#### Case Study: LegalZoom

# LegalZoom Increases In SEO Traffic by 2X

### **Objective:**

Improve the LegalZoom website by driving more organic search traffic using targeted SEO tactics and increasing conversions by focusing on relevant business keywords.

### **Insights:**

- · Comprehensive keyword research across all pages.
- Implementation of on-page and technical SEO strategies to address UI/UX challenges, canonical tag issues, and page speed optimization for enhanced visibility.
- · Content marketing focused on core verticals to boost page and domain authority.

**Tools Used** 



















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Increase in SEO Traffic

500%

Increase in Top 3 Keywords

eys with you, every ste Increase in Top 10 Keywords

LEGALZOOM

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