

# BIG STORM CASE STUDY

SEO · WEB DESIGN · PPC · SOCIAL MEDIA



**ANGEL, COIL & BARTLETT**

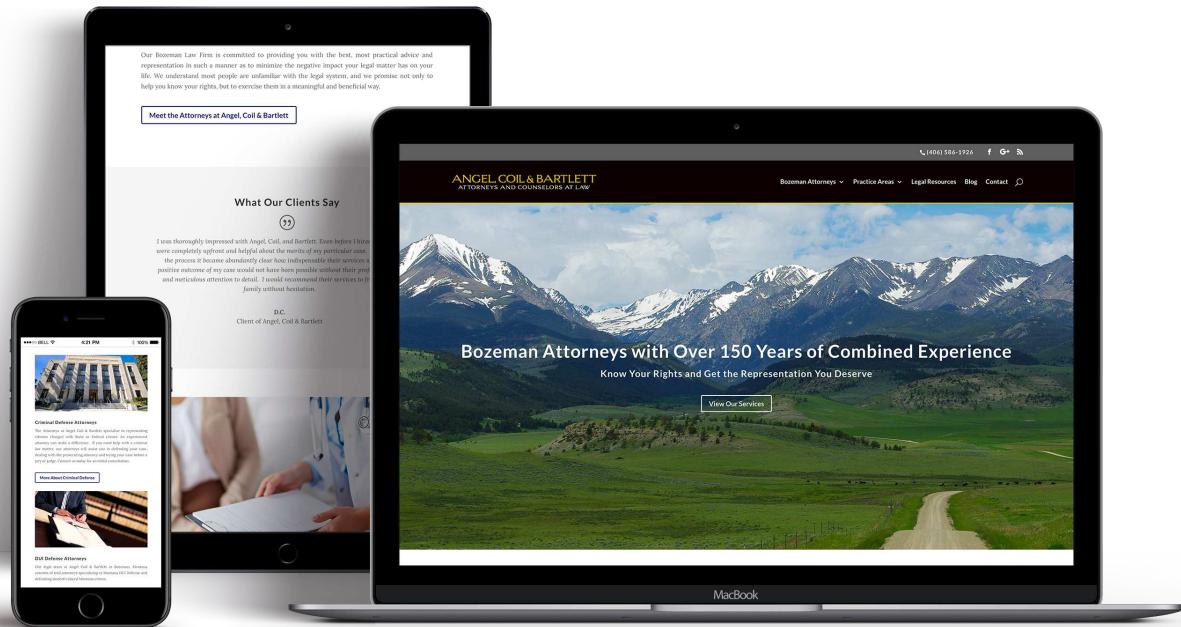
ATTORNEYS AND COUNSELORS AT LAW

# SEO, PPC & WEB DESIGN FOR A BOZEMAN LAW FIRM

Angel, Coil & Bartlett has helped citizens know and understand their rights for many years. The firm has represented many individuals in personal injury and criminal defense cases, along with an array of other ventures including business, probate, real estate and more. Prior to working with Big Storm, the firm largely focused on phone book and print advertising to reach an audience that had moved on into the digital space. Big Storm started by creating targeted content and optimizing existing content for search engines, client more visible on Google and Bing. We then developed a PPC marketing strategy and implemented it on Google Adwords, Bing Ads, and Facebook. While navigating the expensive world of paid search for attorneys, we were able to cut costs, reduce wasted spend and optimize ongoing campaign efforts while bringing in quality clients for the firm. We also designed two mobile-friendly websites and improved Angel Coil and Bartlett's search engine presence with minimal oversight due to our trusting long-term business relationship.



# REASONABLE SEARCH & SEIZURE OUR APPROACH



We started with the end goal in mind: Obtaining new clients for Angel, Coil & Bartlett. First, we identified the goals of a phone call or a contact form filled out. Next, we took steps to identify the journey that potential clients would take to find them, using search trend information. From there, we mapped the process and looked at where we could improve the customer journey. Obvious areas were search, paid search, and social media. We also looked at what potential clients needed in terms of trust and/or proof of credibility. Marrying those elements with Angel, Coil & Bartlett's core value of knowing their rights and their calm demeanor, we worked vigorously to frame the firm with those ideas in mind. We then shifted to implementation and were able to successfully run several campaigns within a limited budget and allow ourselves to continue to improve over time.

## FOR THE PEOPLE BY OUR PEOPLE HOW WE HELPED

Big Storm worked to reach the target audience by optimizing their "findability" in organic search engine placements, expanding paid search and display placements. We found appropriate keywords and seized appropriate placements for better visibility. In terms of demographics, we identified that their audience was moving to digital and they were being discovered by people using search engines and social media channels. On the website, we improved the brand by ensuring photos of staff members were prominently displayed and that a philosophy of "We are here to help" was incorporated throughout the site and content. Over time, we have continued to make improvements to the website, social media, SEO and PPC for the firm.

### KNOW YOUR RIGHTS

## WORK DONE ON BEHALF OF OUR CLIENT



Search Engine Optimization

Facebook Advertising

PPC Maintenance Services

PPC Campaign Build Out

Bing Advertising

Display Advertising



Website Design

Art Direction

Photographic Direction

Quality Assurance &

Testing

Content Creation

Web Development

Website Design



Analytics & Tracking

Google Analytics Setup

Goal Tracking

Continual Improvements

& Recommendations

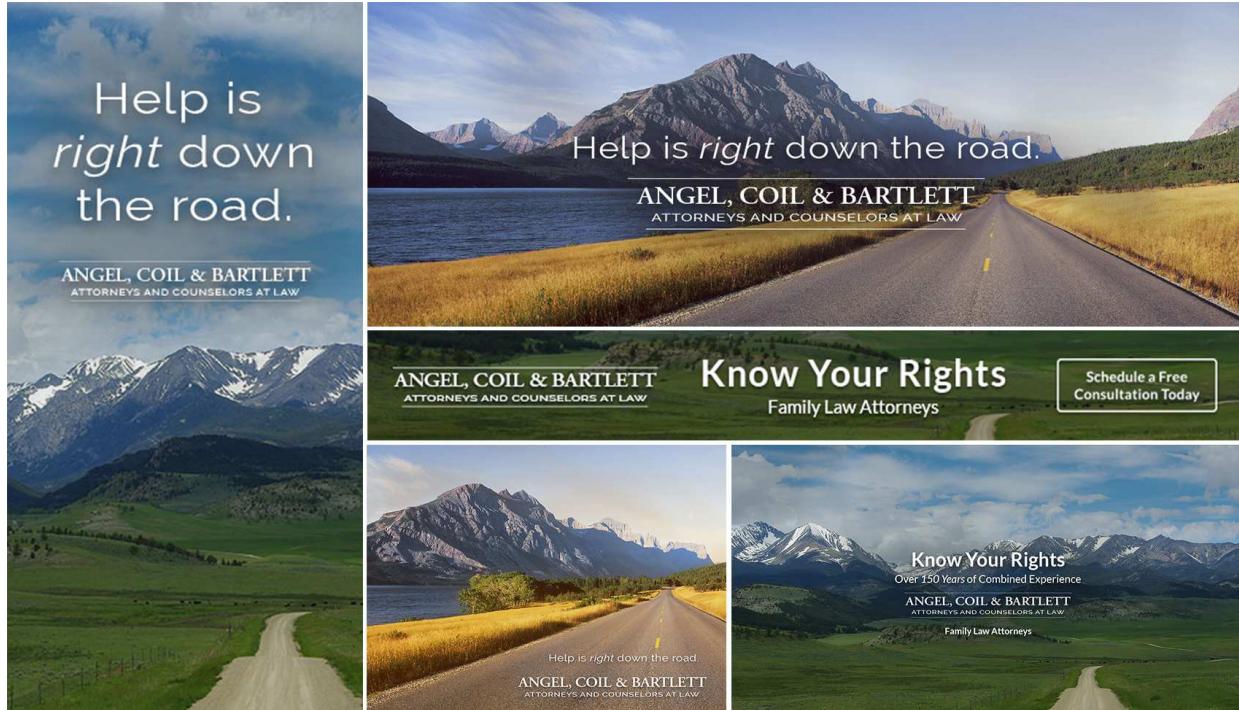


Paid Search / PPC

Keyword Research

Competition Analysis

SEO Position Reporting



## WITNESS ACCOUNT

### WHAT ANGEL COIL & BARTLETT SAYS

"Big Storm provides Angel Coil & Bartlett quality work and services on time with great results and minor supervision. Big Storm helped us design a website that meets our firm's needs. They manage our Paid Search, help with social media and optimize our site so we are found on Google and Bing. They're great to work with and understand the different practices of our firm. We know we can count on them to do good work to manage our website, PPC and SEO day in and day out."



Mark Luebeck, Attorney and Partner at Angel Coil & Bartlett



Big Storm LLC is a data-driven marketing company. Our goal is to be transparent, genuine, valuable, and profitable in the work that we do for ourselves, our clients, and the things we create. Responsibility for our agency's reputation, as well as our clients and partners; drives us to create lasting relationships that extend for years beyond the company boundaries. We aim to contribute to the marketing, web design, and analytics communities by being a positive influence on our industry. We focus on quality, empathy, generosity, honesty, hard work, and profitability; while maintaining a fun company culture.

## CONTACT US

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