

Use Case: Anderholt Evans LLP

Already a locally successful boutique law firm, Anderholt Evans LLP was looking to increase their practice to handle a wider section of cases. Anderholt Evans LLP didn't want to spend huge amounts on a Pay-Per-Click campaign to test different legal verticals. It made sense for the firm to utilize Search Box Optimization (SBO) to be included in a more broad term, such as "Palm Springs attorney" or "Palm Springs Lawyer". This would allow Anderholt Evans LLP to determine how many new clients they could represent in a larger field of legal practice, without investing a lot of money in pay-per-click campaign, as a single click on Google can be near \$200, and a click on Bing can be \$100. This was too expensive for the firm to test different markets. Using SBO on a broad term, allowed them to determine which clients would best suit expansion of the firm.



Recognizing the need for a more sustainable and financially viable approach, Anderholt Evans LLP decided to employ the opportunity provided by Search Box Optimization (SBO) services. SBO offered a compelling alternative with its low fixed-local monthly fee, presenting a stark contrast to the variable and often high costs associated with traditional digital advertising methods. This shift to SBO not only promised to lower their overall marketing expenses but also provided a strategic advantage in online search visibility.

Anderholt Evans LLP strategically invested in **"Palm Springs Attorney", and "Palm Springs Lawyer"**, aiming to maximize their reach and effectiveness in these targeted locations. See example of the SBO in action below:

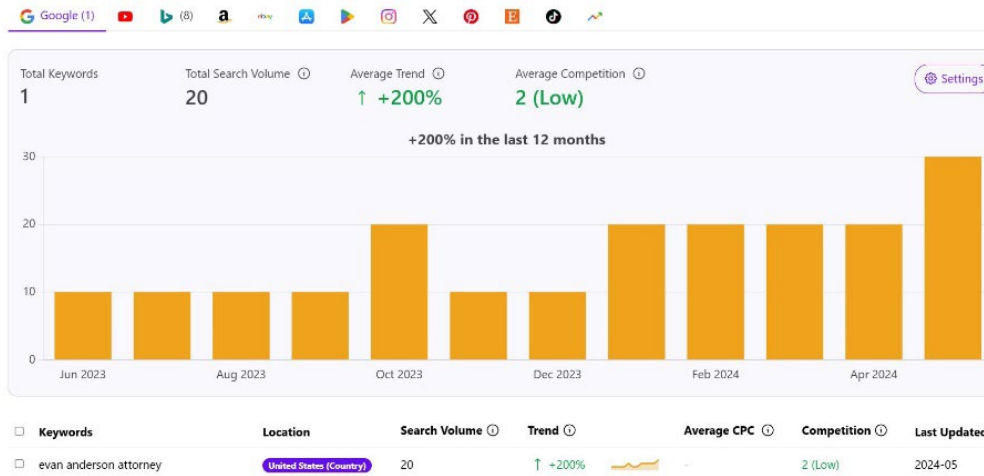


By adopting SBO, they positioned themselves to gain new clients at a cost not available through any other media, achieve more efficient customer acquisition, and leveraging the power of search engine autosuggestions to drive relevant traffic to their website at a substantially reduced cost. This strategic move marked a pivotal step in optimizing their marketing spend while enhancing their online presence in the competitive restoration market.

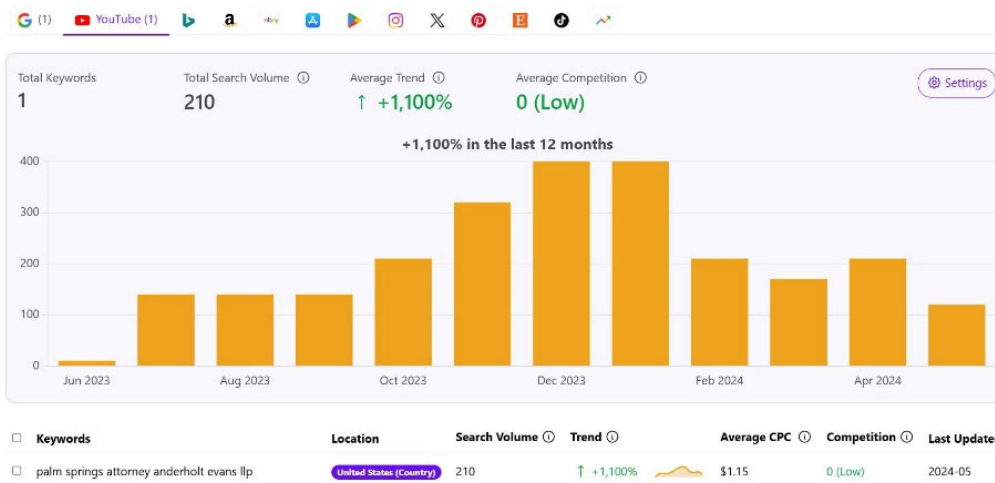
Results and Impact

The implementation of Search Box Optimization (SBO) for Anderholt Evans LLP yielded impressive results, significantly enhancing their online engagement metrics. The following key outcomes were observed:

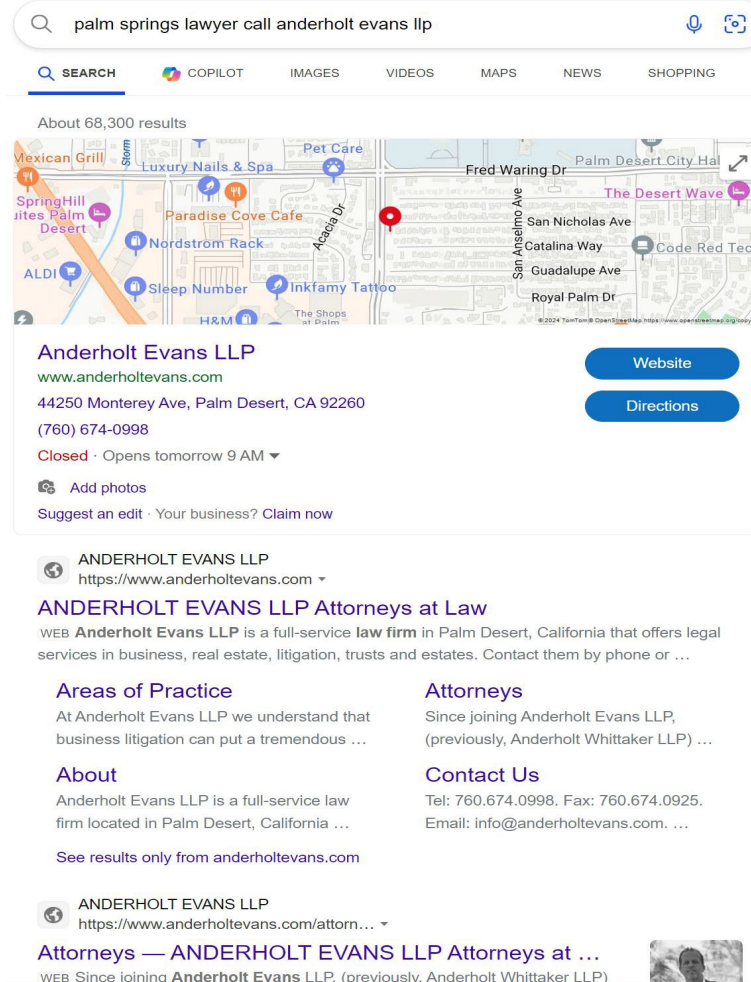
- Increase in Sessions:** There was a notable increase in website sessions over the past 12 months, with the firm's website traffic realizing a 200% increase in website traffic. Website traffic turned into more clients for the firm.



- YouTube Visits:** Anderholt Evans LLP realized the importance of having a presence on YouTube for engaging with clients in a more personal way. Anderholt Evans LLP was happy to realize a substantial increase in YouTube views, with a 1,100% increase.



- **Growth in Users:** The number of unique users visiting Anderholt Evans LLP's site saw a remarkable rise in addition to overall views, showing that an effectively implemented SBO campaign results in expanded business.
- **Improvement in Bounce Rate:** The bounce rate significantly decreased due to the result page being directly relevant to the search from the user. As the image below shows, when the user clicks on the autocomplete, the results page corresponds directly to the intended search.



Conclusion

Client Testimonial: "Search Box Optimization gave us the exact marketing avenue we needed to efficiently and economically test our expansion. The results were amazing." Partner, Anderholt Evans LLP.

These results collectively demonstrate the effectiveness of the SBO strategy in boosting Anderholt Evans LLP's online engagement and reach. The near elimination of any competitors on the search results page means clients are more engaged with Anderholt Evans LLP's content, leading to increased engagement.