

■ Wilson Kehoe Winingham

# Case Study

## The Problem

Wilson Kehoe Winingham is an Indianapolis-based personal injury law firm. Its mission is to help those who have been wrongfully injured rebuild their lives, and its marketing goal is to become a significant player in the Indianapolis market.

WKW previously worked with two other marketing agencies that claimed to follow Google's best practices; however, as time passed, WKW became suspicious that the efforts were risky—and they were correct. Their previous agencies used black hat SEO tactics, which risk being penalized by Google and simply do not work.

Metric discovered these issues and began cleaning up, including removing over 40,000 spammy backlinks, removing hidden content and optimizing technical page structures. WKW was able to start rebuilding its domain authority after the cleanup was completed.

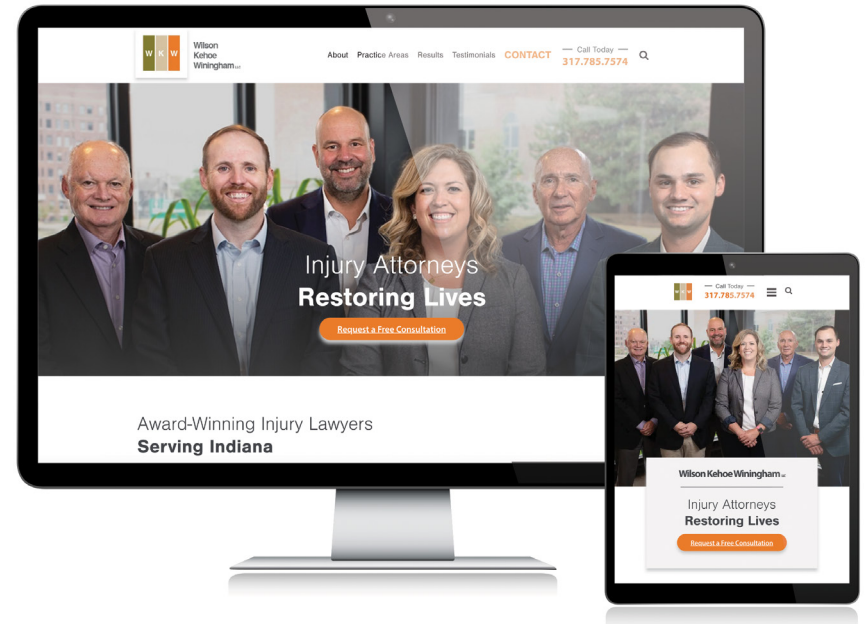


*"Metric has been essential in our marketing initiatives at WKW. From untangling the past SEO issues created by previous partners to helping develop a more client-centric digital experience, they manage to both take direction and provide recommendations that help us realize success. We are still growing our online presence and realizing new benchmarks, and we would not be here without the assistance, guidance, and professionalism of the Metric Marketing team."*

- Director of Marketing, WKW

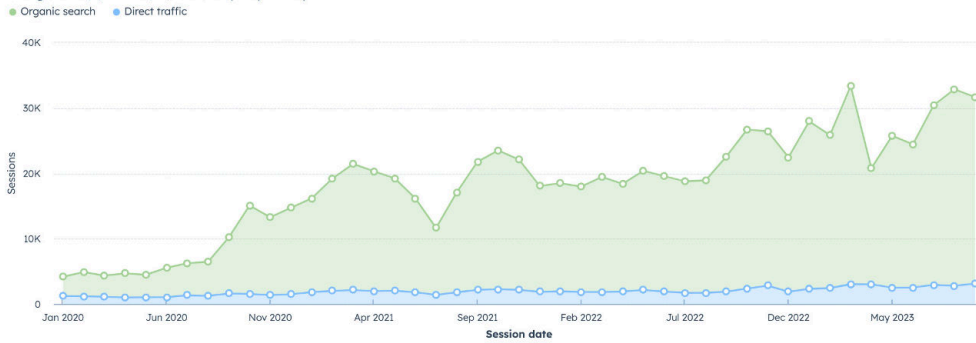
■ What did we do?

- |                            |                             |
|----------------------------|-----------------------------|
| Website Audit              | Lead Attribution & Tracking |
| Web Development            | Graphic Design              |
| Search Engine Optimization | Strategy Development        |
| Paid Search Advertising    | CRM Implementation          |
| Social Media Advertising   | Buyer Persona Development   |
| Copywriting                |                             |



## Sessions

Date range: From 1/1/2020 to 9/28/2023 Frequency: Monthly



## The Solution

WKW, like many other law firms, was most concerned with the results. If they were to make a significant investment in digital marketing, there had to be a clear return. WKW was right to be skeptical of working with another agency at the start of the relationship. To foster mutual trust, our team was completely transparent in its operations and communicated our mission in working with them, as well as justifications for any recommendations we made. Unlike their previous agencies, we did not bind them to long-term contracts. As an agency, we let our results speak for themselves.

Our goal was to drive qualified traffic to wkw.com, increase intakes, and ultimately, cases. Many items were discovered during the website audit. We determined that a complete website rebuild was required to improve user experience and rank for the highly competitive legal terms. Having a beautiful site custom-built for fast loading and performance is a good starting point for developing technical SEO strategies.

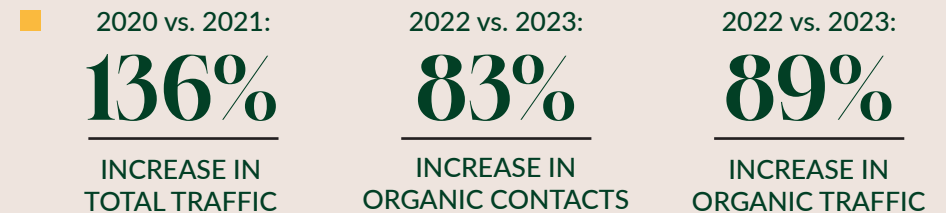
In addition to improving SEO efforts, our team wanted to investigate other avenues that would drive cases, such as paid search, paid social, community outreach, referring attorney outreach, and email marketing.

## Our Digital Marketing Process

1. Research & development: search engine optimization (SEO) and paid strategies
2. Brand guide & website rebuild
3. Integrate HubSpot, a marketing CRM tool
4. Increase online visibility and generate qualified leads

Over the last five years, Metric's team has collaborated closely with WKW. Our team analyzed various elements of the sales funnel—from intakes to cases opened to cases settled—by tying HubSpot data to WKW's case management system. This data analysis determined which case types are the most profitable and have the highest probability of settling.

## The Results:



## Connect with Us!

CONTACT US TODAY AND SCHEDULE  
YOUR FREE WEBSITE AUDIT

