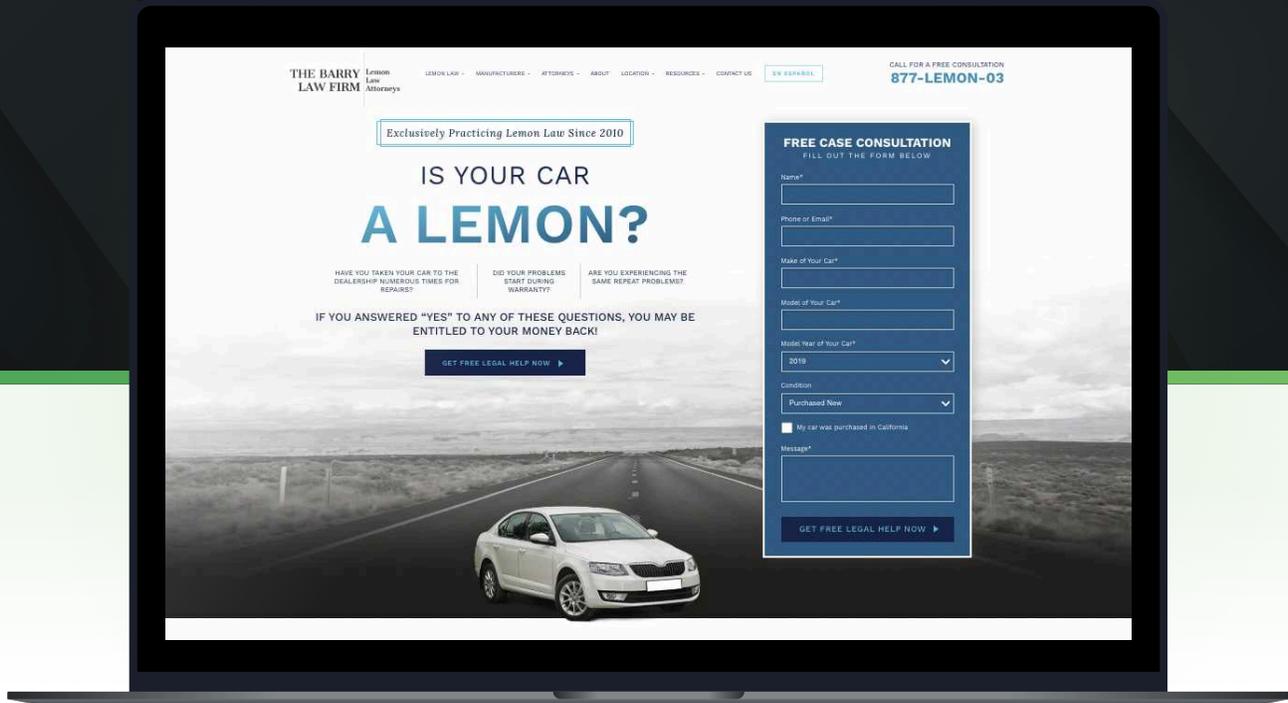


# How Consultwebs Grew a Niche Lemon Law Firm's Leads by **126% in Only 12 Months**



## The Barry Law Firm's Story

When The Barry Law Firm first came to us, they were virtually undiscoverable on the internet. Even though they were experts in lemon law—a very specialized area—they were only getting 2–10 clicks a day from Google and no real leads.

## The Challenge

The Barry Law Firm's primary goal was to establish a prominent online presence in the lemon law space and generate qualified leads through organic search. They wanted to become the go-to resource for consumers dealing with defective vehicles, transforming their website from a digital afterthought into a lead-generation powerhouse.

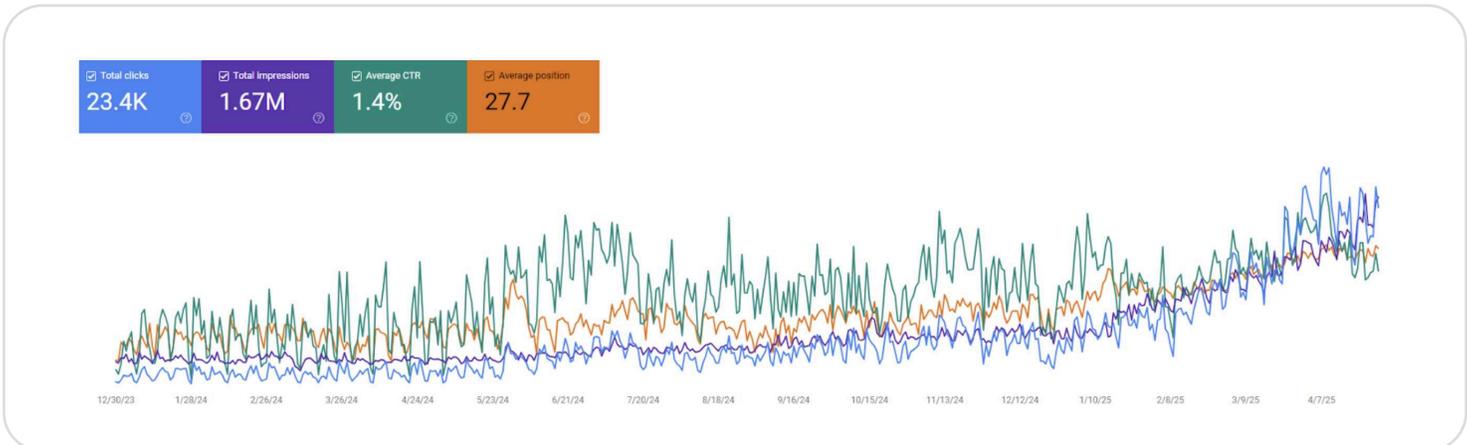
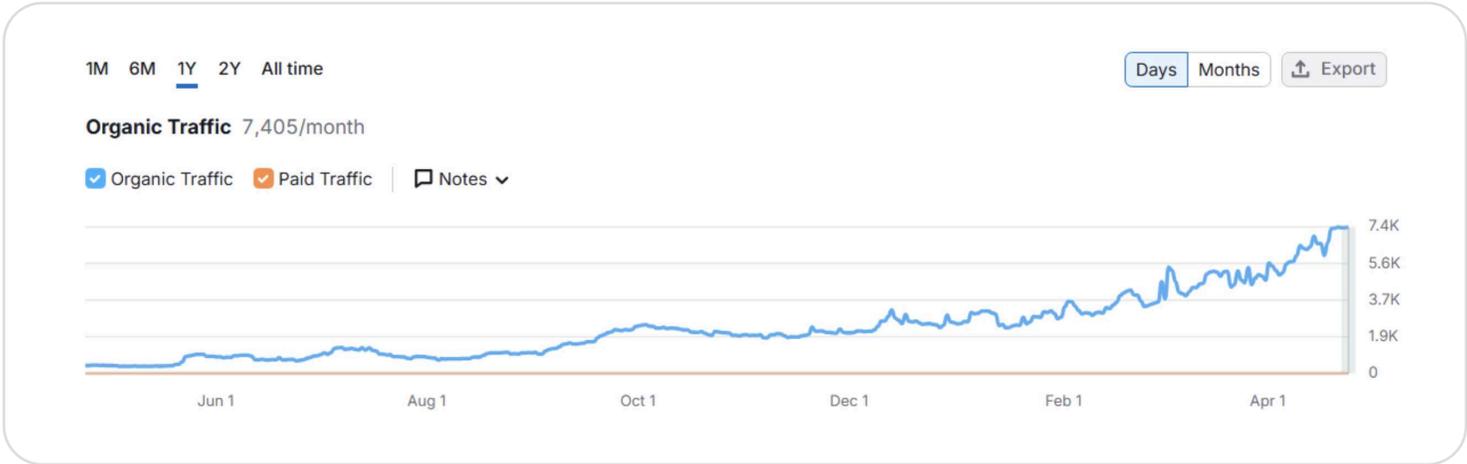
## How Consultwebs Helped

-  **Client Expertise Integration**  
We leveraged The Barry Law Firm's deep lemon law knowledge to create content that competitors couldn't match
-  **Semantic Keyword Strategy**  
Added tertiary keyword phrases to capture searches we were missing

-  **Multi-Format Content**  
Videos and infographics dramatically increased user engagement
-  **Agile Response to Algorithm Changes**  
Our team's collaborative approach to Google updates kept rankings stable

## Results:

- **Daily Organic Clicks:**
  - 1,300% Growth
  - From 2-10 daily clicks to 110-140 daily clicks in just 12 months.
- **Total Annual Clicks:** Zero to 15,000
- **Organic Leads:** ↑126.6% year-over-year
- **Monthly Calls:** ↑39% increase
- **Top 3 Keywords:** 2 to 492





“I have worked with Consultwebs for about 5 years now and couldn't be happier. In the brave new world that is digital marketing, **Consultwebs has helped us navigate, pivot and stay out in front of the ever changing landscape.** Not being a digital marketing native, it was hard to know who to trust with what is now a vital part of our marketing. I can tell you that Consultwebs has the skills, competency and wherewithal to do what they say they are going to do. Highly recommended!”

**Kris Storti,**

Chief Operating Officer of The Barry Law Firm



## What This Means for Your Law Firm

The Barry Law Firm's story isn't unique—many law firms struggle with outdated websites, poor search visibility, and unclear ROI from their digital marketing efforts. But it doesn't have to be that way.

With the right SEO strategy and execution, transformational growth is not just possible—it's predictable. Whether you're in personal injury, family law, criminal defense, or any legal specialty, the same principles that drove The Barry Law Firm's success can work for your practice.

## Next Step: Let's Talk About Your Goals

Book a 1:1 strategy session with our team and discover how Consultwebs can help your law firm grow.



[SCHEDULE YOUR FREE CONSULTATION](#)

Let's build something that works—for your firm, your clients, and your bottom line.



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