

■ Scott D. Pollock & Associates P.C.

# Case Study

Scott D. Pollock & Associates, P.C. focuses on immigration and nationality law, and the firm's office is located in the heart of downtown Chicago—an area with a large population of immigrants to the United States. The firm does crucial work helping people navigate getting their visa or green card, applying for citizenship, and fighting deportation. However, the firm had low inbound traffic to its website and was spending a lot on awareness-focused advertising that wasn't translating a high percentage of leads to actual clients.

## The Problem

When Scott D. Pollock & Associates, P.C. first came to Metric for help with their website and search ranking, they had already tried working with another content agency, which hadn't gone well. The firm had poured money into an agency that gave little care to the appearance of the firm's website and the keywords important to their clients and brand.

So in June 2019, Scott D. Pollock & Associates, P.C. began working with Metric to redesign and rewrite their website, putting together paid ads on social media and Google Ads, building out blog posts designed for search engine optimization (SEO) and a monthly content plan, and creating a robust, client-focused Google business page.

*“Elite! This is the word to describe the Metric Marketing team. I've been working with them since 2019 to help the law firm I manage get our web presence to the next level. They have certainly done that with helping us...”*

MICHAEL LAZENBY  
Scott D. Pollock & Associates, P.C.

METRIC MARKETING



## ■ What did we do?

- Copywriting
- Brand Design
- Website Development
- Graphic Design
- Search Engine Optimization
- Paid Search Advertising
- Content Marketing
- CRM Implementation

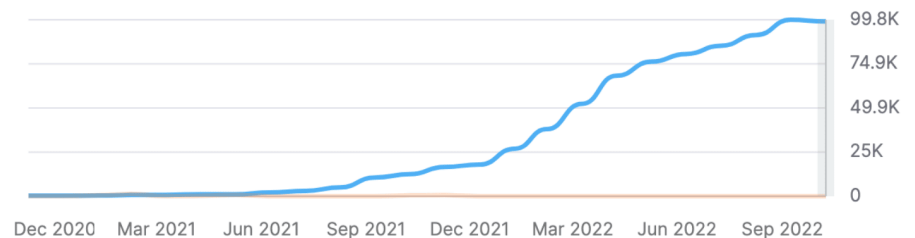
## SEO-Optimized Content Plan

An integral part of ranking high in Google search for any company is continually adding (or refreshing) relevant content to your website. Scott D. Pollock & Associates, P.C. took this to heart, investing in a long-term content strategy with Metric's content writers. To start our research, we looked at where people searching for immigration help often go for resources online. We discovered that much of that traffic brought browsers to usa.gov, where many pieces are written in a passive language with a lot of legal jargon—jargon that's often difficult for people searching for immigration and nationality law information to understand.

Metric worked with Scott D. Pollock & Associates, P.C. to develop a content strategy that would serve as an alternative resource to the ones on the usa.gov website. This would also bulk up their “Immigration Insights” page, providing timely blog posts and pages on immigration and nationality law. As a result of the addition of clear, timely content, the firm's website started ranking higher in Google Search.

**Organic Traffic** 98,867/month

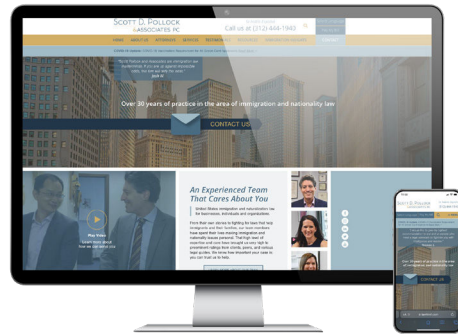
Organic Traffic  Paid Traffic |  Notes ▾



## Making a User-Friendly Website

When Metric started with Scott D. Pollock & Associates, P.C., the firm hadn't updated its website in several years. The colors were not lively and active, and the site wasn't designed to be particularly user-friendly. There was also no active search button in the top navigation, making it difficult for visitors to find exactly the topics they were looking for.

Metric took the basic branding from the original website and updated it with more current design and colors and clear calls to action (CTAs), such as "Contact Us" and "Call us at..." We also added an identity statement—"An Experienced Team That Cares About You"—to the top of the homepage, along with rotating testimonials in the hero banner to help build confidence that the immigration attorneys at Scott D. Pollock & Associates, P.C. are reliable and hard-working.



## Building Out a Robust Google Business Profile

A final piece of this refresh included putting together a robust Google Business page for Scott D. Pollock & Associates, P.C. Because so much traffic for any business comes from Google, when your profile surfaces in a search, it's critical to do everything to showcase your offerings, location, and reviews. Scott D. Pollock & Associates, P.C. invested in a professional team photo, and with help from Metric, showcased their different offerings under Google's "products," along with many positive testimonials from past clients.

## Modern Branding & Increased Leads

With the combination of an effective, long-term SEO content strategy that consistently produces an average YOY 100% growth in organic traffic, an updated, user-friendly website, and a robust Google Business profile, Scott D. Pollock & Associates, P.C. has increased leads, grown their internal team to keep pace with leads, and shifted their marketing strategy. They completely stopped paid advertising to keep up with the flood of leads pouring in from organic traffic.

The firm can now spend even more time on its clients because they have so many more organic inbound leads. Their marketing investment strategy has changed from ad-focused to SEO-focused, and they've committed to a long-term content strategy with Metric's team of writers.

### The Results

- Scott D. Pollock & Associates, P.C.'s marketing strategy continue a positive trajectory year after year. It just keeps getting better!

2022 vs. 2021:

**317%**

INCREASE IN  
ORGANIC LEADS

2022 vs. 2021:

**1,146%**

INCREASE IN  
ORGANIC TRAFFIC

2023 vs. 2022:

**156%**

INCREASE IN  
ORGANIC LEADS

- **Connect with Us!**

CONTACT US TODAY AND SCHEDULE  
YOUR FREE WEBSITE AUDIT

