



Case Study: Slayton Law, PLC

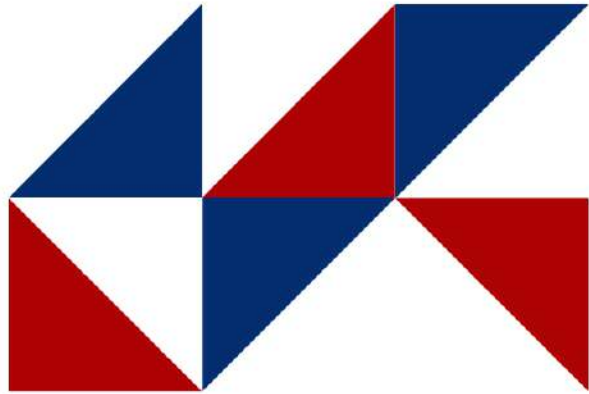


SLAYTON LAW, PLC
BANKRUPTCY AND DEBT RELIEF

Full Scope Digital Campaigns For Charlottesville's Leading Bankruptcy Attorney

► CLIENT

- Marshall Slayton with Slayton Law, PLC is the Charlottesville area's leading bankruptcy attorney. He has played a vital role in guiding clients through debt relief and bankruptcy solutions for over 25 years.
- Gig Strategic has had a plan in place with Slayton since the winter of 2020, covering web management, multi-location SEO, Google Ads, Targeted Display, and more.
- As a partner since 2020, Slayton has been one of our longest running and most successful client relationships.



► KEY RESULTS:

- Multi Location SEO: 55 keywords on Google Page 1. 35 keywords on Bing Page 1.
- Google Searches: 160% Increase in first year of service.
- Google Screened / Local Service Ads: Average 180 leads per year.
- Display For Brand Awareness: 1.2 million+ impressions per year.
- Maintained top market share and brand reputation for Slayton Law for 4+ Years.