEO entails – **we've got you.**

**Discover the Complete SEO
approach at Consultwebs**



And if you prefer, we sit down for a 1-1 – we've also got you covered.

Book Your 1-1 With a Legal Marketing Advisor

