

Case Study for: Merlin Law Group

Business Need: MLG is a property insurance attorney law firm based out of Tampa, FL with an annual revenue of \$300-500 million. They were poised to scale their firm into new states and become a national law firm. Their website was built on Wordpress but their landing pages utilized Hubspot hosted landing pages for Adwords which negatively effected performance. Primary goal is to produce \$20 million of net attorney fees from paid and social media channel advertising.

Original State: Merlin's landing pages for Adwords and social media campaigns had loading times in excess of 14 seconds. For mobile, it was greater than 23 seconds. Performing a site audit uncovered Hubspot networking in external resources to their landing pages which was having negative effects on their page speed, thus negatively effecting Adwords Quality Score.

Desired Outcome: Audit the MLG website, its blog and subsidiary sites for performance and baseline issues. Make recommendations and provide expense projections for Adwords campaign. Achieve 20 million in net attorney fees through digital channels.

Research: Merlin Law Group was in business for nearly 40 years. It's extensive campaign histories were useful in providing insights into new keywords. Compared against their top competing firms, one can identify keywords via gap analysis. Those keywords, sorted by volume, became our keyword list.

Gap Analysis: Identify specific group(s) of keywords that competitors share that MLG's site does not.

Milestones

- Executed site performance audits for 3 websites
- Generated relevant keyword list (20-30)
- Designed and deployed redundant backup systems for Wordpress
- Implemented dev ops pipeline with DEV, TST, and PRD servers
- Redesigned paid landing pages on Wordpress without Hubspot
- Relaunched Adwords yielding 1.42 million in net attorney fees in first 60 days