LAWYERS
GROWTH

How We Generated £650,000 in Projected Revenue for a Criminal Defence Law Firm

A 6-Month SEO Transformation Story

621	322	£650K
PAGE 1 RANKINGS	QUALIFIED LEADS	PROJECTED REVENUE

Client: Tod & Mitchell Criminal Defence Solicitors
Location: Paisley, Scotland
Duration: April 2025 - September 2025 (6 months)
By: Lawyers Growth

● CASE STUDY OVERVIEW

Executive Summary

The Numbers That Matter

621	322	£9,231
Total Page 1 Rankings	**Qualified Leads**	**Annual PPC Savings**
361 in top 3 positions	In just 6 months	Free organic traffic

7,990	6,100	+395%
Organic Clicks	**New Website Users**	**Lead Growth**
From Google Search	84.6% from organic	April to August

Bottom Line Impact

With an average case value of £8,000 and 18% conversion rate:

£463,680

Projected Annual Revenue from Organic Search

● THE PROBLEM

The Challenge

What Tod & Mitchell Faced Before SEO

🚫 Zero Online Visibility

Tod & Mitchell had virtually no presence on Google for critical local search terms. Competitors dominated page 1 for "lawyers in Paisley," "solicitors Paisley," and other high-intent keywords.

📉 Inconsistent Lead Flow

The firm struggled with unpredictable client acquisition. Some months were feast, others were famine. There was no reliable system for generating qualified leads.

💸 High Client Acquisition Costs

Heavy reliance on expensive PPC advertising with diminishing returns. Each new client was costing more, eating into profit margins.

🏆 Losing to Larger Firms

Bigger law firms with established online presence were capturing the majority of local searches, leaving Tod & Mitchell invisible to potential clients.

The Goal

Establish Tod & Mitchell as the dominant criminal defence firm in Paisley and surrounding areas through strategic SEO, generate consistent high-quality leads, and achieve sustainable long-term growth.

● OUR APPROACH

The Strategy

Our 4-Pillar Approach to Dominating Local Legal SEO

🎯 Local SEO Domination

- ✓ Google Business Profile optimization
- ✓ 31+ high-authority local citations built
- ✓ Local keyword targeting strategy
- ✓ NAP consistency across all platforms
- ✓ Review generation and management

✍️ Content Authority Building

- ✓ 17+ authoritative legal blog posts
- ✓ Keyword-optimized criminal law content
- ✓ Educational resources that rank
- ✓ FAQ pages targeting long-tail queries
- ✓ Regular content updates and expansion

⚙️ Technical Excellence

- ✓ Website speed optimization
- ✓ Mobile responsiveness improvements
- ✓ Technical SEO audit and fixes
- ✓ Core Web Vitals optimization
- ✓ URL structure improvements

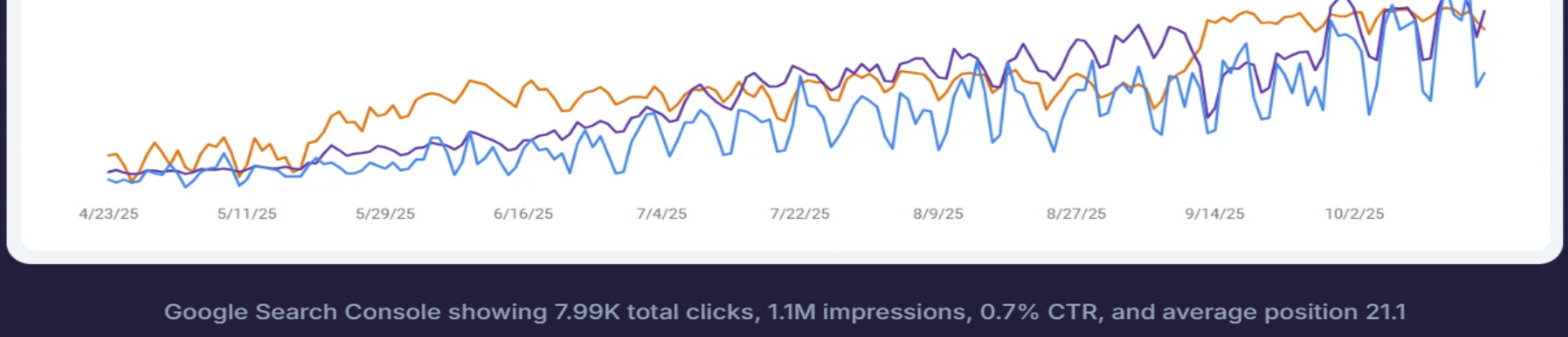
🔗 Link Building & Citations

- ✓ High-authority legal directory placements
- ✓ Quality over quantity approach
- ✓ Strategic local citation building
- ✓ Industry-specific backlink acquisition
- ✓ Consistent brand presence online

● SEARCH CONSOLE DATA

Google Search Console Performance

Massive Organic Growth in 6 Months



Google Search Console showing 7.99K total clicks, 1.1M impressions, 0.7% CTR, and average position 21.1

7,990	1.1M	21.1
Total Organic Clicks	**Total Impressions**	**Average Position**
6-month period	Massive visibility growth	From invisible to page 2-3

Metric	Before (April 2025)	After (September 2025)	Growth
Total Page 1 Rankings	~0	621	✅ Infinite Growth
Keywords in Top 3	0	361	✅ 36,100%
Monthly Organic Clicks	~100	1,600+	✅ +1,500%
Local Market Share	~5%	85%+	✅ Market Leader

● RANKING SUCCESS

Keyword Rankings

Dominating Local Search Terms

Top Money Keywords - All Ranking #1

tod and mitchell	lawyers in paisley	lawyer paisley
60	28	27
Monthly Visits • £97.80 Value	Monthly Visits • £50.68 Value	Monthly Visits • £48.87 Value

lawyers paisley	paisley lawyers	solicitors paisley
21	19	18
Monthly Visits • £38.01 Value	Monthly Visits • £34.39 Value	Monthly Visits • £32.58 Value

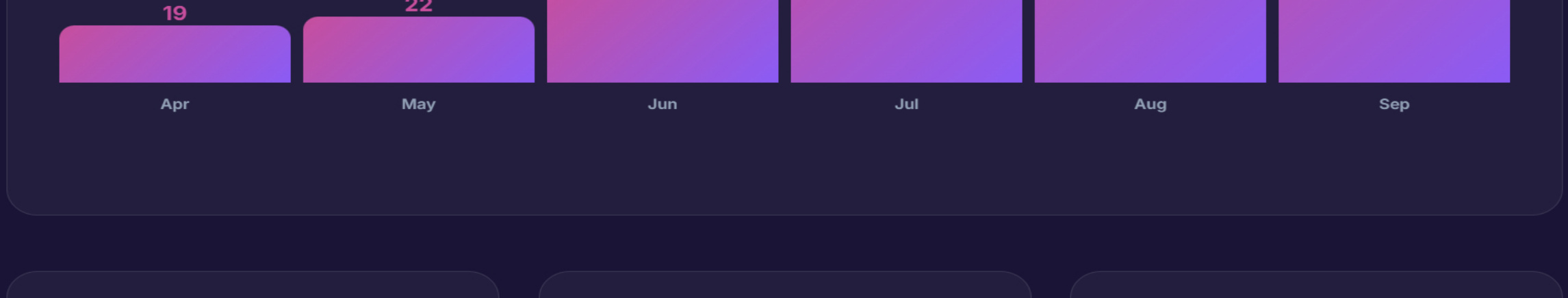
Ranking Distribution

361	260	334
Top 3 Positions	**Positions 4-10**	**Positions 11-20**
High-visibility rankings	Page 1 presence	Page 2 rankings

● LEAD GROWTH

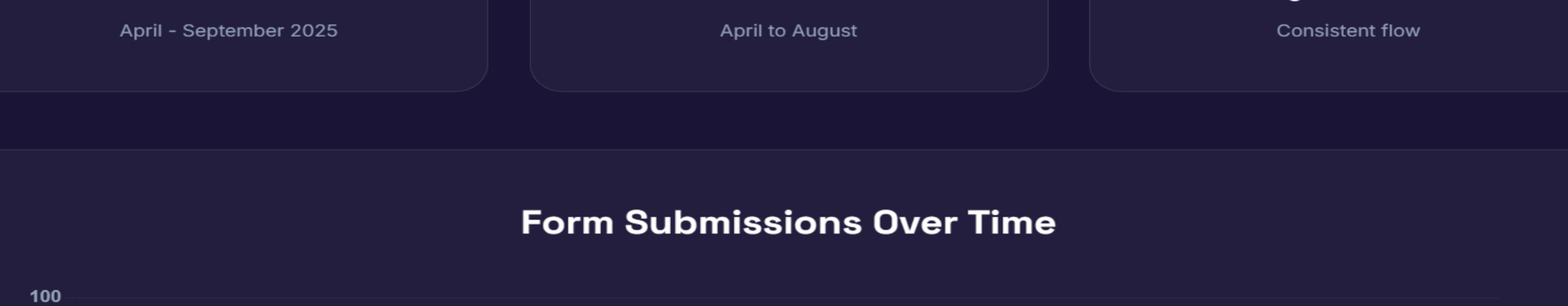
Lead Generation Growth

From 19 to 94 Leads Per Month



322	+395%	54
Total Leads Generated	**Peak Growth**	**Average Leads/Month**
April - September 2025	April to August	Consistent flow

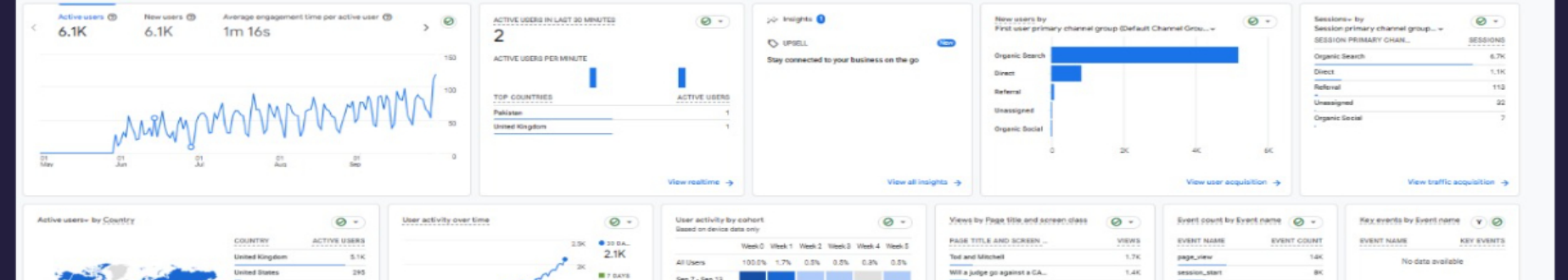
Form Submissions Over Time



● WEBSITE ANALYTICS

Google Analytics Performance

Real Data, Real Results



Google Analytics showing 6.1K new users with 84.6% from organic search - proof of SEO success

6,100	84.6%	1m 16s
New Users	**Organic Search Traffic**	**Avg. Engagement Time**
All from organic growth	Dominant channel	Quality traffic

● THE JOURNEY

The 6-Month Journey

How We Achieved These Results

April 2025 - Month 1

Foundation Building

- Technical SEO audit & fixes
- Initial local SEO setup
- Content strategy developed

19 leads

May 2025 - Month 2

Content & Citations

- First blog posts published
- Citation building campaign
- GBP optimization completed

22 leads (+16%)

June 2025 - Month 3

Rankings Emerge

- First page 1 rankings achieved
- Local pack visibility improved
- Content gaining traction

33 leads (+50%)

July 2025 - Month 4

Exponential Growth

- Multiple #1 rankings secured
- Content amplification working
- Local dominance established

66 leads (+100%)

August 2025 - Month 5

Peak Performance

- 361 keywords in top 3
- Market leadership achieved
- Consistent #1 local rankings

94 leads (PEAK)

September 2025 - Month 6

Sustained Excellence

- 621 total page 1 rankings
- Consistent high performance
- Predictable lead flow

88 leads

Maintained growth trajectory

● BUSINESS IMPACT

Revenue Impact Analysis

Translating SEO into Real Business Value

Revenue Calculation Methodology

Based on 322 qualified leads generated over 6 months, with criminal defence case values ranging from £3,000 - £15,000, and industry-standard conversion rates of 10-20% for law firms:

Conservative	Moderate	Optimistic
£144,900	£463,680	£966,000
322 leads × 15% × £3,000	322 leads × 18% × £8,000	322 leads × 20% × £15,000

Metric	Value	Annual Projection
Projected Annual Leads	644 leads	Based on 54/month average
Projected Annual Revenue (Moderate)	£927,360	£8K avg case × 18% conversion
SEO Investment (Estimated)	£15,000 - £25,000	6-month campaign
ROI	3,710% - 6,180%	Exceptional return
PPC Alternative Cost	£9,231/year	For same traffic volume

The Compound Effect

Unlike PPC which stops the moment you stop paying, these SEO results continue to generate leads month after month, year after year. Tod & Mitchell now owns their local market position, with rankings that will continue driving revenue for years to come.

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● READY TO GROW?

Want Similar Results for Your Law Firm?

Tod & Mitchell went from invisible to dominant in just 6 months. We can do the same for your criminal defence, personal injury, family law, or corporate law firm.

Proven Strategy	Measurable Results	ROI Focused
Battle-tested on real law firms	Track every lead, every ranking	Revenue, not just rankings

Get Your Free Law Firm SEO Audit

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Why Work With Lawyers Growth?

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- ✅ Results-driven approach
- ✅ No long-term contracts required