

Client

Marshall Slayton with Slayton Law, PLC is a highly respected bankruptcy attorney in Charlottesville, VA. His practice has helped local families through the hurdles of bankruptcy for over 25 years.

Goals & Actions

Slayton Law was looking to increase their local online presence for multiple office locations, improve SEO rankings, and generate leads for bankruptcy clients.

We Launched

- **Local Online Presence Packages for 3 locations: Charlottesville, Culpeper and Waynesboro.**
- **SEO Campaign to raise bankruptcy-targeted keywords specifically in Charlottesville.**
- **Targeted Display Ads to create mass awareness. Retargeting to continue reaching site visitors after they leave.**
- **Google Local Service Ads to cement trust and capture leads from the highest position in the Google results.**

RESULTS OVER 4 YEARS

✓ **35 #1 Keyword Rankings**

In Local Map Pack

✓ **160% Increase**

In Google Searches

✓ **140% Increase**

In Customer Actions

